#### Bachelor of Arts in Mass Communications Model Study Plan (2022-2023 Cohort onwards)

## For Students Admitted to the University for Fall and Spring Semester Total Degree Credit hours: 120

	Semester	Course Code	Course Title	a	Course type	Semester	Course Code	Course Title	CH	Course type
	1	ISLM100/ISLM101			Gen Ed Course (Cluster 2: Area 4: Islamic Culture)	2				General Education Choice
7	1	ESPU1014			Gen Ed Course (Cluster 1: Area 2: English Communication)	2				Specialization
ē		GBT112			Gen Ed Course (Cluster 1: Area 3: Fourth Industrial Revolution)					Specialization
×.	(Fall)	PHI180			Gen Ed Course (Cluster 1: Area 4: Critical Thinking)	(Spring)			3	Gen Ed Course (Cluster 1: Area 5: Quantitative Reasoning)
	(1 a11)	HSS105	Emirates Studies	3	Gen Ed Course (Cluster 2: Area 3: Emirates Society)	(Spring)	Elective	Student choice	*	Gen Ed Course (Cluster 2: Area 1: Humanities and Fine Arts)
				35					я	
					Specialization					Specialization
2	2	MSC264	News Writing	4	Concentration	1	M5C356	News Reporting	3	Concentration
æ	3	Elective	Student choice	3	Gen Ed Course (Cluster 2: Area 2: Social and Behavioral Sciences)	-	GESU121			Gen Ed Course (Cluster 3: Area 2: Sustainability)
ş	/= II)	GBE222			Gen Ed Course (Cluster 1: Area 1: Innovation and Entrepreneurship)	/c · \				Free Elective
	(Fall)	Elective			Free Elective	(Spring)				Minor 1
	,	Elective	Student choice	4	Minor 1	(-1- 0)	Elective	Student choice	3	Minor 1
				18					Ħ	
	-	MSC390	News Editing (lab)	3	Concentration	-	M5C401	Computer Assisted Reporting	3	Concentration
ç	5	M5C396			Concentration	6				Concentration
ē		Elective			Minor 1					Specialization
ž	(Fall)				Minor 2	(Spring)				Minor 2
1	(1 a11)	Free elective/Minor 2			Minor 2	(Spring)	Free elective/Minor 2			Minor 2
				25					12	
		PUBL421			Specialization		MSC490	Practicum	6	Internship
3	7	Elective			Minor 1	8				
æ	,	Elective			Minor 1					
ş	/= II)				Minor 2	/c · \				
	(Fall)				Minor 2	(Spring)				
	,	MSC484	Integrated Capstone	4	Specialization	(-1- 0)				
				28					6	

Bachelor of Arts in Mass Communications Model Study Plan (2022-2023 Cohort onwards)

