

Bachelor of Arts in Communication – Digital Media and Journalism

**Program Viewbook
Canadian University Dubai**

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Program Overview

The Bachelor of Arts in Communication with a concentration in Digital Media and Journalism is thoughtfully designed to address the innovations of the contemporary media landscape. In today's world, our understanding of global events is shaped not only by traditional news outlets but also by the dynamic influence of social media and digital platforms.

This program equips students with a deep understanding of the evolving roles and players within the news media sector. Through a comprehensive curriculum, the students will develop the skills necessary to engage effectively and assertively in their increasingly technology-driven society, ensuring their voices resonate in the conversations that matter.

Program Completion Requirements

- The Bachelor of Arts in Communication program is offered at the CUD Campus as a full-time regular study mode program. The program is completed in 8 semesters (4 academic years), and the maximum duration of completion of the program is eight academic years.
- The Bachelor of Arts in Communication degree shall be awarded to a student upon completing the following requirements:
 - Passed 124 credit hours.
 - CGPA is not less than 2.0 on a scale of 4.0 points.
 - Earned at least 50% of credits at CUD.
 - Completed Internship and Project at CUD.

Program Structure

Bachelor of Arts in Communication

Program Requirements	Compulsory Cr. Hrs.	Elective Cr. Hrs.	Total Cr. Hrs.
University Requirements (GE Courses)	24	06	30
Program Core Requirements (Core Courses)	52	06	58
Concentration Requirements	24	12	36
Total	100	24	124

University Requirements [General Education Courses - 30 Credits]

Course Code	Course Title	Prerequisite	Cr. Hrs.
Compulsory Courses (24 Credits)			
LNG 171-3	English I	None	3
LNG 172-3	English II	LNG 171-3	3
GED 101E	Application of Computer Software	None	3
GED 196E	Communication Skills in Arabic 1	None	3
GED 198E	Islamic Culture	None	3
GED 199E	UAE Society	None	3
ENT 141	Fundamentals of Innovation and Entrepreneurship 1	None	2
ENT 142	Fundamentals of Innovation and Entrepreneurship 2	ENT 141	1
MTH 101	Statistics	None	3
Elective (Humanities - 03 Credits): Students are required to select One Course from the following Pool			
GED 110E	Modern Art Appreciation	None	3
GED 111E	Music Appreciation and Communication	None	3
GED 205E	Psychology in Everyday Life	LNG 172 or LNG 182	3
GED 252E	Critical Thinking	LNG 172 or LNG 182	3
GED 324E	Ethical Reasoning for Today's World	LNG 172 or LNG 182	3



GED	330	Introduction to Canadian Studies	None	3
Elective (Science & Technology - 03 Credits): Students are required to select One Course from the following Pool				
BIO	102	Biology I	None	3
SHS	103	Chemistry	None	3
GED	125E	Ecosystems and Human Health	None	3
GED	132E	Science and Technology in Society	None	3
ENV	201	Principles of Environmental Science	None	3

Program Core Requirements [Core Courses - 58 Credits]

Course Code	Course Title	Prerequisite	Cr. Hrs.	
Compulsory Courses (52 Credits)				
GED	272	Fundamentals of Public Speaking	LNG 172	3
ENT	241	Entrepreneurship 1	ENT 142	2
ENT	242	Entrepreneurship 2	ENT 241	1
MCM	101	Introduction to Mass Communication & Media Studies	None	3
MCM	121	Communication Theories & Media Effects	MCM 101	3
MCM	115	Media in the UAE	MCM 101, GED 199	3
MCM	130	Media Ethics and Laws	MCM 101	3
MCM	140	Communication Research Methods	MTH 101	3
MCM	201	Writing for Mass Media	MCM 101, LNG 172	3
MCM	210	Media Sociology	MCM 121	3
MCM	215	Audiovisual Production	None	3
MCM	240	Media Management	MCM 101	3
MCM	250	Digital Imaging	None	3
MCM	311	Media and Politics	None	3
MCM	335	Digital and Online Marketing	MCM 101	3
MCM	400	Comparative Global Media Systems and Policy	MCM 240	3
MCM	411	Multi-Platform Storytelling	MCM 201, MCM 215	3

