

University Requirements/ Comuplsary

3-0-3	Islamic Culture	GED	100
This course studies the origin of Islamic culture controlled by scholars' ijthihad concepts, and explains the important systems of human life from the point of view of Islam in compared with other cultures and perceptions. It also introduces faith in Islam, its conception of existence, the optimal way of life that man lives, and building his personality with thought, belonging and behavior, through studying Islamic thought as a rule, and Islamic systems as a way of life.			
3-0-3	Arabic 1	ARB	110
This course provides students with sufficient knowledge of basic functional Arabic language skills, in a way that highlights interdependence and close integration between these skills, through various texts in content and types. Text is the mainstay and axis in this course. Reading, understanding, comprehending and tasting it is the ultimate goal. Accordingly, the course has a group of texts diverse in their contents and aesthetics, each text has six demands, understanding comprehension, dictionary, linguistic applications (morphology, grammar, and writing rules), stylistic applications, written expression, and additional activity.			
3-0-3	Arabic Language for Media Purpose	ARB	102
This course provides students with the needed knowledge about functional Arabic language skills represented in, summarizing, objective analysis and criticism, through print, audio and visual media. It also aims to develop these skills through multiple levels of linguistic expression, and writing using the proper linguistic style.			
3-0-3	English I	ENG	110
This course is designed to develop the students' English background and enhance their linguistic understanding. It focuses on the four basic language skills: listening, speaking, reading and writing. The teacher's main emphasis is on the level of the learners' writing and accuracy, which are the core of English language. The mastery of grammar undoubtedly paves the way to accumulate a good command of English.			
3-0-3	English II	ENG	120
This course is a continuation of ENG110. All students should have passed level one. It also focuses on the basics of English grammar, especially the writing skill . <i>Prerequisite: ENG 110</i>			
3-2-2	Computer concepts and Applications	CIT	100
This course introduces students to the concept of computers and their utilization in business. Typically the course will focus on Microsoft's Office suite, including the how to use Word, Excel, and PowerPoint, Databases, and other current software utilized in the business environment.			
3-0-3	Principles of Statistics	MAT	100
The Principles of Statistics course is designed to provide students with a solid understanding of the fundamental ideas of statistical techniques and their applications. The module covers data collection methods, sample and population definitions, types of samples and methods chosen, data classification and tabular display, and measures of central tendency, dispersion, and skewness, as well as principles of probability theory, random variables and discrete probability distributions, and related probability distributions. The major goal is to give students practical skills for evaluating statistical assertions and performing their own statistical analyses.			
3-0-3	Innovation and Entrepreneurship	IEC	112
Creativity, innovation and entrepreneurship are essentials tools for the global society including the Gulf region, which require the acquisition of new skills and abilities to take advantage of opportunities in different fields such as social, economic and cultural. Therefore, this course is designed to provide students with an understanding and recognition of creativity, innovation, and entrepreneurship. Students will be able to gain acknowledge of the theoretical framework and utilized its application in the real world.			

