

Curriculum

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 300	Media Research Methods	MAC 308	Photojournalism	MAC 310	Mass Media Ethics and Responsibilities
MAC 317	Public Speaking	MAC 400	Current Media Issues in GCC	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					
Broadcasting Core Requirements					
MAC 323	Single - Camera Production	MAC 324	Video Editing and Visual Effects	MAC 325	Writing for Broadcast and New Media
MAC 326	Radio Production	MAC 327	Multi - Camera Production	MAC 414	Documentary Production
MAC 415	Web Design and Development				
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					
FMP 180	Principles of Production Technology	FMP 225	Introduction to VFX	FMP 300	Short Film Production
FMP 325	Screenwriting	FMP 350	Directing for Documentary	FMS 100	Introduction to Film
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, Broadcasting, or Strategic Communication, which includes both Public Relations and Advertising. This innovative media-based program will provide you with specialist knowledge of the concepts, theories, practices, and methods that characterize contemporary media and communication and will help you thrive in the industry. You will be equipped with essential research and analytical skills, as well as the ability to write media reports and features for print and electronic media. An in-depth study into the role and impact of mass media in the Middle East will enable you to effectively deal with a myriad of on-going communication challenges at a local, regional, and global level. We have two Memoranda of Understanding (MoU) that provide excellent opportunities for you. The MoU with East Carolina University, USA, paves the way for student and faculty exchanges, research collaboration, and program partnerships, and the MoU signed with the National Media Council provides educational and training opportunities.

ADU's College of Arts and Sciences is excited to announce the launch of a new concentration in Media Production as part of its BA in Mass Communication. The first of its kind launched in Abu Dhabi, the Media Production concentration will enable you to master essential media production skills. You will gain the skills to become a confident visual storyteller and media maker in a rapidly changing media landscape. It will provide you with advanced tools to explore the ever-evolving world of film, television, and digital media, and facilitate a profound understanding of media processes and practices through a combination of practical and theoretical courses. Through practical classes, you will explore technique and craft in areas such as screenwriting, short film production, digital media and web design, documentary filmmaking, and film aesthetics and techniques. Media production practitioners are in high demand today, as the industry strives for sustainable growth at the same time as 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 at both front and back camera in television production. It was at Abu Dhabi University that I discovered my true potential and transformed myself into someone always ready to accept challenges. My parents were my motivation to succeed; my friends gave me the necessary support; my teachers provided the tools. **Set your goals and make a plan to achieve them!**



Career Prospects

Graduates of this program have gone on to work as specialized practitioners in a diverse range of media and communication organizations. Media institutions, governmental bodies, educational institutions, and private companies are always looking for well-qualified communication professionals.

Organizations include 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, White Label PR, MBC network, Abu Dhabi Media, and Sky News Arabia.

Job opportunities include:

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

