

Course Code		Course Title
ENT	241	Entrepreneurship I
ENT	242	Entrepreneurship II
GED	272	Fundamentals of Public Speaking
MCM	100	Introduction to Mass Communication & Media Studies
MCM	110	Communication Theories & Media Effects
MCM	115	Media in the UAE
MCM	130	Media Ethics and Laws
MCM	140	Communication Research Methods
MCM	200	Writing for Mass Media
MCM	210	Media Sociology
MCM	215	Audiovisual Production
MCM	240	Media Management
MCM	250	Digital Imaging
MCM	300	Sustainability Branding
MCM	311	Media and Politics
MCM	330	Multi-Platform Storytelling
MCM	400	Comparative Global Media Systems & Policy
MCM	420	Modern World History
MCM	430	Media Internship I
MCM	305	Intercultural & Business Communications
MCM	335	Digital & Online Marketing
MCM	410	Literary and Artistic Criticism
MCM	440	Cinema Studies

ENT 241 - Entrepreneurship 1

Credit hours: 2-0-2

Introduction to entrepreneurship theory and practice. Business plan development and execution. Funding possibilities and investments. Definition of entrepreneurship; classical and modern management theories and identification of opportunities; strategic planning and execution.

ENT 242 - Entrepreneurship 2

Prerequisite: ENT-241

Credit hours: 0-2-1

Business plan and pitch development and execution. Funding possibilities and investments. Definition of entrepreneurship; classical and modern management theories and identification of opportunities; strategic planning and execution.

GED 272 - Fundamentals of Public Speaking

Credit hours: 3-0-3

Prerequisite: LNG-172

Being able to communicate well in public situations is something any university graduate is expected to be able to do with ease.

This course will introduce students to the fundamentals of public speaking. These include the steps of the speech-making process. The course will also focus on developing oral communication skills and presentation skills that students need to succeed in their major programs of study and to advance in their future careers. Students will be asked to give various speeches in a wide range of settings and for a variety of purposes to enhance their appreciation of and comfort with the art of public speaking.

Fundamentals of Public Speaking' also focuses on developing skills for thinking critically, whether one is designing one's own presentation, listening to the presentations of others, or evaluating information and solutions in the process of accomplishing a group task.

MCM100- Introduction to Mass Communication & Media Studies

Credit hours: 3-0-3

This course introduces students to the concepts of mass communication and media studies, including media literacy and theories. Students will learn about media history, development, and cultural effects of media industries including, but not limited to books, newspapers, magazines, film, radio, recording, and popular music, television, cable, and mobile video, video games, the internet and the World Wide Web.

MCM-110 Communication Theories & Media Effects

Prerequisite: MCM 100

Credit hours: 3-0-3

This course aims to give the student an overview of communication theories. The course covers rhetoric, dramatism, narrative theory, powerful effects, limited effects, cultivation theory, uses and gratifications theory, and critical/cultural studies, media and computer-mediated effect theories.

MCM-115 Media in the UAE

Prerequisite: MCM-100 & GED-199

Credit hours: 3-0-3

This course introduces the students to Media practices in the UAE. This includes the historical development of UAE media; media ethics, regulations and laws; federal and local media institutions and media policies and orientations. Students will also explore the social and cultural features of media in the UAE, the role of the media in developing the UAE national identity, media free zones and the technological advancement of media in the UAE.

MCM-130 Media Ethics and Laws

Credit hours: 3-0-3

This course introduces students to issues regarding media laws, ethics, values in various societies. This course covers the historical evolution of media ethics, freedom of expression and social responsibility in media legislation, as well as moral conventions. This course also creates learning opportunities for students through the analysis of case studies relevant to media laws and ethical practices in different settings.

MCM-140 Communication Research Methods

Prerequisite: MTH-101

Credit Hours: 3-0-3

This course introduces students to the basic research methods and techniques. This includes quantitative and qualitative research methodologies; sampling; data collection methods such as content analysis, surveys and in-depth interviews; and basic analytical techniques. A special emphasis will be given to the ethical dimension in scientific research.

MCM- 200 Writing for Mass Media

Prerequisite: MCM-100 & LNG-172

Credit Hours: 3-0-3

This course introduces students to writing for the media. It covers several topics including the basic tools of writing, principles of news writing, writing for print journalism, writing for online journalism, advertising copy writing, and writing for public relations. Emphasis is placed on the production of media writing.

MCM-210 Media Sociology

Prerequisite: MCM-110

Credit Hours: 3-0-3

This course introduces the students to the field of Media Sociology. The course focuses on understanding the concepts and theories of media sociology, how the media contents are designed and produced, what factors and bodies (individual, organizational, and outsiders) influence the content, and how these contents influence behaviors of individuals and groups socially and politically.

In the process many local and international case studies will be introduced.

Audiovisual Production

MCM-215

Credit Hours: 1-4-3

This course introduces the students to the principles and basic techniques of video production. Students will develop skills in camera shooting, angles, lighting, audio recording, video editing and rendering. The course combines different teaching strategies and settings, including TV studio, computer labs, lectures and hands-on projects.