University Requirement/ Elective			
3-0-3	Law and Society	GED	110
<p>The course focuses on the most prominent features of the United Arab Emirates, through introducing aspects of economic and social development of the Emirati society and its basic values, introducing UAE history, its internal and foreign policy aspects, and the constitution of the state.</p> <p>It also addresses social systems in the United Arab Emirates through enhancing the role of women in society, empowering Emirati youth in the nation-building process, economic development and its indicators, and the UAE's position in global competitiveness</p>			
3-0-3	Journalism History	GED	130
<p>This course studies printing historical development since Gutenberg, journalism and freedom of expression in Europe and North America in the nineteenth century, Arab journalism emergence since the beginning of nineteenth century, journalism professional development, journalism historical functions in contemporary society, journalism technological development starting from paper print till online one, legislation and charters, journalism systems in the world and the Arab region, the future of journalism in the age of the Internet.</p>			
3-0-3	Human Rights in Islam and International Conventions	GED	191
<p>This course includes the definition of right and its divisions, human rights, their position among other rights, their development stages, universality, and the means of protecting them in international covenants and Islamic law.</p>			
3-0-3	Critical Thinking	GED	230
<p>The course focuses on analyzing and evaluating the types of arguments and assertions in daily life, informal reasoning as a Language, discussing Formal reasoning. It includes, the language, analysis, and validity of arguments, in addition to, problems of interpretation, non-deductive arguments, and use and misuse of statistics.</p>			
3-0-3	Man and Environment	GED	231
<p>This course is focusing on the environmental concepts, fundamentals and the role of family towards the environment. This course presents environmental problems and their impact on the family and the community.</p>			
3-0-3	Renewable and Sustainable Energy Resources	GED	233
<p>This course focuses on the renewable energy resources and their importance, discussing their raw materials, transformation process done by conventional methods, and energy demand. The course provides an overview on the general energy resources; including fossil fuel, solar, wind, water, biomass, and nuclear energy. Studying generally the relation between energy, economy and environment and specifically the topic of renewable energy in the UAE (History, applications and importance).</p>			

.Program Compulsory Requirement

3-0-3	Introduction Journalism	COM 101
The course aims to present journalism as a distinctive field of media, and its systems in Arab region and the whole world. It also studies journalism social, political, cultural and economic functions in the United Arab Emirates, stages of journalistic process, Journalism laws and regulations, journalistic ethical charters, Journalism technological elements and basic values , electronic journalism and citizen journalism, models and case studies		
3-0-3	Introduction to Public Relations	COM 102
This course studies the definition of public relations as the communications management in the organization, historical development of public relations, public relations models and process, characteristics of a successful public relations practitioner, organizational structures of public relations departments, public relations in government and private institutions, the relationship with the public and media, internal and external communication, and case study and practical models		
3-0-3	Introduction to New Media	COM 103
This course studies new media definition, communication development trends and new media, comparison between traditional and new media in the UAE, new media functions and social change, new media and commercial and social marketing, new media as an empowerment tool, social networks, technological elements in new media, and Practical cases and examples.		
3-0-3	Communication Theories	COM 211
This course studies the concept of communication and its importance, mass communication models and the concept of communication theory, empirical theories in explaining the communicative phenomenon, critical theories in communication, theories related to communicator, the perspective of cultural theories in media, communication theories related to social community building and Internet media, and case studies and applied models. Prerequisite COM101		
3-0-3	Research Methodology	COM 212
This course studies scientific research, its objectives methodology steps, design research problem, and the methods used in media research. It also covers descriptive method, survey methodology, interrelations study method, empirical method, historical method, formulation of hypotheses and questions, samples types, and its methods of selection and withdrawal, data collection tools, questionnaire design, and Content analysis method, scientific observation, and practical models and exercises. Prerequisite COM101		
3-0-3	Media Ethics and Legislations	COM 223
The course covers moral, cultural, social and religious standards, basics of media ethics, and ethics schools in the field of media, in addition to humanitarian and universal principles in media ethics, and journalistic honor codes in the UAE, Arab region, and international ones .The course also focuses on the basics govern media laws and legislation, Cybercrime Law, Publications and Publishing in the UAE, Media Laws in Arab Countries, Models of International Media Legislation, and Case Studies .Prerequisite COM211		
3-0-3	Introduction to political science	COM237
This course studies the definitions of political science in different ages and societies, the importance of political science in contemporary life, political science fields and its relationship with other sciences, methods used in the study of political phenomena, the relationship between political science and other sciences, political systems in the world, and case studies. Prerequisite COM101		
3-0-3	Social Psychology	COM251
The Course studies the concept of social psychology, social mind, social cognition, social influence, attitudes, persuasion, interpersonal relationships, behavior, aggressive behavior, groups, group relationships, and case studies. Prerequisite COM101		
3-2-2	Translation	COM322
Students learn translation theories, tools and strategies. They learn media terminology and how to use them in context. They acquire common vocabulary in Arabic and English news. The students are introduced to different translation websites and tools, to the differences between human and machine translation and how to overcome the shortcomings in the machine translation. The students practice translation of political, cultural, economic, accident and disaster news in the classroom. Prerequisite ENG 120		

