

Study Plan

Bachelor of Arts in Communication in Digital Media and Journalism

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
	DMJ	200	Principles of Digital Media and Journalism	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
	DMJ	220	Research and Data Analytics for DMJ	MCM 140	3
	DMJ	210	News Writing & Editing	MCM 201	3

	GED	199E	UAE Society		3
	Total				15
Semester 6	MCM	311	Media and Politics	None	3
	GED	XXX	Science & Technology		3
	DMJ	305	Graphics for Digital Media & Journalism	MCM 250	3
	DMJ	xxx	Major Elective (1)		3
	GED	198E	Islamic Culture	None	3
	Total				15
SUMMER	MCM	431	MEDIA INTERNSHIP 1		1
Semester 7	DMJ	xxx	Major Elective (2)		3
	MCM	330	Multi-Platform Storytelling	MCM-201 & 215	3
	DMJ	315	Virtual Reality for Journalism	DMJ 305	3
	DMJ	400	Newscasting	MCM 215 & DMJ 210	3
	MCM	xxx	Core Elective (2)		3
	Total				15
Semester 8	MCM	400	Comparative Global Media Systems & Policy	MCM-240	3
	DMJ	xxx	Major Elective (3)		3
	DMJ	xxx	Major Elective (4)		3

	DMJ	425	DMJ Capstone Project	DMJ 210 & 220	3
	DMJ	430	E-Portfolio & Internship II for DMJ	MCM 430	3
	Total				15
Total Credit Hours					124