

STUDY PLAN for Bachelor of Arts in Mass Communication Program

(Journalism -New Media-Public Relations)

Program Requirements (30) Hrs. = 10 Courses

a) Compulsory Requirements (24) Hrs. = 8 Courses

Course No.	Course Name	Prerequisites	credit hour
GED 100	Islamic Culture	-	3
ARB 110	Arabic 1	-	3
ARB102	Arabic Language for Media Purpose	ARB 110	3
ENG 110	English I	-	3
ENG 120	English II	ENG 110	3
CIT 100	Computer concepts and Applications	-	3
MAT 100	Principles of Statistics	-	3
IEC 112	Innovation and Entrepreneurship	-	3

b) Elective Requirements (6)Hrs. = 2 Courses

Course No.	Course Name	Prerequisites	credit hour	
Group (1) Islamic and Social Sciences (1 course)				
1	GED 110	Law and Society	-	3
2	GED 130	Journalism History	-	3
3	GED 191	Human Rights in Islam and International Conventions	-	3
Group (2) Sciences (1 course)				
1	GED 150	Critical Thinking	-	3
2	GED 231	Man and Environment	-	3
3	GED 233	Renewable and Sustainable Energy	-	3

University Requirements (63) =21 courses (Compulsory +Elective)

a) Compulsory Requirements 57 Hrs. = 19 Courses

Course No.	Course Name	Prerequisites	credit hour	
1	COM101	Introduction to Journalism	-	3
2	COM102	Introduction to Public Relations	-	3
3	COM103	Introduction to New Media	-	3
4	COM211	Communication Theories	COM101	3

5	COM212	Research Methodology	COM101	3
6	COM223	Media Ethics and Legislations	COM211	3
7	COM237	Introduction to Political Science	COM101	3
8	COM251	Social Psychology	COM101	3
9	COM322	Translation	ENG120	3
10	COM323	Digital Photography	COM101	3
11	COM325	International Relations	COM237	3
12	COM329	Literary Artistic Criticism	ARB 102	3
13	COM352	Principles of Economic	-	3
14	COM422	Modern Arab History	-	3
15	COM423	Political Geography	-	3
16	COM427	Public Opinion	COM 211	3
17	COM430	Crisis Management	COM 237	3
18	COM431	Taste of Arts	COM329	3
19	COM432	phonetics and Public Speech	ARB102	3

Elective Program Requirements (6) Hrs. = (2) Courses

#	Course No.	Course Name	Prerequisites	credit hour
1	COM231	Media Organizations	COM211	3
2	COM232	Media and Development	COM211	3
3	COM233	Social Marketing	COM101	3
4	COM 332	International Public Relations	COM102	3
5	COM334	Advertising and Marketing	COM103	3

Compulsory Specialization Requirements (27 credits)

(a) Compulsory Requirements for the Journalism track (27 credits):

Course No.	Syllabus name	Prerequisites	credit hour
JOU 231	Journalism Editing (1)	COM 101	3
JOU 233	Journalistic Advertising	COM 101	3
JOU 336	Electronic Journalism and Citizen Journalism A/E	COM 101	3
JOU 334	Journalism Editing (2)	JOU 231	3
JOU 335	Journalistic Layout and Design	JOU 233	3
JOU 433	Investigative Journalism	JOU 334	3
JOU 434	Specialized Journalism A/E	JOU 334	3

JOU 435	Graduation Project (Journalism)	Graduate Semester	3
JOU 437	Internship (Journalism)	90 Hours	3
Total			27

(b) Compulsory Requirements for the New Media track (27 credits):

Course No.	Syllabus name	Prerequisites	credit hour
NMD 232	Media Integration	COM 103	3
NMD 333	Writing for New Media	COM 103	3
NMD 334	Social Networking and Blogging A/E	NMD 333	3
NMD 336	Graphic design and infographics	NMD 333	3
NMD 430	Multimedia	NMD 336	3
NMD 431	Website Design	NMD 336	3
NMD 434	Digital Advertising A/E	NMD 334	3
NMD 435	Graduation Project (New Media)	Graduate Semester	3
NMD 437	Internship (New Media)	90 Hours	3
Total			27

(a) Compulsory Requirements for the Public Relations track (27 credits):

Course No.	Syllabus name	Prerequisites	credit hour
PRN 232	Writing for Public Relations	COM 102	3
PRN 333	Public Relations Campaigns	COM 102	3
PRN 334	Integrated Marketing Communications	PRN 333	3
PRN 335	Media Production (Public Relations) A/E	PRN 333	3
PRN 431	Protocol and Etiquette	PRN 333	3
PRN 432	Online Public Relations A/E	PRN 333	3
PRN 434	Organizing Activities and Events in Public Relations	PRN 335	3
PRN 435	Graduation Project (Public Relation)	Graduate Semester	3

PRN 437	Internship (Public Relation)	90 Hours	3
Total			27

Free Elective (6)Hrs.