3-2-2	Digital Photography	COM323
This course studies the concept of digital photography compared to analog one, photography basics, camera parts and accessories, the device for converting light into image, lighting and interior photography, digital cameras, photographic applications and different styles, Photoshop, and practical applications.		
3-0-3	International Relations	COM325
This course covers the definition of international relations, theories of international relations, the interrelationship between domestic and foreign policy, international politics, the historical development of international relations, political and international theories, and international relations in the Internet age, traditional, public and popular diplomacy, and case study.		
3-0-3	Literary Artistic Criticism	COM329
This course focuses on presenting criticism in literary and artistic heritage, elements of literary and artistic criticism in various expression forms, criticism artistic elements in media and cinema, criticism intellectual elements, preparing reports on literary criticism as a creative work, linking artistic and literary criticism with media criticism, cases and applied models. Prerequisite ARB 102		
3-0-3	Principles of Economic	COM352
Definition of economics, macro and microeconomics, different economic systems, competition, monopoly, national income, taxes, unemployment, money and banks, international economy and regional and global economic institutions, case studies, and applied models.		
3-0-3	Modern Arab History	COM422
The course studies the Ottoman conquest of Arab countries, Ottoman regime in Arab states, separatist movements in Egypt, Palestine, Lebanon, Iraq, Libya and Tunisia. It also studies Al Wahhabi movement, the modern European intervention in the Arab world, European control over Arab countries, the anti-Ottoman movements in the Levant and Arabian Peninsula, building Saudi Arabia, and the movement against colonialism in Arab countries until the end of the First World War, 1918.		
3-0-3	political geography	COM423
The course studies political, economic and social components of international relations from a geographical point of view, the definition of international relations, international politics, the impact of geography on nations conflicts, and the relationship between geography and conflicts and the distribution of powers worldwide. It also studies the development of political geography concept throughout history, political geography and modern international and regional conflicts, political geography and the development of communications and transportation, regional and global models and experiences.		
3-0-3	Public Opinion	COM427
This course studies public opinion definitions, models and theories, historical development, types and levels, and its measure tools and methodologies. It also studies methodologies of analyzing public opinion trends, global public opinion measurements, the role of media in shaping public opinion, public opinion in the age of the Internet and social networks, local and global cases in public opinion and case studies. Prerequisite : COM 211		
3-0-3	Crisis Management	COM430
This course studies crisis definition, its components, formation patterns, diagnosis methods, administrative characteristics and development stages. It also studies the concept and elements of crisis management, capacity improvement means of society or institutions in managing crises, crisis management obstacles, models of crisis management with a focus on the role of traditional and new media Prerequisite COM 237		
3-2-2	Taste of Arts	COM431
The course deals with the foundations and elements of technical work and the mechanism of its analysis. And how to taste it, and the means of developing a sense of artistic values among students, and training them to taste it, and how to identify its places and determine its features by identifying the concepts and mechanisms of artistic and		

aesthetic appreciation, as well as identifying the most important artists and their works. And making applications to develop the artistic vision of taste .

Prerequisite :COM 329

3-2-2	phonetics and Public Speech	COM432
<p>This course studies phonetics and its place in ancient and modern studies, basic concepts in phonetics and sound, the relationship between sound, language and speech, definition of sound, intensity, types, elements, specifications and measurement units. It also studies Arabic language sounds, phonics and its characteristics, different language characters, methods of pronunciation and anatomical pronunciation, art of public speech, characteristics of a skilled and distinguished speaker. Pillars of good speech, the art of radio and television broadcasting, its features and methods, the methods of delivering texts and programs, and providing practical exercises and applications that help students to have public speech skills. Prerequisite ARB102</p>		

