

## Program Viewbook

### Bachelor of Arts in Communication – Advertising and Integrated Marketing Communications (BA-AIMC)

#### Program Description

The Bachelor of Arts in Communication with a major in Advertising and Integrated Marketing Communications is designed to cultivate creative communication skills for a successful career in the dynamic field of modern advertising. In this program, students will gain a foundation in qualitative and quantitative research methodologies, practical copywriting, planning, and design skills. They will also develop the knowledge and professional competencies necessary to thrive in diverse roles across traditional and digital advertising platforms. This comprehensive approach prepares the students to make a meaningful impact on the ever-evolving advertising and marketing communications landscape.

Graduates of the program of Advertising and Integrated Marketing Communications are qualified to take a wide range of career opportunities. Potential roles include Copywriter, Creative Technologist, Graphic Designer, Advertising Campaign Manager, Creative Director, Digital Advertising Manager, Marketing Manager, Media Director, Brand Manager, and Communication Planner. The program also prepares graduates for specialized positions such as Editorial Photographer, Events Manager, Promotions Manager, and Production Manager, as well as various sales and management roles like Advertising Sales Director, Broadcast Account Manager, Online Advertising Manager, and Social Media Advertising Manager.

#### Program Learning Outcomes (PLOs)

- PLO 1: Demonstrate an understanding of the concepts and principles of communication theories, and their applications in research, and new media production.
- PLO 2: Comprehend the methods used to ethically produce engaging content for digital media.
- PLO 3: Recognize the impact of major theories of Advertising and Integrated Marketing Communications, information and communication technologies, and emerging media on the society and the economy.
- PLO 4: Communicate clearly and effectively orally and in writing through digital media tools and across multiple platforms in diverse professional environments.
- PLO 5: Critically analyze and evaluate communication problems in real-life environments and situations and develop market oriented solutions.
- PLO 6: Design and produce professional media contents and Advertising and Integrated Marketing Communications materials.
- PLO 7: Work in an effective and creative way individually and in teams and demonstrate conscious innovative leadership skills.
- PLO 8: Execute Advertising and Integrated Marketing Communications tasks in accordance with professional and ethical standards.
- PLO 9: Critically analyze the evolving advertising and Integrated Marketing Communications landscape to produce efficient material tailored to different audiences and objectives.
- PLO 10: Assimilate current and evolving theories and skills in the field of Advertising and Integrated Marketing Communications.

## Program Completion Requirements

The BA-AIMC degree shall be awarded to a student upon completing the following requirements:

- The student enrolled in the program must have passed 124 credit hours.
- The student must achieve a CGPA of not less than 2.0 on a scale of 4.0 points.
- The student must have earned at least 50% of credits at CUD.
- Internship and Graduation Project work must be completed at CUD.

## Program Structure

<b>University Requirements Courses</b>	<b>30 Cr. Hrs.</b>
<b>Core Courses</b>	<b>58 Cr. Hrs.</b>
<b>Major Courses</b>	<b>36 Cr. Hrs.</b>
<b>Total</b>	<b>124 Cr. Hrs.</b>

## List of Courses

<b>I. University Requirement Courses</b>				
<b>Course Code</b>	<b>Course Title</b>	<b>Prerequisite</b>	<b>Cr. Hrs.</b>	
<b>Compulsory Courses</b>				<b>24</b>
LNG	171	English I	None	3
LNG	172	English II	LNG 171	3
GED	102	AI in Modern Life	None	3
GED	190	Emirati Studies	None	3
GED	196	Communication Skills in Arabic 1	None	3
GED	255	Critical Thinking and Problem Solving	LNG 172 or LNG 182	3
ENT	141	Fundamentals of Innovation and Entrepreneurship 1	None	2
ENT	142	Fundamentals of Innovation and Entrepreneurship 2	ENT 141	1
MTH	105	Introduction to Statistics	None	3
<b>Humanities Elective Courses (03 Credits):</b> Students are required to select one course from the following courses				
GED	103	Head Anatomy Sculpture	None	3
GED	106	Smart Decisions: Data Literacy and Visualization	None	3
GED	110	Modern Art Appreciation	None	3
GED	111	Music Appreciation and Communication	None	3
GED	191	Islamic Studies	None	3
GED	205	Psychology in Everyday Life	LNG 182 or LNG 172	3
GED	324	Ethical Reasoning for Today's World	LNG 182 or LNG 172	3
GED	330	Introduction to Canadian Studies	None	3
<b>Science and Technology Elective Courses (03 Credits):</b> Students are required to select one course from the following courses				
BIO	102	Biology I	None	3
SHS	103	Chemistry	None	3
GED	125	Ecosystems and Human Health	None	3
GED	132	Science and Technology in Society	None	3
ENV	201	Principles of Environmental Science	None	3