Concentration: Public Relations and Advertising

# For Students Admitted to the University for Fall and Spring Semester Total Degree Credit hours: 120

	Semester	Course Code	Course Title	CH	Course type	Semester	Course Code	Course Title	CH	
	-	ISLM100/ISLM101			Gen Ed Course (Cluster 2: Area 4: Islamic Culture)	_	M5C200	Introduction to Mass Media		Major Elective
	1	ESPU1014	Introduction to Academic English for Humanities and SS	3	Gen Ed Course (Cluster 1: Area 2: English Communication)	2	M5C203	Principles of Visual Communication		Specialization
ē		GET112			Gen Ed Course (Cluster 1: Area 3: Fourth Industrial Revolution)		M5C211	Principles of Oral Communication		Specialization
æ	(Fall)	PHI180			Gen Ed Course (Cluster 1: Area 4: Critical Thinking)	(Spring)	Elective	Student choice		Gen Ed Course (Cluster 1: Area 5: Quantitative Reasoning)
1	(Faii)	HSS105	Emirates Studies	n	Gen Ed Course (Cluster 2: Area 3: Emirates Society)	(Shi ilig	Elective	Student choice	2	Gen Ed Course (Cluster 2: Area 1: Humanities and Fine Arts)
				ij					12	
		M5C235	Principles of the Writing for Media	3	Specialization		MSC370	Communication Theories	3	Specialization
?	3				Concentration	1	M5C396			Concentration
ē	3	MSC342	Writing for Public Relations	3	Concentration	-	GESU121	Sustainability		Gen Ed Course (Cluster 3: Area 2: Sustainability)
æ	/- ···	GEE222			Gen Ed Course (Cluster 1: Area 1: Innovation and Entrepreneurship)		Elective	Student choice		Free Elective
	(Fall)	Elective	Student choice	3	Free Elective	(Spring)	Elective	Student choice		Gen Ed Course (Cluster 2: Area 2: Social and Behavioral Sciences)
	(,	Elective	Student choice		Minor 1	(-1	Elective	Student choice		Minor 1
				1					Ħ	
	-	MSC452			Concentration	_	MSC480	Contemporary Issues in Mass Communications		Specialization
÷	5	MSC462			Concentration	6	Elective	Student choice	3	Minor 1
ē		Elective	Student choice	3	Minor 1		Elective	Student choice	3	Gen Ed Course (Cluster 3: Area 1: Natural Sciences)
ş	(Fall)	Elective			Minor 2	(Spring)		Student choice of free elective or course from Minor 2		Minor 2
	(1 011)	Elective	Student choice	3	Minor 2	(Spring)	Free elective/Minor 2	Student choice of free elective or course from Minor 2	3	Minor 2
				25					15	
		PUBL421	Press Law and Ethics	3	Specialization		MSC490	Practicum	6	Internship
4	7	Elective			Minor 1	8				
ē	,	Elective			Minor 1	0				
ě	·- ···	Free elective/Minor 2	Student chaice of free elective or course from Minor 2	3	Minor 2	/a				
	(Fall)	Free elective/Minor 2	Student chaice of free elective or course from Minor 2	3	Minor 2	(Spring)				
	(,	MSC484	Integrated Capstone	3	Specialization	(Shiiig)			г	

Bachelor of Arts in Mass Communications Model Study Plan (2022-2023 Cohort onwards)

## For Students Admitted to the University for Fall and Spring Semester Total Degree Credit hours: 120

	Semester	Course Code	Course Title	CH	Course type	Semester	Course Code		CH	
	_	ISLM100/ISLM101			Gen Ed Course (Cluster 2: Area 4: Islamic Culture)	-	M5C250			Major Elective
	1	ESPU1014	Introduction to Academic English for Humanities and SS	3	Gen Ed Course (Cluster 1: Area 2: English Communication)	2	M5C203			Specialization
<u>~</u>					Gen Ed Course (Cluster 1: Area 3: Fourth Industrial Revolution)					Specialization
ş	(Fall)	PHI180	Critical Thinking	3	Gen Ed Course (Cluster 1: Area 4: Critical Thinking)	(Spring)	Elective	Student choice	3	Gen Ed Course (Cluster 1: Area 5: Quantitative Reasoning)
	(1 a11)	HSS105	Emirates Studies	"	Gen Ed Course (Cluster 2: Area 3: Emirates Society)	(Spring)	Elective	Student choice	*	Gen Ed Course (Cluster 2: Area 1: Humanities and Fine Arts)
				ij					12	
					Specialization					Concentration
~	3	MSC316	Broadcast Management	3	Concentration	1	M5C370	Communication Theories	3	Specialization
ē	3	Elective			Gen Ed Course (Cluster 2: Area 2: Social and Behavioral Sciences)	-	Elective	Student choice	3	Gen Ed Course (Cluster 3: Area 1: Natural Sciences)
š	/= II)	Elective			Free Elective	/c · \				Gen Ed Course (Cluster 3: Area 1: Natural Sciences)
	(Fall)	Free elective/Minor 2			Minor 2	(Spring)				Minor 1
	,	Elective	Student choice	3	Minor 1	(-1- 0)	Elective	Student choice	3	Minor 1
				28					Ħ	
	-	MSC420	Radio Production I	3	Concentration		MSC460			Concentration
ç	5	M5C396			Concentration	6				Specialization
ē					Minor 1					Minor 1
×	(Fall)				Gen Ed Course (Cluster 3: Area 2: Sustainability)	(Spring)				Minor 2
	(1 411)	Free elective/Minor 2	Student chaice of free elective or course from Minor 2		Minor 2	(2611118)	Free elective/Minor 2			Minor 2
				25					2	
		PUBL421			Specialization		MSC490	Practicum	6	Internship
3	7	Elective			Minor 1	8				
ē	,				Minor 2	O				
ş	/= II)				Minor 2	/c · \				
	(Fall)				Free Elective	(Spring)				
	. ,	MSC484	Integrated Capstone	*	Specialization	٠.			Щ	
				28					ø	

