

Bachelor of Arts in Communication-Advertisement-Course Description

LNG 171 English 1

LNG 171 exposes students to academic reading and writing skills. It provides instruction and practice in academic reading skills, and requires students to implement writing strategies and participate in classroom discussions. Students will also demonstrate reading comprehension through summarizing and paraphrasing key passages and acquire the skills necessary for success in the first year courses in their major programs. **Pre-requisite None**

LNG 172 English 2

The course focuses on the refinement of reading and writing skills for increased success in the students' major programs of study. It is designed to familiarize students with the critical reading and analytical writing skills through the use of a variety of rhetorical devices, purpose, tone and style to develop critical reading and thinking skills. **Pre-requisite LNG-171**

MTH-101 Statistics

An introduction to elementary descriptive and inferential statistics. Topics include: descriptive and inferential statistics, describing and organizing data, measures of central tendency and spread, probability, conditional probability, discrete and continuous random variables and their probability distributions, inferential statistics. **Pre-requisite None**

GED 101E Applications of Computer Software

This course introduces students to basic computer fundamentals and terminologies. Students get a thorough hands-on experience and practice of the most common commercial software applications in the labs including Microsoft Windows Operating System, Microsoft Office tools (Word, Excel, and Access). Emphasis is given on the use of Spreadsheets and Databases, and their application to the corporate and business world. **Pre-requisite None**

GED 198 Islamic Culture

The course presents an elementary survey of Islam as a religion and an approach to life. Topics include: the Quran, its names characteristics and miracles, the scientific miracles in the Quran, an introduction to the prophetic heritage (the Sunnah), the history of Islam and the Islamic civilization, Islam's vision of the human being, the universe and life, and the pillars of Islamic faith. Students are invited to reflect on the relationships between Islam and other civilizations. **Pre-requisite None**

GED 199E UAE Society

This course is an introduction to the UAE society in its political, geographical, cultural, demographical and social aspects. Students are encouraged to reflect on the evolution of society in view of the fast changes brought by modernization and globalization. Topics include: the Emirates geography and history, aspects of life before and after the Emirates political union, economic and social development, the cultural life before and after the union. **Pre-requisite None**

GED 196 Communication Skills in Arabic 1

يطمح هذا المساق إلى تحقيق مجموعة من المهارات التعليمية الأساسية لبناء شخصية الطالب الجامعي بناءً ثقافياً يوافق حياته المهنية ، ويدفعه نحو آفاق ثقافية تساعد على بلوغ مرحلة متقدمة من مراحل استخدام اللغة العربية في المجال العلمي ، والبحث الأكاديمي.

ويشمل هذا المساق ثلاثة محاور أساسية تنطلق من حاجات الدارسين اللغوية :

1- قراءات في مجال الاتصال والتواصل الإنساني .

2- قراءات في الثقافة الأدبية : يتناول مجموعة من المقالات والدراسات المتقدمة التي تطرح إشكاليات وقضايا تتلاءم مع أهداف

ال تنمية العلمية والفكرية والثقافية والاقتصادية التي تسعى الجامعة إلى تحقيقها على مستوى الفرد والمجتمع .

3- أنشطة البحث العلمي : وتتناول البحث الصفي ومجالاته المختلفة ، اختيار نقطة بحثية وإجراءات معالجتها بدءًا من صياغة

عنوان البحث ، و طرق جمع مادته و كيفية تدوينها و توثيقها ، و صوغ أفكاره وإخراجه في صورته النهائية

Pre-requisite None

GED 296 Communication Skills in Arabic 2

يهيئ هذا المساق معرفة بمهارات اللغة العربية العليا الوظيفية ممثلة في: التلخيص والتحليل الموضوعي والنقد، من خلال نصوص

متنوعة تتناول: مختلف الأجناس الأدبية، شعرًا ونثرًا، وحقول المعرفة المختلفة. **Pre-requisite GED 196**

SHS 103 Chemistry

It is basic course of chemistry introducing students to chemical symbols, formulae and equations describing experiments. Topics include: Properties of Materials, Atomic Theory, Periodic Table, Chemical Formulae, Energy, Molecular and Ionic compounds, Measurement, Chemical Equations, Equations for Ionic Reactions, Acids and Bases, Morality and the composition of a solution, Study of rates of reactions. **Pre-requisite None**

