

Bachelor of Arts in Mass Communication (Strategic Communication Concentration) Effective Fall 23-24

Total Credit Hours 120

First Year (Freshman)

Semester I (FALL)

Code	Title	Credit	Prerequisite(s)
ARL 101 (A)	Communication Skills in Arabic I	3	No Prerequisite
FWS100 (E)	Academic Skills for Success	3	No Prerequisite
ISL 100 (A)	Islamic Culture	3	No Prerequisite
ENG 200	English II	3	IELTS average score of 6 or EMSAT average score of 1400 or passing grade in ENG102 + FWS100 (E)
MMC 201	Introduction to Mass Communication	3	(Co) ENG 102/ENG 200

Total Credit Hours

15

Semester II (SPRING)

Code	Title	Credit	Prerequisite(s)
ITD 100	Introduction to Information and Digital Technology	3	No Prerequisite
FWS 201	Fundamentals of Life Skills	3	FWS100 (E)
STT 100	General Statistics	3	No Prerequisite
MAC 201	Intercultural Communication	3	MMC 201
MMC 203	Writing for Mass Media	3	MMC 201

Total Credit Hours

15

Second Year (Sophomore)

Semester III (FALL)

Code	Title	Credit	Prerequisite(s)
OE 1	Open Elective I	3	
MAC 207	Introduction to Graphic Design	3	ITD 100
FWS 211	Fundamentals of Emotional Intelligence	3	ENG102+ FWS100(E) or FWS100(E) co-req if students enter to ENG200
MAC 313	Principles of Strategic Public Relations	3	MMC 203
MAC 314	Communication Strategy in Advertising	3	MMC 201 or MKT200

Total Credit Hours

15

Semester IV (SPRING)

Code	Title	Credit	Prerequisite(s)
FWS 305	Technical Communication for Work Place	3	ENG 200 + Completion of 45 Chrs
MAC 205	Theories of Mass Communication	3	MMC 201
MAC 310	Mass Media Ethics and Responsibilities	3	MMC 201
MAC 308	Photojournalism	3	MMC 203
MKT 200	Principles of Marketing	3	ENG 200

Total Credit Hours

15

Third Year (Junior)

Semester V (FALL)

Code	Title	Credit	Prerequisite(s)
ASC 301	Research Report Writing	3	STT 100
FWS 205	UAE and GCC Society	3	ENG102+ FWS100(E) or FWS100(E) as co-requisite if students enter to ENG200
MAC 303	Organizational Communication	3	MAC201
ME 1	Major Elective I	3	
OE 2	Open Elective II	3	

Total Credit Hours

15

Semester VI (SPRING)

Code	Title	Credit	Prerequisite(s)
FWS 310	Introduction to Innovation and Entrepreneurship	3	ENG 200 + Completion of 60 Chrs
MAC 315	Writing for PR	3	MMC 203
MAC 301	PR Protocol and Etiquette	3	MMC 201
FWS 301	Developing Future Leaders	3	FWS100 + ENG200 and Completion of 45 chrs
MAC 317	Public Speaking	3	ENG200

Total Credit Hours

15

Summer Semester

Code	Title	Credit	Prerequisite(s)
MAC 499	Internship	3	Completion of 80 Credit Hours + INTR099(P)

Fourth Year (Senior)

Semester VII (FALL)

Code	Title	Credit	Prerequisite(s)
OE 3	Open Elective III	3	
MAC 404	Social Media Management	3	Completion of minimum 90 credit hour
MAC 407	Integrated Communication Campaign	3	MAC 314
MAC 413	Public Relations Campaigns	3	MAC313
OE 4	Open Elective IV	3	

Total Credit Hours

15

Semester VIII (SPRING)

Code	Title	Credit	Prerequisite(s)
MAC 402	Media Appreciation and Critique	3	MMC201
ME 2	Major Elective 2	3	
ME 3	Major Elective 3	3	
MAC 490(SC)	Senior Design Project for Strategic Communication	3	100 Credit Hours