Bachelor of Arts in Mass Communications Model Study Plan (2022-2023 Cohort onwards)
Concentration: Television Broadcasting

# For Students Admitted to the University for Fall and Spring Semester Total Degree Credit hours: 120

					_					
	Semester	Course Code	Course Title	CH	Course type	Semester	Course Code	Course Title	CH	Course type
	-	ISLM100/ISLM101	Islamic Culture/Biography of the Prophet "Sira"	3	Gen Ed Course (Cluster 2: Area 4: Islamic Culture)	-	M5C203	Principles of Visual Communication	3	Specialization
=	1	ESPU1014	Introduction to Academic English for Humanities and SS	3	Gen Ed Course (Cluster 1: Area 2: English Communication)	2	M5C211	Principles of Oral Communication	3	Specialization
æ		GEIT112	Fourth Industrial Revolution		Gen Ed Course (Cluster 1: Area 3: Fourth Industrial Revolution)		M5C250	Photojournalism	3	Major Elective
ş	(Fall)	H55105	Emirates Studies	3	Gen Ed Course (Cluster 2: Area 3: Emirates Society)	(Spring)	Elective	Student choice	3	Gen Ed Course (Cluster 1: Area 5: Quantitative Reasoning)
	(i aii)	PHI180	Critical Thinking		Gen Ed Course (Cluster 1: Area 4: Critical Thinking)	(Spring)	Elective	Student choice	3	Gen Ed Course (Cluster 2: Area 1: Humanities and Fine Arts)
				ij					15	
		MSC235	Principles of the Writing for Media	3	Specialization		M5C316	Broadcast Management	3	Concentration
~	3	M5C257	Television Production I		Concentration	1	M5C370	Communication Theories	3	Specialization
æ		GEIE222	Fundamentals of Innovation and Entrepreneurship	3	Gen Ed Course (Cluster 1: Area 1: Innovation and Entrepreneurship)	-	Elective	Student choice		Free Elective
æ	/	Elective	Student choice		Free Elective	/a	GESU121	Sustainability		Gen Ed Course (Cluster 3: Area 2: Sustainability)
1	(Fall)	Elective			Minor 1	(Spring)	Elective			Minor 1
	,	Elective	Student choice	3	Minor 1	( - I · · · · · · · · · ·	Free elective/Minor 2	Student choice of free elective or course from Minor 2	3	Minor 2
				Ħ					I	
	_	M5C352	Writing for Broadcast	3	Concentration	_	M5C396	Communication Research Methods	3	Concentration
œ			Television Production II	3	Concentration	6	MSC480		3	Specialization
恧		Free elective/Minor 2	Student chaice of free elective or course from Minor 2	3	Minor 2					Minor 2
۳	(Fall)	Elective	Student choice	3	Gen Ed Course (Cluster 2: Area 2: Social and Behavioral Sciences)	(Spring)	Free elective/Minor 2	Student choice of free elective or course from Minor 2	3	Minor 2
1	(i aii)	Elective	Student chaice	"	Gen Ed Course (Cluster 3 : Area 1 : Natural Sciences)	(Spring)	Elective			Minor 1
				25					15	
		PUBL421	Press Law and Ethics	3	Specialization		M5C490	Practicum	6	Internship
2	7	Elective	Student choice	3	Minor 1	8				
ar	,	Elective	Student choice		Minor 1	0				
Ÿ	/E III		Student chaice of free elective or course from Minor 2		Minor 2	(C · )			1	
	(Fall)	Free elective/Minor 2	Student chaice of free elective or course from Minor 2	3	Minor 2	(Spring)			П	
	,	MSCARA	Intehrated Constone	3	Specialization	( - I - O)				

