

Program Viewbook

Bachelor of Arts in Communication – Public Relations (BA-PR)

Program Description

The Bachelor of Arts in Communication with a major in Public Relations will prepare students to deliver PR messages effectively within the modern communications environment. As the nature and channels of communication rapidly evolve, professionals in the industry need to be prepared to adapt to different communication forms, styles, and outlets in order to transmit their message and convince stakeholders. This program will teach students how to craft, deliver, and position PR messaging to maximum effect and to operate successfully as a public relations professional in an ever-changing communications context.

Graduates of the program of Public Relations are qualified for a wide range of career opportunities, including roles such as Director of Public Relations, Manager of Digital and Social Media, Lobbyist, and Brand Ambassador. The program also prepares the students for specialized positions like Content Manager and Strategist, Copywriter, Event Manager, Technical Writer, Researcher and Corporate Communication Manager. With a strong foundation in communication strategy and media literacy, graduates are prepared to operate successfully as public relations professionals in an ever-changing communications context.

Program Learning Outcomes (PLOs)

1. Demonstrate an understanding of the concepts and principles of communication theories, and their applications in research, and new media production.
2. Comprehend the methods used to ethically produce engaging content for digital media.
3. Recognize the impact of major theories of Applied Public Relations on the society and the economy.
4. Communicate clearly and effectively orally and in writing through digital media tools and across multiple platforms in diverse professional environments
5. Critically analyze and evaluate communication problems and cases in real-life environments and situations and develop market oriented solutions.
6. Design and produce various PR contents and materials using the latest software, theoretical approaches, and applications across multiple digital media platforms.
7. Work in an effective and creative way individually and in teams and demonstrate conscious innovative leadership skills.
8. Execute Public Relations tasks in accordance with professional and ethical standards.
9. Critically analyze the evolving strategic PR approaches to develop efficient campaigns tailored to different audiences and objectives.
10. Assimilate current and evolving theories and skills in the field of Public Relations.

Program Completion Requirements

The BA-PR 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

University Requirements Courses	30 Cr. Hrs.
Core Courses	58 Cr. Hrs.
Major Courses	36 Cr. Hrs.
Total	124 Cr. Hrs.

List of Courses

I. University Requirement Courses				
Course Code		Course Title	Prerequisite	Cr. Hrs.
Compulsory Courses				24
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
Humanities Elective Courses (03 Credits): 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
Science and Technology Elective Courses (03 Credits): 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.
Compulsory Courses			52
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 ≥ 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.
Compulsory Courses			24
PRA 200	Writing for Public Relations	MCM 201	3
PRA 220	Research Methods for PR	MCM 140	3
PRA 221	Principles of Public Relations	None	3
PRA 230	Online Public Relations	PRA 220	3
PRA 411	Brand Value and Reputation Management	PRA 221 or AIMC 200	3
PRA 412	Management in PR Agencies	MCM 240	3
PRA 421	PR Capstone Project	PRA 221, PRA 412	3
PRA 430	E-Portfolio and Internship II for PR	MCM 431	3
Elective Courses (12 Credits): Students are required to select four courses from the following courses			
AIMC 210	Audience Perceptions and Insights	MCM 121, AIMC 200/PRA 221/DMJ 200	3
AIMC 418	Communication and Media Planning Strategies	DMJ 220 or AIMC 220 or PRA 220	3
DMP 210	Digital Media Production	MCM 250	3
PRA 301	Crisis Communication	MCM 101	3
PRA 425	International Public Relations	PRA 200	3

Eight Semesters Study Plan

Semester	Course Code		Course Title	Prerequisite	Cr. Hr.
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 and Media Studies	None	3
	ENT	141	Fundamentals of Innovation and Entrepreneurship 1	None	2
	Total				14
2	LNG	172	English II	LNG 171	3
	MCM	250	Digital Imaging	None	3
	MCM	121	Communication Theories and 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
Total				16	
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
Total				17	
4	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
	ENT	242	Entrepreneurship 2	ENT 241	1
Total				16	
5	XXX	XXX	Humanities Elective		3
	MCM	335	Digital and Online Marketing	MCM 101	3
	PRA	220	Research Methods for PR	MCM 140	3
	PRA	200	Writing for Public Relations	MCM 201	3
	GED	190	Emirati Studies	None	3
	Total				15
6	MCM	311	Media and Politics	None	3
	XXX	XXX	Science and Technology Elective		3
	PRA	230	Online Public Relations	PRA 220	3
	PRA	XXX	Concentration Elective (1)		3
	GED	255	Critical Thinking and Problem Solving	LNG 172	3
	Total				15
	MCM	431	Media Internship I (SUMMER SEMESTER)	81 Cr. Hrs. and CGPA ≥ 2.0	1
7	PRA	XXX	Concentration 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
	Total				15
8	MCM	400	Comparative Global Media Systems and Policy	MCM 240	3
	PRA	XXX	Concentration Elective (3)		3
	PRA	XXX	Concentration Elective (4)		3
	PRA	421	PR Capstone Project	PRA 221, PRA 412	3
	PRA	430	E-Portfolio and Internship II	MCM 431	3
	Total				15
Total Credit Hours					124