Major Elective Requirement

3-0-3	Media Organizations Management	COM231
<p>This course defines management, classical and modern management schools, general features of media organizations compared to other institutions. It also explains the elements of management process, human resources planning and development, strategic planning in media organizations, strategic planning inputs, programmatic production management, news work management, technological elements in management. It focuses on evaluation of administrative plans, relationship management with advertisers, the public and institutions, in addition to case studies. Prerequisite COM211</p>		
3-0-3	Media and Development	COM 232
<p>This course focuses on media contribution to development, theoretical basics of media role in social change, theories of modernity and dependency, media support theory, and the concept of developmental media. It also covers the role of the media in changing knowledge, attitudes and behaviors, media as a core factor in social integration and economic prosperity, practical experiences in developmental media in the Political, economic, health, educational and environmental fields. Prerequisite COM211</p>		
3-0-3	Social Marketing	COM233
<p>This course explains the concept of marketing, its theories, commercial and social marketing, social marketing theories, concepts and values marketing, social marketing methods, social marketing campaigns, social marketing stages, social marketing obstacles, target audience, evaluation of social marketing efforts, social marketing in journalistic, educational, social , environmental, and population fields, and case study. Prerequisite COM101</p>		
3-0-3	International Public Relations	COM332
<p>This course studies the definition and functions of international public relations, public relations across borders, cultural and social dimensions of international public relations, and characteristics of successful international public relations. It also covers the obstacles to success in international public relations, and its theories, and case studies and models of international public relations</p>		
3-0-3	Advertising and Marketing	COM334
<p>1. The course studies the definition of advertising as a marketing tool, journal, radio, television and online advertising, foundations and principles of advertising communication, characteristics of successful advertising, advertising production. It also focuses on advertising in marketing campaigns, creating an advertising message based on the audience's needs and features, technical and intellectual elements in advertising, advertising industry in the world, models and case studies. PERQUISITES STATEMENT ; Com 103</p>		

Major Comuplsory Requirement
Journalis

3-2-2	Writing for Digital Journalism	JOU 231
<p>This course studies writing for digital journalism and its importance, the difference between it and writing for newspaper journalism, the basics and rules of writing for digital journalism, the stages of preparing press material, editing tools used by the digital editor, editing templates approved by digital journalism, and the skills of the editor for digital journalism. It links between News and image techniques to show how to use headings in the two writings and the difference between them. Students then apply exercises in journalistic writing for digital journalism.</p> <p>. Prerequisite COM101</p>		
3-2-2	Digital Journalism Advertisement	JOU 233
<p>The course focuses on the forms of digital journalist advertising and the technical aspects of advertising design. It trains students on advertisement and poster design programs, and dealing with images and graphics. Students practice designing journalistic advertisements, then they design commercial and non-commercial advertisements to be published in newspapers, websites and news social media platforms.</p> <p>Prerequisite COM101</p>		
3-2-2	Multimedia Journalism A/E	JOU336
<p>The course focuses on learning cognitive skills and mechanisms required to produce fast, high-quality digital news reports that are ethical, clear, concise, complete, compelling, and accurate. It also identifies research methods and data collection from traditional online sources. It focuses on digital video journalism and the equipment and technical considerations used in multimedia and its production in addition to video and text storytelling, with an emphasis on mobile journalism using smartphones for filming and editing. The student will be able to produce high quality multimedia projects that mix text, video, audio, images and graphics that will be displayed on a website.</p> <p>. Prerequisite COM101</p>		
3-2-2	Editing News in Digital Journalism 1	JOU 334
<p>The course covers the principles and techniques of News Editing in digital journalism in terms of its importance and sources. It studies its forms through editing news for websites, and reviewing its characteristics, conditions, requirements and skills of the digital editor. Students will be trained to edit these forms of news in accordance with professional, legal and ethical disciplines.. Prerequisite : JOU 231</p>		
3-2-2	Production and Design of Newspapers and News Websites	JOU335
<p>This course covers the basic concepts of website development, design and creation of newspapers and websites, using HTML, CSS, and JAVASCRIPT CGI: COMMON GATEWAY INTERFACE (CGI) which focus on PHP and MYSQL, creating a local server, managing the site's control panel, coordinating the main and subordinate groups, managing multimedia within the site, using text editing tools, making and adding internal online journalism archive, and how to create internal and external</p>		