#### Bachelor of Arts in Mass Communications Model Study Plan (2024-2025 Cohort onwards)

# For Students Admitted to the University for Fall and Spring Semester Total Degree Credit hours: 120

	Semester	Course Code	Course Title	CH	Course type	Semester	Course Code	Course Title	CH	Course type
		MSC200	Introduction to Mass Media	3	Specialization		M5C250			Concentration
-	1	MSC203	Principles of Visual Communication	3	Specialization	2	M5C211	Principles of Oral Communication	3	Specialization
ē	_	GEARIO1			Gen Ed Course (Cluster 1: Area 2: English Communication)		M5C235			Specialization
ş.	/e III	GBT112			Gen Ed Course (Cluster 1: Area 3: Fourth Industrial Revolution)	(C · )	Elective			Gen Ed Course (Cluster 1: Area 5: Quantitative Reasoning)
	(Fall)	Elective	Student chaice	3	Gen Ed Course (Cluster 2: Area 1: Humanities and Fine Arts)	(Spring)	GESU121	Sustainability	3	Gen Ed Course (Cluster 3: Area 2: Sustainability)
	,					(-1- 0)	HSSR101	Fundamentals of Humanities and Social Sciences	3	College Requirement
				35					Ħ	
		M5C264	News Writing	3	Concentration		MSC370	Communication Theories	3	Specialization
~	3				Concentration	1	M5C356			Concentration
ē	3	PHI180	Critical Thinking	3	Gen Ed Course (Cluster 1: Area 4: Critical Thinking)	-	M5C390	News Editing (lab)	3	Concentration
æ	·- ···	GEEM105			Gen Ed Course (Cluster 2: Area 3: Emirates Society)	/a	Elective			Gen Ed Course (Cluster 2: Area 2: Social and Behavioral Sciences)
1	(Fall)	Elective	Student choice	3	Support course	(Spring)	Elective			Free Elective
	,					( - I · · · · · · · · · ·	GEI5101	Biography of the Prophet "Sira"	3	Gen Ed Course (Cluster 2: Area 4: Islamic Culture)
				25					Ħ	
	_	MSC401			Concentration		MSC488			Concentration
ω.	5	MSC484			Specialization	6				Concentration
œ		PUBL421			Specialization		M5C480			Specialization
×	(Fall)	GEE222			Gen Ed Course (Cluster 1: Area 1: Innovation and Entrepreneurship)	(Spring)	Elective			Gen Ed Course (Cluster 3: Area 1: Natural Science)
	(1 411)	Elective	Student chaice	3	Support course	(2611118)	Elective			Support course
							Elective	Student choice	3	Free Elective
				25					28	
					Specialization		M5C490	Practicum	6	Internship
2	7	MSC450			Concentration	8				
ē	,	Elective	Student chaice	3	Support course	U				
×	/= II)	HSSR103			College Requirement	(C · )				
	(Fall)	Elective	Student choice	3	Free Elective	(Spring)				
	,					( - I · O/				

# Bachelor of Arts in Mass Communications Model Study Plan (2024-2025 Cohort onwards) Concentration: Public Relations and Advertising