MCM	420	Modern World History	MCM 101	3
MCM	431	Media Internship I	81 Cr. Hrs. & CGPA ≥ 2.0	1
Elective Courses (06 Credits): Students are required to select Two Courses from the following courses				
MCM	300	Sustainability Branding	MCM 101, MCM 201	3
MCM	305	Intercultural and Business Communications	MCM 201	3
MCM	330	Literary and Artistic Criticism	MCM 201	3
MCM	440	Cinema Studies	MCM 101, MCM 215	3

Concentration Requirements [36 Credits]

There are three concentrations for Bachelor of Arts in Communication and students are required to select one of the concentrations. For the selected concentration, students are required to complete successfully 12 courses (36 Credit Hours) of which eight courses (24 Cr. Hrs.) are compulsory and four courses (12 Cr. Hrs.) are Electives.

Digital Media and Journalism Concentration Courses

Course Code	Course Title	Prerequisite	Cr. Hrs.	
Compulsory Courses (24 Credits)				
DMJ	200	Principles of Digital Media and Journalism	None	3
DMJ	210	News Writing & Editing	LNG 172, MCM 201	3
DMJ	220	Research and Data Analytics for DMJ	MCM 140	3
DMJ	305	Graphics for Digital Media & Journalism	MCM 250	3
DMJ	315	Virtual Reality for Journalism	DMJ 305	3
DMJ	400	Newscasting	MCM 215, DMJ 210	3
DMJ	425	DMJ Capstone Project	DMJ 220, DMJ 305	3
DMJ	430	E-Portfolio and Internship II for DMJ	MCM 431	3
Elective Courses (12 Credits): Students are required to select Four Courses from the following courses				
DMJ	317	Digital Photography	MCM 250	3

DMJ	420	Innovative Multimedia Reporting	DMJ 315 or DMP 210	3
DMP	305	Critical Coding for Communication	None	3
DMP	315	Theory and Practice of Animation	MCM 250	3
PRA	301	Crisis Communication	MCM 101	3

Study Plan - BA in Communication - Digital Media and Journalism (DMJ)

Sem.	Course Code		Course Title	Prerequisite	Cr. Hr.
Semester 1	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 of Innovation and Entrepreneurship 1	None	2
	Total				
Semester 2	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 of Innovation and Entrepreneurship 2	ENT 141	1
Total					16
Semester 3	MCM	201	Writing for Mass Media	MCM 101, LNG 172	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 1	ENT 142	2

	Total			17	
Semester 4	MCM	240	Media Management	MCM 101	3
	MCM	215	Audiovisual Production	None	3
	MCM	XXX	Core Elective (1)		3
	DMJ	200	Principles of Digital Media and Journalism	None	3
	GED	272	Fundamentals of Public Speaking	LNG 172	3
	ENT	242	Entrepreneurship 2	ENT 241	1
	Total				16
Semester 5	GED	XXX	Humanities Elective		3
	MCM	335	Digital and Online Marketing	MCM 101	3
	DMJ	220	Research and Data Analytics for DMJ	MCM 140	3
	DMJ	210	News Writing & Editing	MCM 201, LNG 172	3
	GED	199	UAE Society	None	3
	Total				15
Semester 6	MCM	311	Media and Politics	None	3
	XXX	XXX	Science and Technology Elective		3
	DMJ	305	Graphics for Digital Media & Journalism	MCM 250	3
	DMJ	XXX	Concentration Elective (1)		3
	GED	198	Islamic Culture	None	3
	Total				15
	MCM	431	MEDIA INTERNSHIP 1 (SUMMER SEMESTER)	81 Cr. Hrs. and CGPA ≥ 2.0	1
Semester 7	DMJ	XXX	Concentration Elective (2)		3
	MCM	411	Multi-Platform Storytelling	MCM 201, MCM 215	3
	DMJ	315	Virtual Reality for Journalism	DMJ 305	3
	DMJ	400	Newscasting	MCM 215, DMJ 210	3
	MCM	XXX	Core Elective (2)		3
	Total				15
	MCM	400	Comparative Global Media Systems and Policy	MCM 240	3



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Semester 8	DMJ	XXX	Concentration Elective (3)		3
	DMJ	XXX	Concentration Elective (4)		3
	DMJ	425	DMJ Capstone Project	DMJ 220, DMJ 305	3
	DMJ	430	E-Portfolio and Internship II for DMJ	MCM 431	3
	Total				
Total Credit Hours					124



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