Total Credit Hours

12

Bachelor of Arts in Mass Communication (Media Production Concentration) Effective Fall 23-24

Total Credit Hours 120

First Year (Freshman)

Semester I (FALL)

Code	Title	Credit	Prerequisite(s)
ARL 101 (A)	Communication Skills in Arabic I	3	No Prerequisite
FWS100 (E)	Academic Skills for Success	3	No Prerequisite
ISL 100 (A)	Islamic Culture	3	No Prerequisite
ENG 200	English II	3	Pre -Req: EPT/ or Passing grade in ENG102 + FWS100(E) or (FWS100(E) as co-req if placed in ENG200)
MMC 201	Introduction to Mass Communication	3	(Co) ENG 100/ENG 200

Total Credit Hours 15

Semester II (SPRING)

Code	Title	Credit	Prerequisite(s)
ITD 100	Introduction to Information and Digital Technology	3	No Prerequisite
FWS 201	Fundamentals of Life Skills	3	FWS100 (E)
STT 100	General Statistics	3	No Prerequisite
MAC 201	Intercultural Communication	3	MMC 201
MMC 203	Writing for Mass Media	3	MMC 201

Total Credit Hours 15

Second Year (Sophomore)

Semester III (FALL)

Code	Title	Credit	Prerequisite(s)
MAC207	Introduction to Graphic Design	3	ITD 100
FMS 100	Introduction to Film	3	-
FWS 211	Fundamentals of Emotional Intelligence	3	ENG102+ FWS100(E) or FWS100(E) co-req if students enter to ENG200
FMP 180	Principles of Production Technology	3	-
MKT 200	Principles of Marketing	3	ENG 200

Total Credit Hours 15

Semester IV (SPRING)

Code	Title	Credit	Prerequisite(s)
FWS 305	Technical Communication for Work Place	3	ENG 200 + Completion of 45 Chrs
MAC 205	Theories of Mass Communication	3	MMC 201
MAC 310	Mass Media Ethics and Responsibilities	3	MMC 201
MAC 308	Photojournalism	3	MMC 203
FMP 225	Introduction to VFX	3	FMP 180 or MAC 323

Total Credit Hours 15

Third Year (Junior)

Semester V (FALL)

Code	Title	Credit	Prerequisite(s)
ASC 301	Research Report Writing	3	STT 100
FWS 205	UAE and GCC Society	3	ENG 102+ FWS100(E) or FWS 100(E) as co-requisite if students enter to ENG200
OE 1	Open Elective I	3	MMC 203
FMP 325	Screenwriting	3	FMS 100
OE 2	Open Elective II	3	

Total Credit Hours 15

Semester VI (SPRING)

Code	Title	Credit	Prerequisite(s)
FWS 310	Introduction to Innovation and Entrepreneurship	3	ENG 200 + Completion of 60 Chrs
FMP 300	Short Film Production	3	FMP 180 or MAC 323
ME 1	Major Elective I	3	
FWS301	Developing Future Leaders	3	FWS100 + ENG200 and Completion of minimum 45 chrs
MAC317	Public Speaking	3	ENG 200

Total Credit Hours 15

Summer Semester

Code	Title	Credit	Prerequisite(s)
MAC 499	Internship	3	Completion of 80 Credit Hours + INTR099(P)

Fourth Year (Senior)

Semester VII (FALL)

Code	Title	Credit	Prerequisite(s)
OE 3	Open Elective III	3	
MAC 404	Social Media Management	3	MMC 201
FMP 350	Directing for Documentary	3	FMP 300
MAC 410	Web Publications and Design	3	ITD 100
OE 4	Open Elective IV	3	

Total Credit Hours 15

Semester VIII (SPRING)

Code	Title	Credit	Prerequisite(s)
MAC 402	Media Appreciation and Criticism	3	MAC 310
ME 2	Major Elective 2	3	
ME 3	Major Elective 3	3	
MAC490(MP)	Senior Design Project for Media Production	3	100 Credit Hours