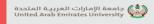
## For Students Admitted to the University for Fall and Spring Semester Total Degree Credit hours: 120

	Semester	Course Code	Course Title	OI		Se	mester	Course Code		2	
		MSC200	Introduction to Mass Media	3	Specialization			M5C250	Photojournalism	3	Concentration
	1	MSC203	Principles of Visual Communication		Specialization		2		Principles of Oral Communication		Specialization
œ	-	GEAE101	Academic English for Humanities and STEM		Gen Ed Course (Cluster 1: Area 2: English Communication)		-		Public Relations & Advertising Principles		Specialization
ş.	/E III	GBT112	Fourth Industrial Revolution	3	Gen Ed Course (Cluster 1: Area 3: Fourth Industrial Revolution)	10		Elective	Student choice	3	Gen Ed Course (Cluster 1: Area 5: Quantitative Reasoning)
	(Fall)	Elective	Student choice	3	Gen Ed Course (Cluster 2: Area 1: Humanities and Fine Arts)	(Sp	ring)	GESU121	Sustainability		Gen Ed Course (Cluster 3: Area 2: Sustainability)
	,			Т		V - 1-	0,	MSSR101	Fundamentals of Humanities and Social Sciences	3	College Requirement
				15						ij	
		M5C235	Principles of the Writing for Media	3	Concentration			MSC370	Communication Theories	3	Specialization
~	2	MSC377	Social Media Marketing	3	Concentration		1	M5C342	Writing for Public Relations		Concentration
ē	3	PHI180	Critical Thinking	3	Gen Ed Course (Cluster 1: Area 4: Critical Thinking)		-	Elective	Student choice	3	Gen Ed Course (Cluster 2: Area 2: Social and Behavioral Sciences)
ş	/E III	GEEM105	Emirates Studies		Gen Ed Course (Cluster 2: Area 3: Emirates Society)	10		GEIS101	Si ography of the Prophet "Sira"		Gen Ed Course (Cluster 2: Area 4: Islamic Culture)
	(Fall)	Elective	Student choice	3	Support course	(Sp	ring)	Elective	Student choice	3	Support course
	,			Т		V - 1-	0,	HSSR103	People, Places, and Society	3	College Requirement
				25						11	
		MSC396	Communication Research Methods		Specialization				Organizational Communication	3	Concentration
2	5	MSC484	Integrated Capstone		Specialization		6				Concentration
œ	9	PUBL421	Press Law and Ethics		Specialization		0		Contemporary Issues in Mass Communications		Specialization
ş.	/E III	GEE222	Fundamentals of Innovation and Entrepreneurship	3	Gen Ed Course (Cluster 1: Area 1: Innovation and Entrepreneurship)	10		Elective	Student choice	3	Gen Ed Course (Cluster 3: Area 1: Natural Sciences)
	(Fall)	Elective	Student choice	3	Free Elective	(Sp	ring)	Elective	Student choice	3	Free Elective
	. ,					٠.	Ο,	Elective	Student choice	3	Support course
				15						Ħ	
		MSC400	Brand Communication	3	Concentration						
4	7	M5C452	Public Relations & Advertising Campaigns	3	Concentration		8				
ē	,	MSC485	Integrated Capstone	3	Concentration		0	MSC490	Practicum		Internable
ş	/E III	Elective	Student choice		Free Elective	10		muc490	Pracucum	0	
	(Fall)	Elective	Student choice	3	Support course	(Sp	ring)				
	,			Т		V - 1-	0,				
				15						0	

