

# Study Plan

## Bachelor of Arts in Communication in Public Relations

Semester	Course Code		Subject Title	Pre-requisite	Credit Hours
Semester 1	GED	101E	Application of Computer Software	None	3
	LNG	171	English I	None	3
	GED	196	Communication Skills in Arabic 1	None	3
	MCM	100	Introduction to Mass Communication & Media Studies	None	3
	ENT	141	Fundamentals in Innovation and Entrepreneurship 1	None	2
	<b>Total</b>				<b>14</b>
Semester 2	LNG	172	English II	LNG-171	3
	MCM	250	Digital Imaging	None	3
	MCM	110	Communication Theories & Media Effects	MCM-100	3
	MCM	115	Media in the UAE	MCM 100 & GED-199	3
	MTH	101E	Statistics	None	3
	ENT	142	Fundamentals in Innovation and Entrepreneurship 2	ENT-141	1
	<b>Total</b>				<b>16</b>
Semester 3	MCM	201	Writing for Mass Media	MCM-100 & LNG-172	3

	MCM	130	Media Ethics and Laws	MCM-100	3
	MCM	210	Media Sociology	MCM-110	3
	MCM	420	Modern World History	MCM-100	3
	MCM	140	Communication Research Methods	MTH-101	3
	ENT	241	Entrepreneurship I	ENT-142	2
	<b>Total</b>				<b>17</b>
Semester 4	MCM	240	Media Management	MCM-100	3
	MCM	215	Audiovisual Production	None	3
	MCM	xxx	Core Elective (1)		3
	PRA	200	Principles of Public Relations	None	3
	GED	272	Fundamentals of Public Speaking	LNG-172	3
	ENT	242	Entrepreneurship II	ENT-241	1
	<b>Total</b>				<b>16</b>
Semester 5	GED	xxx	Humanities (1)		3
	MCM	300	Sustainability Branding	MCM-100 & 201	3
	PRA	220	Research Methods for PR	MCM 140	3
	PRA	210	Writing for Public Relations	MCM 201	3
	GED	199	UAE Society		3
	<b>Total</b>				<b>15</b>

Semester 6	MCM	311	Media and Politics	None	3
	GED	XXX	Science & Technology		3
	PRA	230	Online Public Relations	PRA 220	3
	PRA	xxx	Major Elective (1)		3
	GED	198E	Islamic Culture	None	3
	<b>Total</b>				<b>15</b>
SUMMER	MCM	431	Media Internship		<b>1</b>
Semester 7	PRA	xxx	Major Elective (2)		3
	MCM	330	Multi-Platform Storytelling	MCM-201 & 215	3
	PRA	310	Brand Value and Reputation Management	PRA 200 or AIMC 200	3
	PRA	315	Management in PR Agencies	MCM 240	3
	MCM	xxx	Core Elective (2)		3
	<b>Total</b>				<b>15</b>
Semester 8	MCM	400	Comparative Global Media Systems & Policy	MCM-240	3
	PRA	xxx	Major Elective (3)		3
	PRA	xxx	Major Elective (4)		3
	PRA	420	PR Capstone Project	DMJ 200 & 315	3
	PRA	430	E-Portfolio & Internship II	MCM 431	3
	<b>Total</b>				<b>15</b>

<b>Total Credit Hours</b>	<b>124</b>
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