

Study Plan

Bachelor of Arts in Communication in Advertising and Integrated Strategic Communications (AIMC)

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
	Total				14
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

	Total				16
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
	Total				17
Semester 4	MCM	240	Media Management	MCM-100	3
	MCM	215	Audiovisual Production	None	3
	MCM	xxx	Core Elective (1)		3
	AIMC	200	Principles of Advertising and Integrated Marketing Communications	None	3
	GED	272	Fundamentals of Public Speaking	LNG-172	3
	ENT	242	Entrepreneurship II	ENT-241	1
	Total				16
Semester 5	GED	xxx	Humanities (1)		3
	MCM	300	Sustainability Branding	MCM-100 & 201	3
	AIMC	220	Research, Measurement and Metrics	MCM 140 & AIMC 200	3

	AIMC	210	Audience Perceptions and Insights	MCM-110 & (AIMC 200 or PRA 200 or DMP 200)	3
	GED	199	UAE Society		3
	Total				15
Semester 6	MCM	311	Media and Politics	None	3
	GED	XXX	Science & Technology		3
	AIMC	305	Rhetoric and Strategic Writing	MCM 201 & AIMC 200	3
	AIMC	xxx	Major Elective (1)		3
	GED	198E	Islamic Culture	None	3
	Total				15
SUMMER	MCM	431	MEDIA INTERNSHIP 1		1
Semester 7	AIMC	xxx	Major Elective (2)		3
	MCM	330	Multi-Platform Storytelling	MCM-201 & 215	3
	AIMC	315	Creative Advertising Strategies	AIMC 200 & MCM 250	3
	AIMC	418	Communication and Media Planning Strategies	DMJ 220 or AIMC 220 or PRA 220	3
	MCM	xxx	Core Elective (2)		3
	Total				15
Semester 8	MCM	400	Comparative Global Media Systems & Policy	MCM-240	3
	AIMC	xxx	Major Elective (3)		3

	AIMC	xxx	Major Elective (4)		3
	AIMC	425	AIMC Capstone Project	AIMC 418	3
	AIMC	430	E-Portfolio & Internship II for AIMC	MCM 431	3
	Total				15
Total Credit Hours					124