#### Bachelor of Arts in Mass Communications Model Study Plan (2024-2025 Cohort onwards)

## For Students Admitted to the University for Fall and Spring Semester Total Degree Credit hours: 120

	Semester	Course Code	Course Title	2	Course type	Semester	Course Code	Course Title	CH	Course type
		MSC200	Introduction to Mass Media	3	Specialization		M5C211	Principles of Oral Communication		Specialization
7	1	MSC203			Specialization	2	M5C235	Principles of the Writing for Media		Specialization
ē	_	GEAE101			Gen. Ed. Theme 2: Academic Language Proficiency		GEIT113	Introduction to Artificial Intelligence		Gen. Ed. Theme 3: Innovation
ş	/= II)	GEEM110			Gen. Ed. Theme 1: UAE National Identity	(C · )	HSSR103			College Requirement
	(Fall)	HSSR101	Fundamentals of Humanities and Social Sciences	3	College Requirement	(Spring)	Elective	Student choice	3	Support course
	,					(-1- 0)	GESU121	Sustainability	*	Gen. Ed. Theme 5: Sustainability
				25					Ħ	
		M5C257			Concentration		MSC344			Concentration
8	2	MSC316		3	Concentration	1	M5C352	Writing for Broadcast	3	Concentration
ē	,	GEIE222			Gen. Ed. Theme 4: Entrepreneurship	-	M5C370	Communication Theories		Specialization
¥	/c III	Elective			Support course	(C · )	Elective	Student choice		Gen. Ed. Theme 6 or 7 or 8 or 9 or 10
	(Fall)	Elective	Student chaice	3	Free Elective	(Spring)	Elective	Student choice		Support course
	,					(-1- 0)	Elective	Student choice		Free Elective
				ij					Ħ	
		MSC355			Concentration		M5C396			Concentration
w	5	MSC480			Specialization	6	MSC484	Practicum in Digital Production		Specialization
æ	,	PUBL421			Specialization	U	MSC388	Media Audiences	3	Concentration
¥	/c III	Elective			Support course	(C · )		Student choice		Gen. Ed. Theme 6 or 7 or 8 or 9 or 10
	(Fall)	Elective	Student choice	3	Free Elective	(Spring)	Elective	Student choice	3	Support course
	,					(-1- 0)	Elective	Student choice		Free Elective
				25					Ħ	
		MSC485			Concentration					
2	7	MSC399			Concentration	8				
<u>~</u>	,				Concentration	0	MSC490	Practicum		Internable
æ	/= II)	Elective			Support course	(C · )	muc490	Promittum:	0	emssp
	(Fall)	Elective	Student choice	n	Free Elective	(Spring)				
	,					(3511118)				
				35					-	



#### Bachelor of Arts in Mass Communications Model Study Plan (2025-2026 Cohort onwards)

# For Students Admitted to the University for Fall and Spring Semester Total Degree Credit hours: 120

	Semester	Course Code	Course Title	CH	Course type	Semester	Course Code	Course Title	СН	Course type
		M5C200	Introduction to Mass Media	3	Specialization		M5C211	Principles of Oral Communication	3	Specialization
	1	MSC203	Principles of Visual Communication	3	Specialization	2	M5C235	Principles of the Writing for Media	2	Specialization
/ear	_	GEAE101	Academic English for Humanities and STEM		Gen. Ed. Theme 2: Academic Language Proficiency		GESU121			Gen. Ed. Theme 5: Sustainability
¥	/E III	GEEM110	Contemporary Emirati Studies	3	Gen. Ed. Theme 1: UAE National Identity	/c · \	GET113	Introduction to Artificial Intelligence	14	Gen. Ed. Theme 3: Innovation
	(Fall)	HSSR101	Fundamentals of Humanities and Social Sciences	33	College Requirement	(Spring)	HSSR103			College Requirement
	. ,						Elective	Student choice	3	Support course
				25					13	
		M5C250	Photojournalism	3	Concentration		M5C370			Specialization
$\sim$		M5C264	News Writing		Concentration	4	M5C356			Concentration
/ear		GBE222	Fundamentals of Innovation and Entrepreneurship		Gen. Ed. Theme 4: Entrepreneurship	-	M5C325			Concentration
¥	/E III	Elective	Student chaice		Support course	/c · \	Elective			Gen. Ed. Theme 6 or 7 or 8 or 9 or 10
	(Fall)	Elective	Student choice	*	Free Elective	(Spring)	Elective			Free Elective
	. ,						Elective			Support course
				35					Ħ	
		MSC390	News Editing (lab)		Concentration		M5C396			Concentration
*	5	MSC401	Computer Assisted Reporting	3	Concentration	6	MSC480			Specialization
Year		PUBL421	Press Law and Ethics		Specialization		MSC450			Concentration
×		Elective	Student choice		Support course		Elective			Gen. Ed. Theme 6 or 7 or 8 or 9 or 10
	(i aii)	Elective	Student chaice	3	Free Elective	(Spring)	Elective	Student choice	3	Free Elective
							Elective	Student choice	3	Support course
				25					13	
		MSC485	Practicum in Digital Production	3	Concentration		M5C490	Practicum	9	Internship
2	7	MSC484	Practicum in Digital Production	3	Specialization	8				
ē		MSC488	Multimedia Storytelling	33	Concentration	0				
Year	/E III	Elective	Student choice	3	Support course	/c · \				·
	(Fall)	Elective	Student choice	*	Free Elective	(Spring)				
	,					(-1- 0)				