Media Management

MCM-240

Prerequisite: MCM-100

Credit Hours: 3-0-3

This course introduces theories and practices of management within a media context. Emphasis is placed on understanding the functions of management as well as developing skills used in managing media organizations within the global environment. It covers the definition of management; management theories; public and corporate media management; and human resource management such as leading and motivating teams.

Digital Imaging

MCM-250

Credit Hours: 1-4-3

This is an introductory course to the principles and basic practices of digital image, image editing, and image composition. Using different designing techniques and software applications, the students will create a series of visual compositions in print and web platforms. Students will also learn and practice concept of creativity in digital imaging.

Sustainability Branding

MCM-300

Prerequisite: MCM-100 & MCM-200

Credit Hours: 3-0-3

This course is designed to provide students with appreciation of ameliorating the prevailing economic system in which they learn and

practice. They are enabled in this endeavor with foundation literature on the tenets of Conscious Capitalism: Higher Purpose, Stakeholder Integration, Conscious Leadership, and Conscious Culture & Management. For praxes, students are engaged with an online computer simulation of a business environment that includes marketing, sales, manufacturing, accounting/finance, human resources, business negotiations, and entrepreneurship to promote and communicate a product considering all of the firm's stakeholders and deal with HR, ethical, environmental, and sustainability issues.

Intercultural & Business Communications

MCM-305

Prerequisite: MCM-200

Credit Hours: 3-0-3

This course introduces students to the fundamentals of intercultural and business communications, including oral and written negotiations across diverse business and cultural settings and platforms. It entails careful analysis of the communication problem, development of an audience-focused solution, and clear, correct use of language and visuals.

Media and Politics

MCM-311

Credit Hours: 3-0-3

This course is designed to introduce students to the main concepts and theories of political communication in different parts of the world. It covers topics such as the relationship between media and politics, political campaigns and new media, domestic regulations and media practices, and others. The course also

introduces case studies in decision making process at local and international levels.

Multi-Platform Storytelling

MCM-330

Prerequisite: MCM-200 & MCM-215

Credit Hours: 1-4-3

This course provides the skills to create stories in different communication fields including advertisement, public relations and journalism. The students will receive extensive training in writing headlines and scripts copyediting, audio and video editing, and the development digital stories to captivate audiences across various platforms including Press, TV, Radio, Internet, and Social Networks. Social responsibility and ethical frameworks are also components of this course.

Digital & Online Marketing

MCM-335

Prerequisite: MCM-100

Credit Hours: 3-0-3

This course is dedicated to providing students with the theoretical understanding of the Internet marketplace necessary to adapt to its changing nature. It also equips students with the essential skills needed to perform vital daily functions in areas such as Search Engine Optimization,

Search Engine Marketing, Online Advertising, Web Analytics, Email Marketing, social media and Reputation Management.

Comparative Global Media Systems & Policy

MCM-400

Instructor: Name and Contact Information will be given

Prerequisite: MCM-240

Credit Hours: 3-0-3

Course Description: This course offers a critical understanding of how the Global Media Systems operate. The students will explore policies that shape and guide various media systems and their effects within and between societies socially and culturally. They will also develop knowledge about the different rules and regulations that govern the digital media systems worldwide.

The aspects of privacy and ethics are also covered in this course.

Comparative Global Media Systems & Policy

MCM-400

Prerequisite: MCM-240

Credit Hours: 3-0-3

This course offers a critical understanding of how the Global Media Systems operate. The students will explore policies that shape and guide various media systems and their effects within and between societies socially and culturally. They will also develop knowledge about the different rules and regulations that govern the digital media systems worldwide.

The aspects of privacy and ethics are also covered in this course.

Literary and Artistic Criticism

MCM-410

Prerequisite: MCM-200

Credit Hours: 3-0-3

This course introduces students to the main theories and concepts of literary and artistic criticism. Students will understand and apply the major theoretical paradigms in literature and visual art on various literary and media works, which include short stories, poetry, photos, ads, and videos. Student is expected to write critical essays and produce case studies on specific literary works and art productions.

Modern World History

MCM-420

Prerequisite: MCM-100

Credit Hours: 3-0-3

The purpose of this course is to examine key historical events in the modern era using social sciences approaches as a means to develop analytical and critical thinking skills. An emphasis is placed on how communications and media played a part in these global events. Topics include Defining modern history; key historical events and developments since the end of the 18th century; First and Second World Wars; the end of the Cold War; the age of Globalization; unipolar world system; 9/11 and its repercussions; the international financial crisis; Arab world developments.

Media Internship MCM-431

Prerequisite: 81 credits and Min 2 CGPA

Credit Hours: 0-150-1

An internship experience, of 150 hours, provides the student with an opportunity to explore career interests while applying knowledge and skills learned in the classroom in a work setting. The experience also helps students gain a clearer sense of what they still need to learn and provides an opportunity to build professional networks.

