

# Study Plan

## Bachelor of Arts in Communication in Public Relations Study Plan

Semester	Course Code	Subject Title	Pre-requisite	Credit Hours	
<b>Semester 1</b>	GED	101	Application of Computer Software	None	3
	LNG	171-3	English I	None	3
	GED	196	Communication Skills in Arabic 1	None	3
	MCM	101	Introduction to Mass Communication & Media Studies	None	3
	ENT	141	Fundamentals in Innovation and Entrepreneurship 1	None	2
	<b>Total</b>				<b>14</b>
<b>Semester 2</b>	LNG	172-3	English II	LNG 171-3	3
	MCM	250	Digital Imaging	None	3
	MCM	121	Communication Theories & Media Effects	MCM 101	3
	MCM	115	Media in the UAE	MCM 101 & GED 199	3
	MTH	101	Statistics	None	3
	ENT	142	Fundamentals in Innovation and Entrepreneurship 2	ENT-141	1
	<b>Total</b>				<b>16</b>

<b>Semester 3</b>	MCM	201	Writing for Mass Media	MCM 101 & LNG 172-3	3
	MCM	130	Media Ethics and Laws	MCM 101	3
	MCM	210	Media Sociology	MCM 121	3
	MCM	420	Modern World History	MCM 101	3
	MCM	140	Communication Research Methods	MTH 101	3
	ENT	241	Entrepreneurship I	ENT 142	2
	<b>Total</b>				<b>17</b>
<b>Semester 4</b>	MCM	240	Media Management	MCM 101	3
	MCM	215	Audiovisual Production	None	3
	MCM	xxx	Core Elective (1)		3
	PRA	221	Principles of Public Relations	None	3
	GED	272	Fundamentals of Public Speaking	LNG 172-3	3
	ENT	242	Entrepreneurship II	ENT 241	1
	<b>Total</b>				<b>16</b>
<b>Semester 5</b>	GED	xxx	Humanities (1)		3
	MCM	300	Sustainability Branding	MCM 101 & MCM 201	3
	PRA	220	Research Methods for PR	MCM 140	3
	PRA	200	Writing for Public Relations	MCM 201	3
	GED	199	UAE Society	None	3
	<b>Total</b>				<b>15</b>

<b>Semester 6</b>	MCM	311	Media and Politics	None	3
	GED	XXX	Science & Technology		3
	PRA	230	Online Public Relations	PRA 220	3
	PRA	xxx	Major Elective (1)		3
	GED	198	Islamic Culture	None	3
	<b>Total</b>				<b>15</b>
<b>SUMMER</b>	MCM	431	Media Internship	81 credits and min CGPA 2.0	<b>1</b>
<b>Semester 7</b>	PRA	xxx	Major Elective (2)		3
	MCM	411	Multi-Platform Storytelling	MCM 201 & MCM 215	3
	PRA	411	Brand Value and Reputation Management	PRA 221 or AIMC 200	3
	PRA	412	Management in PR Agencies	MCM 240	3
	MCM	xxx	Core Elective (2)		3
	<b>Total</b>				<b>15</b>
<b>Semester 8</b>	MCM	400	Comparative Global Media Systems & Policy	MCM 240	3
	PRA	xxx	Major Elective (3)		3
	PRA	xxx	Major Elective (4)		3
	PRA	421	PR Capstone Project	PRA 221 & PRA 412	3
	PRA	430	E-Portfolio & Internship II	MCM 431	3
	<b>Total</b>				<b>15</b>
<b>Total Credit Hours</b>					<b>124</b>