# Bachelor of Arts in Mass Communications Model Study Plan (2025-2026 Cohort onwards) Concentration: Public Relations and Advertising

## For Students Admitted to the University for Fall and Spring Semester Total Degree Credit hours: 120

	Semester	Course Code	Course Title	CH	Course type	Semester	Course Code	Course Title	СН	Course type
		MSC200	Introduction to Mass Media		Specialization		M5C211			Specialization
-	1	M5C203	Principles of Visual Communication	3	Specialization	2	M5C235	Principles of the Writing for Media	3	Concentration
œ	_	GEAE101	Academic English for Humanities and STEM	3	Gen. Ed. Theme 2: Academic Language Proficiency		GESU121	Sustainability		Gen. Ed. Theme 5: Sustainability
š	/= II)	GEEM110	Contemporary Emirati Studies		Gen. Ed. Theme 1: UAE National Identity	(C · )	GEIT113	Introduction to Artificial Intelligence		Gen. Ed. Theme 3: Innovation
	(Fall)	HSSR101	Fundamentals of Humanities and Social Sciences	3	College Requirement	(Spring)		People, Places, and Society		College Requirement
	,					( - I · · · · · · · · · ·	Elective	Student choice	3	Support course
				25					Ħ	
		MSC243	Public Relations & Advertising Principles	3	Concentration		M5C370	Communication Theories	3	Specialization
7	2	MSC250	Photojournalism	3	Concentration	1	M5C342	Writing for Public Relations	3	Concentration
ē		GBE222	Fundamentals of Innovation and Entrepreneurship	3	Gen. Ed. Theme 4: Entrepreneurship	-	M5C377	Social Media Marketing	3	Concentration
ş	/= II)	Elective	Student choice		Support course	(C · )		Student choice	3	Gen. Ed. Theme 6 or 7 or 8 or 9 or 10 or 11
	(Fall)	Elective	Student choice	3	Free Elective	(Spring)	Elective	Student choice	3	Support course
	,					( - I · · · · · · · · · ·	Elective	Student choice	3	Free Elective
				25					Ħ	
		MSC400	Brand Communication	3	Specialization		M5C422	Organizational Communication	3	Concentration
	5	MSC418	Integrated Capstone		Concentration	6	M5C396	Communication Research Methods	3	Specialization
- o	,	PUBL421	Press Law and Ethics		Specialization	U		Public Relations & Advertising Campaigns		Concentration
ş	/= II)	Elective	Student choice		Support course	(C · )		Student choice		Gen. Ed. Theme 6 or 7 or 8 or 9 or 10 or 11
	(Fall)	Elective	Student chaice	3	Free Elective	(Spring)	Elective	Student choice	3	Support course
	,					( - I · · · · · · · · · ·	Elective	Student choice	3	Free Elective
				25					28	
		MSC484	Practicum in Digital Production	3	Concentration					
4	7	MSC485	Integrated Capstone	3	Concentration	8				
ē	,	MSC480	Contemporary Issues in Mass Communications		Specialization	0	MSC490	Practicum		Internable
š	/= II)	Elective	Student choice		Free Elective	(C · )	MSL49U	Practicum	6	insernsrip
-	(Fall)	Elective	Student choice	3	Support course	(Spring)				
	,			Т		(Spring)				
				15					6	

