

Curriculum

Total credit hours: 120

COURSE CODE	COURSE TITLE	COURSE CODE	COURSE TITLE	COURSE CODE	COURSE TITLE
General Education Requirements: 36 Credit Hours					
ARL 101(A)	Communication Skills in Arabic I	ENG 200	English II	FWS 205	UAE and GCC Society
FWS 211	Fundamentals of Emotional Intelligence	FWS 305	Technical Communications for Workplace	FWS 310	Fundamentals of Innovation and Entrepreneurship
ISL 100	Islamic Culture	ITD 100	Introduction to Information and Digital Technology	FWS 201	Fundamentals of Life Skills
FWS 301	Developing Future Leaders	STT 100	General Statistics	FWS 100	Academic Skills for Success
Program Core Requirements: 42 Credit Hours					
ASC 301	Research Report Writing	MKT 200	Principles of Marketing	MMC 201	Introduction to Mass Communication
MMC 203	Writing for Mass Media	MAC 201	Intercultural Communication	MAC 205	Theories of Mass Communication
MAC 207	Introduction to Graphic Design	MAC 308	Photojournalism	MAC 310	Mass Media Ethics and Responsibilities
MAC 317	Public Speaking	MAC 402	Media Appreciation and Critique	MAC 404	Social Media Management
MAC 490	Senior Design Project (Capstone Course)	MAC 499	Internship		
Major Elective Course: 9 Credit Hours					
Any THREE (3) of the following courses:					
MAC 204	Interpersonal Communication	MAC 206	Introduction to Journalism	MAC 403	International Communication
MAC 412	Media Management	MAC 316	Communication and Diplomacy	MAC 328	Event Management
Open Elective Courses: 12 Credit Hours					
OE 1	Open Elective 1	OE 2	Open Elective 2	OE 3	Open Elective 3
OE 4	Open Elective 4				
Concentrations: 21 Credit Hours					
Strategic Communication Core Requirements					
MAC 303	Organizational Communication	MAC 313	Principles of Strategic Public Relations	MAC 314	Communication Strategy in Advertising
MAC 315	Writing for PR	MAC 301	PR Protocol and Etiquette	MAC 407	Integrated Communication Campaign
MAC 413	Public Relations Campaigns				
Media Production Core Requirements					
FMS 100	Introduction to Film	FMP 180	Principles of Production Technology	FMP 225	Introduction to VFX
FMP 300	Short Film Production	FMP 325	Screenwriting	FMP 350	Directing for Documentary
MAC 410	Web and Publications Design				



BACHELOR OF ARTS IN MASS COMMUNICATION

Program Overview

The unique structure of this program allows you to tailor your interests in media and communication toward a particular career route. You can choose to specialize in Media Production, or Strategic Communication, including Public Relations and Advertising. This innovative media-based program will teach you concepts, theories, practices, and methods that characterize contemporary media and communication to help you thrive in the industry. The program will equip you with essential research and analytical skills and write media reports and features for print and electronic media. We have Memorandum of Understanding (MoU) with international universities and media agencies in UAE that provide excellent opportunities for you. The MoU with University of British Columbia, Okanagan, Canada, and University Science Malaysia, Penang paves the way for student exchanges and program partnerships. The MoU signed with the National Media Council and other local media agencies provides you educational and internship opportunities.

This program will enable you to become a confident visual storyteller and media maker in a rapidly changing media landscape. You will explore techniques and crafts in screenwriting, short film production, digital media, web design, documentary filmmaking, and film aesthetics and techniques through practical classes. Media Specialists practitioners are in high demand today, as the industry strives for sustainable growth while maintaining and improving the quality of services offered.

Student's Testimonial

Nada Ali - Alumna

As a Mass Communication student, I had the opportunity to learn the best practices in media production for various media platforms. I loved working with sophisticated equipment such as high-end cameras, lighting, vision mixers, and the audio console in the TV studio. The experience gave me the confidence to work in both front and behind the camera in television production. At Abu Dhabi University, I discovered my true potential and transformed myself into someone always ready to accept challenges. My parents motivated me to succeed; my friends gave me the necessary support and my teachers provided the tools.



Career Prospects

This program will enable you to work as specialized practitioners in a diverse range of media and communication organizations. Media institutions, governmental bodies, educational institutions, and private companies always look for well-qualified communication professionals.

Organizations include Abu Dhabi Media, Sky News Arabia, MBC network, Abu Dhabi Commercial Bank, Abu Dhabi Distribution Company, Abu Dhabi National Oil Company, UAE Armed Forces, Injazat, Petroleum Institute, Sakher Media, twoFour54, Etihad Airways, Weber Shandwick, M&C Saatchi and White Label PR,

Job opportunities include:

- TV Producer
- Film Director
- Content Writer
- Video Editor
- Strategic Communications Manager
- Advertising and Promotions Manager
- Creative Director
- Content writer
- Media Specialists

