

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 BA in Mass Communication is carefully designed to help you shape your academic path based on your career interests. You can choose to specialize in either Media Production—with hands-on training in filmmaking, digital content creation, and broadcasting or Strategic Communication, focusing on areas such as Public Relations, Advertising, and brand communication. This practice-oriented program blends foundational knowledge with real-world applications, equipping you with the concepts, tools, and methods that define today's media and communication industries. You will learn to create engaging content, plan campaigns, and produce media for both traditional and digital platforms.

Our strong industry and academic partnerships enhance your learning experience. We have signed MoUs with international institutions like the University of British Columbia, Okanagan (Canada) and the University of Science Malaysia, Penang, offering exchange and collaborative program opportunities. Locally, our agreements with the Creative Media Authority, Abu Dhabi, and other media organizations provide access to internships, studio experiences, and direct engagement with the communication sector.

This dynamic program equips you to become a confident communicator—whether through visual storytelling or strategic messaging—in today's fast-evolving media landscape. As industries increasingly rely on skilled media professionals to shape narratives and engage audiences, graduates are well-prepared to lead in both creative production and strategic communication roles.

Student's Testimonial

Nada Ali - Alumna

As a Mass Communication student, I had the opportunity to learn best practices in media production across various platforms. I enjoyed working with advanced equipment, including high-end cameras, lighting, vision mixers, and the audio console in the TV studio. This experience gave me the confidence to take on both on-camera and behind-the-scenes roles in television production. At Abu Dhabi University, I discovered my true potential and transformed into someone always ready to embrace challenges. My parents motivated me to succeed, my friends offered unwavering support, and my teachers equipped me with the skills I needed.



Career Prospects

This program prepares you to work as specialized practitioners across a wide range of media and communication organizations. Media institutions, government agencies, educational institutions, and private companies consistently seek well-qualified communication professionals.

Potential employers include Abu Dhabi Media, Sky News Arabia, MBC Network, Abu Dhabi Commercial Bank, Abu Dhabi Distribution Company, ADNOC, 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