# Bachelor of Arts in Mass Communications Model Study Plan (2025-2026 Cohort onwards) Concentration: Television Broadcasting

# For Students Admitted to the University for Fall and Spring Semester Total Degree Credit hours: 120

_										
	Semester	Course Code	Course Title	9		Semester	Course Code		CH	
		MSC200			Specialization		M5C250	Photojournalism		Concentration
-	1	M5C203			Specialization	2	M5C211	Principles of Oral Communication		Specialization
æ	-	GEAE101			Gen Ed Course (Cluster 1: Area 2: English Communication)	_	M5C235	Principles of the Writing for Media		Specialization
¥	/E III	GBT112	Fourth Industrial Revolution	3	Gen Ed Course (Cluster 1: Area 3: Fourth Industrial Revolution)	/c · \	Elective	Student choice	3	Gen Ed Course (Cluster 1: Area 5: Quantitative Reasoning)
	(Fall)	Elective	Student choice	3	Gen Ed Course (Cluster 2: Area 1: Humanities and Fine Arts)	(Spring)	GESU121	Sustainability		Gen Ed Course (Cluster 3: Area 2: Sustainability)
	٠,						HSSR101	Fundamentals of Humanities and Social Sciences		College Requirement
				35					Ħ	
		M5C257			Concentration		M5C344	Webcasting, Podcasting and Streaming		Concentration
~	2	MSC316	Broadcast Management	3	Concentration	1	M5C352	Writing for Broadcast	3	Concentration
æ	3	PHI180			Gen Ed Course (Cluster 1: Area 4: Critical Thinking)	-	MSC370	Communication Theories		Specialization
ş	/E III	GEEM105			Gen Ed Course (Cluster 2: Area 3: Emirates Society)	(C · )	Elective	Student choice		Gen Ed Course (Cluster 2: Area 2: Social and Behavioral Sciences)
	(Fall)	Elective	Student chaice	3	Support course	(Spring)	GEI5101	Biography of the Prophet "Sira"		Gen Ed Course (Cluster 2: Area 4: Islamic Culture)
	,					(-1- 0)	Elective	Student choice	м	Support course
				25					Ħ	
		MSC355			Concentration		M5C396			Concentration
**	5	MSC484			Specialization	6	M5C480	Contemporary Issues in Mass Communications		Specialization
夜	,	PUBL421		3	Specialization	U	MSC388	Media Audiences	3	Concentration
×	/E III	GBE222			Gen Ed Course (Cluster 1: Area 1: Innovation and Entrepreneurship)	/c · \	Elective	Student choice		Gen Ed Course (Cluster 3: Area 1: Natural Sciences)
	(Fall)	Elective	Student chaice	3	Free Elective	(Spring)	Elective			Support course
	/			_		( · i · · · · · · · · · · · · · · · · ·	Elective	Student choice		Free Elective
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		MSC485	Integrated Capstone	3	Concentration					
4	7	MSC399	Graphics and Animation	3	Concentration	8				
ē	,				Support course	O	MSC490	Practicum		Internable
š	/E III	HSSR103			College Requirement	(C · )	muc490	Promittum:	0	eminip
	(Fall)	Elective	Student choice	3	Free Elective	(Spring)				
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