Total Credit Hours 12

Bachelor of Arts in Mass Communication (Broadcasting Concentration) Effective Fall 23-24

Total Credit Hours 120

First Year (Freshman)

Semester I (FALL)

Code	Title	Credit	Prerequisite(s)
ARL 101 (A)	Communication Skills in Arabic I	3	No Prerequisite
FWS100 (E)	Academic Skills for Success	3	No Prerequisite
ISL 100 (A)	Islamic Culture	3	No Prerequisite
ENG 200	English II	3	Pre -Req: EPT/ or Passing grade in ENG102 + FWS100(E) or (FWS100(E) as co-req if placed in ENG200)
MMC 201	Introduction to Mass Communication	3	(Co) ENG 100/ENG 200

Total Credit Hours 15

Semester II (SPRING)

Code	Title	Credit	Prerequisite(s)
ITD 100	Introduction to Information and Digital Technology	3	No Prerequisite
FWS 201	Fundamentals of Life Skills	3	FWS100 (E)
STT 100	General Statistics	3	No Prerequisite
MAC 201	Intercultural Communication	3	MMC 201
MMC 203	Writing for Mass Media	3	MMC 201

Total Credit Hours 15

Second Year (Sophomore)

Semester III (FALL)

Code	Title	Credit	Prerequisite(s)
OE 1	Open Elective I	3	
MAC 207	Introduction to Graphic Design	3	ITD100
FWS 211	Fundamentals of Emotional Intelligence	3	ENG102+ FWS100(E) or FWS100(E) co-req if students enter to ENG200
MAC 323	Single-Camera Production	3	MMC201
MAC 324	Video Editing and Visual Effects	3	MMC201

Total Credit Hours 15

Semester IV (SPRING)

Code	Title	Credit	Prerequisite(s)
FWS 305	Technical Communication for Work Place	3	ENG 200 + Completion of 45 Chrs
MAC 205	Theories of Mass Communication	3	MMC 201
MAC 310	Mass Media Ethics and Responsibilities	3	MMC 201
MAC 308	Photojournalism	3	MMC 203
MKT 200	Principles of Marketing	3	ENG 200

Total Credit Hours 15

Third Year (Junior)

Semester V (FALL)

Code	Title	Credit	Prerequisite(s)
ASC 301	Research Report Writing	3	STT 100
FWS 205	UAE and GCC Society	3	ENG102+ FWS100(E) or FWS100(E) as co-requisite if students enter to ENG200
MAC 325	Writing for Broadcast and New Media	3	MMC203
ME 1	Major Elective I	3	
OE 2	Open Elective II	3	

Total Credit Hours 15

Semester VI (SPRING)

Code	Title	Credit	Prerequisite(s)
FWS 310	Introduction to Innovation and Entrepreneurship	3	ENG 200 + Completion of 60 Chrs
MAC 326	Radio Production	3	MMC201
MAC 327	Multi-Camera Production	3	MAC 323 or FMP 180
FWS301	Developing Future Leaders	3	FWS100 + ENG200 and Completion of 45 chrs
MAC317	Public Speaking	3	ENG200

Total Credit Hours 15

Summer Semester

Code	Title	Credit	Prerequisite(s)
MAC 499	Internship	3	Completion of 80 Credit Hours + INTR099(P)

Fourth Year (Senior)

Semester VII (FALL)

Code	Title	Credit	Prerequisite(s)
OE 3	Open Elective III	3	
MAC 404	Social Media Management	3	Completion of minimum 90 chrs
MAC 414	Documentary Production	3	MAC325
MAC 415	Web Design and Development	3	ITD 100
OE 4	Open Elective IV	3	

Total Credit Hours 15

Semester VIII (SPRING)

Code	Title	Credit	Prerequisite(s)
MAC 402	Media Appreciation and Critique	3	MMC201
ME 2	Major Elective 2	3	
ME 3	Major Elective 3	3	
MAC 490(BR)	Senior Design Project for Broadcasting	3	100 Credit Hours
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Total Credit Hours 12