Cinema Studies MCM-440

Prerequisite: MCM-100 & MCM-215

Credit Hours: 3-0-3

The aim of this course is to understand connections between the early days of film and contemporary through analysis and re-examination of the major areas of film theory and criticism. Topics such as Cinema modes of production, form, style, genre, aesthetics, media industries, critical analysis, and sociocultural and historical importance of the cinema. This course helps students build an appreciation for the art form and cultivates critical thinking about film, its major positions and issues in film theory and criticism.

Course code		Course Title	Prerequisite	Cr.H.
PRA	200	Principles of Public Relations	None	3
PRA	210	Writing for Public Relations	MCM 200	3
PRA	220	Research Methods for PR	MCM 140	3
PRA	230	Online Public Relations	PRA 220	3
PRA	310	Brand Value and Reputation Management	PRA 200 or AIMC 200	3
PRA	315	Management in Public Agencies	MCM 240	3
PRA	420	PR Capstone Project	PRA 200 & 315	3
PRA	430	E-Portfolio & Internship II for PR	MCM 431	3
Total				24

PRA 200 - Principles of Public Relations

Prerequisite: None

Credit Hours: 3-0-3

Course Description: This course introduces students to the main principles used by Public Relations agents, especially those related to research, strategy, creativity, media planning, monitoring and evaluation. Students will create a public relations report suitable for several platforms. This course familiarizes students with PR professional skills and enables them to understand the strategic role of PR in the management of the brand and reputation building.

PRA 205 - Crisis Communication

Prerequisite: MCM-100

Credit Hours: 3-0-3

Course Description: This course covers the latest theories and innovative approaches for handling crisis including how organizations create the potential for opportunity, renewal, and growth through effective crisis communication. It includes concepts for turning the many challenges that crises present into opportunities. It also addresses core issues of crisis leadership, uncertainty, communicating effectively, understanding risk, and promoting communication ethics.

PRA 210 - Writing for Public Relations

Prerequisite: MCM-200

Credit Hours: 3-0-3

Course Description: This course introduces students to the form, style and technique of public relations writing. Students will generate public relations materials in a variety of formats, including news releases, media kits, speeches, newsletters, and broadcasting scripts for government institutions and business organizations. The course aims to enhance students' writing and editing skills necessary to succeed in a public relations career.

PRA 220 - Research Methods for PR

Prerequisite: MCM-140

Credit Hours: 3-0-3

Course Description: This course presents an overview about research and its impact in Public Relations. In this course, students will design a research methodology and implement it in a real PR campaign. This course considers several aspects related to ethics, technology, social media, metrics, measurement tools, monitoring and data analysis. This course aims to help students collect, analyze and interpret quantitative and qualitative data to reduce the risk when taking PR strategic decisions.

PRA 230 - Online Public Relations

Prerequisite: PRA 220

Credit Hours: 3-0-3

Course Description: This course aims to analyze, through best practices around the world, how PR agencies use internet, social media and mobile apps to launch and implement new PR campaigns focused on technology, metrics and stakeholders' expectations. Students will apply PR principles and key performance indicators to implement efficient campaign based on online platforms that help clients achieve their communication objectives.

PRA 310 - Brand Value and Reputation Management

Prerequisite: PRA-200 or AIMC-200

Credit Hours: 3-0-3

Course Description: This course focuses on how PR experts build and disseminate the company's brand architecture (identity, values, mission, vision and image) through several platforms for influencing internal and external stakeholders and building a reputed brand collectively. Students will also learn how to quantify reputation from an economic point of view, as well as explain why this intangible input is important for companies and shareholders.

PRA 315 - Management in PR Agencies

Prerequisite: MCM-240

Credit Hours: 3-0-3

Course Description: This course focuses on management and economic environments related to public relations: contracts between agencies and clients, remunerations models, legal framework, leadership and human resources. Students will learn how to integrate economic principles and managerial approaches in developing public relations business plans.

PRA Capstone Project

PRA-420

Prerequisite: PRA-200 & 315

Credit Hours: 3-0-3

Course Description: This is the capstone course for the Public Relations specialization. It is designed to integrate most of what has been learned in earlier courses in the communication and media (MCM) program and particularly in Public Relation courses. Working individually and/or in teams, students will produce a Public Relations campaign, related to a "real-world" case study. Professionals are invited to participate in the oral presentations and evaluation of the projects.

PRA 425 - International Public Relations

Prerequisite: PRA-200

Credit Hours: 3-0-3

Course Description: This course explains to students the strategic role of public relations in global organizations, such as private companies, NGO, public authorities and governments. Students learn to analyze social, cultural and economic aspects in different countries, and implement customized Public Relations plans consistent with companies and stakeholders' interests. This course also covers the internal functioning of global public relations agencies.

PRA 430 - E-Portfolio & Internship II for PR

Prerequisite: MCM-431

Credit Hours: 150-0-3

Course Description: This is a continuation of the Internship I course (MCM 430) with focus on the specialized industry of Public Relations. The student will also produce an e-portfolio summarizing her/his achievements and contributions in the workplace and a good variety of representative CUD coursework. The Internship course provides students the opportunity to apply the theoretical knowledge and practical skills they have acquired in the classroom in 'real-world' settings. Students must complete 150 hours in the institution where they are doing their internship.