links, and download news templates and distinguish them in terms of the features of these templates that serve news websites. Prerequisite JOU233		
3-2-2	A/E Data Journalism	JOU 433
The course focuses on the concept and basics of data journalism and types, the difference between it and information, developing the basic skills needed by students to search for information, and how to analyze and use it in writing news and information. The course also focuses on building and presenting online surveys, especially with regard to data collection and analysis. The course provides the student with the computer programs used in Excel to record notes, and the necessary programs and technical tools to design and visualize data. It also trains students in data collection, production, analysis and evaluation of tables and graphs Prerequisite JOU 334		
3-2-2	Editing News in Digital Journalism 2	JOU434
This course focuses on using writing and reporting skills specifically for video and audio storytelling. Your skills will be developed in evaluating, writing, reporting and editing news stories. It will also cover the key aspects of digital journalism and social media aiming to develop the skills needed by journalists to produce multimedia news reports. . Prerequisite JOU 334		
3-6-0	Graduation Project (Digital Journalism)	JOU435
The student, under the supervision of the lecturer, shall prepare a practical and applied project in the field of Digital Journalism , where he needs to present it to a specialized committee at the end of the semester to be officially approved by the department.		
3	Internship (Digital Journalism)	JOU 437
Student shall spend a full semester, 120 hours, as internship in a journalistic institution, in order to interact directly with professional work environment, acquire real practical and intellectual skills, and enhance relationships with media sector.		

New Media		
3-0-3	Media Integration	NMD232
This course studies media integration definition, development of communications computers and media, media integration in media ownership, media content production, and economic, political and social dimensions of media integration. It also focuses on the reality of media integration in the UAE and Arab region, economic, professional and social media integration requirements, Digital media platforms, and case and models study: Prerequisite COM103		
3-2-2	Writing for New Media	NMD 333
The course focuses on new media technical characteristics, writing requirements for new media, elements of media content in new media, interactivity, multimedia, nonlinear access to information, immediacy, brevity, clarity, personality, and lab written exercises. Prerequisite COM103		
3-2-2	Social Networking and Blogging A/E	NMD 334
This course focuses on the concept of social networking in real life and virtual reality, blogging, types of social networks, characteristics of successful communication through social networking, its functions and elements, Facebook, Twitter, YouTube and LinkedIn. It also covers the definition of blogging and its elements, production tools, sites, in addition to blogs content, types and functions, and characteristics of successful blogs, and practical lab training. Prerequisite :NMD333		

3-2-2	Infographics	NMD 336
The course focuses on technical and intellectual elements and types of graphic design and infographics, design theories, graphic design tools in ADOBE system, infographics production technical tools, production maps and illustrations, characteristics of successful graphic design. It also covers graphic design uses in print and online content, colors and views, graphic design preparation stages, practical applications and lab training. Prerequisite :NMD333		
3-2-2	Multimedia	NMD 430
The course focuses on digital development of communication and information, multimedia definition as a collection of various elements, Media integration, and multimedia technical elements. The course also studies video, text, images, graphics and audio, in addition to multimedia uses in different areas of life: media, education, economics and diplomacy. It covers multimedia production planning. Types of multimedia. Its production software, and practical models and applications. Prerequisite NMD336		
3-2-2	Website Design	NMD 431
The course studies the definition of Internet environment in cyberspace, web design basics, tools, software, and Preparing online content. It also focuses on integrating multimedia website elements, and applications and models. Prerequisite NMD336		
3-2-2	Digital Marketing A/E	NMD 434
This course focuses on defining advertisement as a marketing tool. Communications and digital media revolution. Internet as a platform for communication and promotion, and digital marketing elements and tools. It also covers Interactive digital marketing and it production software, in addition to comparing electronic media with traditional one, measuring the effect of digital marketing on consumer behavior, and practical applications. Prerequisite NMD334		
3-6-0	Graduation Project (New Media)	NMD 435
The student, under the supervision of the lecturer, shall prepare a practical and applied project in new media, where he needs to present it to a specialized committee at the end of the semester to be officially approved by the department.		
3	Internship (New Media)	NMD 437
Student shall spend a full semester, 120 hours, as internship in a digital media institution, or has a digital version on network, in order to interact directly with professional work environment, acquire real practical and intellectual skills, and enhance relationships with media sector.		