## II. Core Courses

Course Code	Course Title	Prerequisite	Cr. Hrs.
<b>Compulsory Courses</b>			<b>52</b>
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	3
MCM 130	Media Ethics and Laws	MCM 101	3
MCM 140	Communication Research Methods	MTH 105	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 $\geq$ 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

## III. Major Courses

Course Code	Course Title	Prerequisite	Cr. Hrs.
<b>Compulsory Courses</b>			<b>24</b>
AIMC 200	Principles of Advertising and Integrated Marketing Communications	None	3
AIMC 210	Audience Perceptions and Insights	MCM 121, AIMC 200/PRA 221/DMJ 200	3
AIMC 220	Research, Measurement and Metrics	MCM 140, AIMC 200	3
AIMC 305	Rhetoric and Strategic Writing	MCM 201, AIMC 200	3
AIMC 315	Creative Advertising Strategies	MCM 250, AIMC 200	3
AIMC 418	Communication and Media Planning Strategies	DMJ 220 or AIMC 220 or PRA 220	3
AIMC 425	AIMC Capstone Project	AIMC 418	3
AIMC 430	E-Portfolio and Internship II for AIMC	MCM 431	3

**Elective Courses (12 Credits):** Students are required to select four courses from the following courses

DMJ 305	Graphics for Digital Media & Journalism	MCM 250	3
DMJ 317	Digital Photography	MCM 250	3
DMP 210	Digital Media Production	MCM 250	3
MKT 230	Professional Selling	AIMC 210 or MKT 208	3
PRA 411	Brand Value and Reputation Management	PRA 221 or AIMC 200	3

### Eight Semesters Study Plan

Semester	Course Code	Course Title	Prerequisite	Cr. Hrs.	
1	GED 102	AI in Modern Life	None	3	
	LNG 171	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	
<b>Total</b>				<b>14</b>	
2	LNG 172	English II	LNG 171	3	
	MCM 250	Digital Imaging	None	3	
	MCM 121	Communication Theories & Media Effects	MCM 101	3	
	MCM 115	Media in the UAE	MCM 101	3	
	MTH 105	Introduction to Statistics	None	3	
	ENT 142	Fundamentals of Innovation and Entrepreneurship 2	ENT 141	1	
<b>Total</b>				<b>16</b>	
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 105	3	
	ENT 241	Entrepreneurship 1	ENT 142	2	
<b>Total</b>				<b>17</b>	
4	MCM 240	Media Management	MCM 101	3	
	MCM 215	Audiovisual Production	None	3	
	MCM XXX	Core Elective (1)		3	
	AIMC 200	Principles of Advertising and Integrated Marketing Communications	None	3	
	GED 272	Fundamentals of Public Speaking	LNG 172	3	
	ENT 242	Entrepreneurship 2	ENT 241	1	
<b>Total</b>				<b>16</b>	
5	XXX XXX	Humanities Elective		3	
	MCM 335	Digital and Online Marketing	MCM 101	3	
	AIMC 220	Research, Measurement and Metrics	MCM 140, AIMC 200	3	
	AIMC 210	Audience Perceptions and Insights	MCM 121, AIMC 200 or PRA 200 or DMP 200	3	
	GED 190	Emirati Studies	None	3	
	<b>Total</b>				<b>15</b>
6	MCM 311	Media and Politics	None	3	
	XXX XXX	Science and Technology Elective		3	
	AIMC 305	Rhetoric and Strategic Writing	MCM 201, AIMC 200	3	
	AIMC XXX	Concentration Elective (1)		3	
	GED 255	Critical Thinking and Problem Solving	LNG 172	3	
	<b>Total</b>				<b>15</b>
<b>MCM 431 Media Internship 1 (Summer Semester)</b>				81 Cr. Hrs. and CGPA ≥ 2.0	<b>1</b>
7	AIMC XXX	Concentration Elective (2)			3
	MCM 411	Multi-Platform Storytelling	MCM 201, MCM 215		3
	AIMC 315	Creative Advertising Strategies	AIMC 200, MCM 250		3
	AIMC 418	Communication and Media Planning Strategies	DMJ 220 or AIMC 220 or PRA 220		3
	MCM XXX	Core Elective (2)			3
	<b>Total</b>				<b>15</b>
8	MCM 400	Comparative Global Media Systems & Policy	MCM 240		3
	AIMC XXX	Concentration Elective (3)			3
	AIMC XXX	Concentration Elective (4)			3
	AIMC 425	AIMC Capstone Project	AIMC 418		3
	AIMC 430	E-Portfolio and Internship II for AIMC	MCM 431		3
	<b>Total</b>				<b>15</b>
<b>Total Credit Hours</b>					<b>124</b>