Public Relations		
3-2-2	Writing for Public Relations	PRN232
The course focuses on writing methods for public relations, writing journal releases, writing public service announcements, memos, and speeches, preparing printed and audio-visual materials for public relations, elements of successful writing for public relations, and lab practical models and exercises. Prerequisite COM102		
3-2-2	Public Relations Campaigns	PRN 333
The course focuses on the concept of media campaign, planning public relations campaigns, defining the campaign objectives and its implementation stages. It also studies the target audience, selecting and employing appropriate communication channels, preparing media materials, evaluating public relations campaigns results, and applied models and practical exercises. Prerequisite.COM102		
3-0-3	Integrated Marketing Communications	PRN 334
The course covers the definition of marketing communications, theoretical foundations of integrated marketing communications, marketing communications planning, employing marketing methodologies in effective communication, employing commercial and public service advertisements, studying the target audience reality, identifying marketing communications channels, managing marketing communications, and measuring the impact of marketing communications, applied models and Practical exercises.: Prerequisite PRN333		
3-2-2	Media Production (Public Relations)A/E	PRN 335
The course studies the definition of government and civil organizations media needs, production of public relations printed materials, production of audio-visual materials, presentations production, production of websites and social networks. It also studies the technical		

and intellectual requirements of media materials production, the conditions of successful media materials to enhance the organization image among the masses, media materials assessment and practical models and exercises. : Prerequisite PRN333		
3-0-3	Protocol and Etiquette	PRN 431
This course studies the definition of official and diplomatic protocol, its origin and development, and the entities that handle old and contemporary official and diplomatic protocol affairs. It seeks to develop speaking etiquette skills, listening, and courtesies in the official and diplomatic field. The course also studies the precedence in the field of consular diplomatic missions and between countries, medals awarding, the types and methods of preparing banquets, and rules of raising flags to top and half-staff, in addition to the classifications of official clothes for both sexes, women and men in international forums. It explains the privileges and immunity of delegations at international conferences, and etiquette methods and rules used in organizing them. Prerequisite :PRN333		
3-2-2	Online Public Relations A/E	PRN 432
This course studies Internet as a means of communication in governmental and civil organizations, and makes a comparison between the characteristics of online communication and the traditional one. It also focuses on websites and web portals for organizations, general principles of virtual public relations, basic features of virtual facilities in public relations, online communication channels with the public and media, providing information on web portals, study of audience trends on the network, and practical models and exercises. Prerequisite PRN333		
3-2-2	Organizing Activities and Events in Public Relations	PRN 434
This course studies the definition of activities, events and special events in public relations, and planning them, in addition to the types of activities. It also focuses on conferences, seminars, exhibitions, festivals and celebrations, open meetings, activities to develop relations with the community, activities to develop relations with media professionals, interviews with media, open days and field tours, special events, and practical models and applications Prerequisite. PRN335		
3-6-0	Graduation Project (Public Relation)	PRN435
The student, under the supervision of the lecturer, shall prepare a practical and applied project in public relation, where he needs to present it to a specialized committee at the end of the semester to be officially approved by the department.		
3	Internship (Public Relation)	PRN437
Student shall spend a full semester, 120 hours, as internship in a public relations institution, in order to interact directly with professional work environment, acquire real practical and intellectual skills, and enhance relationships with media sector.		