BIO 101 Biology I

This course introduces the students to the basic knowledge of the human body with emphasis on understanding human biological mechanisms and processes, the human body's structure and functional organization. Interactive lab sessions allow students to better understanding the interrelation between the structure and function of the human body. Topics include: Cell Structure and Function, Organization of the Human Body, Skeletal System, cell division, genetic inheritance and aging process. **Pre-requisite None**

GED 125E Ecosystems and Human Health - I

This course introduces the key concepts of human health, emphasizing how they are related and the implications of this relationship to human wellbeing. Topics related to the definition of health, healthy behavior, stress, nutrition, physical activity, addiction, infectious and non-infectious disease, and environmental health will be covered in this course. **Pre-requisite None**

ENV 201 Principles of Environmental Science

This course introduces students to the interdisciplinary nature of environmental studies. It covers a range of issues: Environmental impact, Biodiversity, Air and water pollution, Food production, Soil resources, Soil erosion, Energy, Domestic and hazardous wastes, population growth, ethics, and policy. Approaches to prevention and control are discussed within the overall context of sustainability. **Pre-requisite None**

GED 132E Science and Technology in Society

This course examines the aims, methods and consequences of scientific enquiry in human history, including the impact of scientific and technological advances on societies, cultures and political systems. The course also discusses some of the philosophical disputes prompted by those advances and the political and their ethical implications on societies. **Pre-requisite None**

GED 110E Modern Art Appreciation

Modern Art Appreciation' is a broad-based (1) theoretical and (2) practical course. It focuses on (1) visual theory, the major modern art movements, such as The Origins, The Islamic Art, The Renaissance Art, The Modern (19th century) Artistic Movements. (2) In addition, students will identify various styles within Modern Art Movements, and apply this knowledge in studio and class assignments. ***Pre-requisite None***

GED 252E Critical Thinking

This course aims to engage student's in critical thinking in a range of contexts. Student's will analyze and evaluate the language of argumentation by identifying premises and conclusions, deductive and inductive reasoning. Furthermore, students will evaluate arguments; validity, soundness and problems of interpretation as well as common fallacies of reasoning. Students will distinguish different types of thinking through evaluating independent and collaborative learning, and group dynamics. In addition, students will acquire strategies and methods to solve problems, equate probability and causality. Lastly, students will learn to analyze reading texts and respond by composing a critical analysis. ***Pre-requisite LNG-172***

GED 205E Psychology in Every Day Life

An introduction to concepts and principles of selected areas of psychology and their applications to daily living. The aim is to foster students' understanding of the self and its interactions with the environment. Topics include: research methodology in psychology, basic neuro-psychology, theories of learning, memory, motivation, development, and intelligence, as well as a focus on health, psychotherapy, and social psychology. ***Pre-requisite LNG-172***

GED 272E Fundamentals of Public Speaking

Being able to communicate well in public situations is something any university graduate is expected to be able to do with ease. This course will introduce students to the fundamentals of public speaking. These include the steps of the speech-making process. The course will also focus on developing oral communication skills and presentation skills that students need to succeed in their major programs of study and to advance in their future careers. Students will be asked to give various speeches in a wide range of settings and for a variety of purposes to enhance their appreciation of and comfort with the art of public speaking. Fundamentals of Public Speaking' also focuses on developing skills for thinking critically, whether one is designing one's own presentation, listening to the presentations of others, or evaluating information and solutions in the process of accomplishing a group task. ***Pre-requisite LNG-172***

GED 324E Ethical Reasoning for Today's World

This course examines the theories, skills and applications of moral philosophy, including a description and a discussion of the three influential approaches to morality, namely: character ethics, consequence- based ethics, and principle-based ethics. Students will also engage in a good citizenship project where they will put into action their character strengths as per the Aristotelian theory and consider what their role is in the larger social context as a good, ethical citizen. ***Pre-requisite LNG 172***

GED 298E Special Topics in Western Culture

Field Study – English Language and Canadian Culture: The course will allow students to enhance their English language skills and develop a firm understanding of Canadian culture and history. The field course will see students spending 4 weeks at the University of Ottawa located in Canada's Capital region where they will study intensive English, and also, through a series of lectures and seminars, learn about Canadian history and culture. Complementing

the course will be an extensive schedule of cultural excursions aimed at exposing students to life in Canada. ***Pre-requisite GED-198E , LNG 172***

ENV 201 Principles of Environmental Science

This course introduces students to the interdisciplinary nature of environmental studies. It covers a range of issues: Environmental impact, Biodiversity, Air and water pollution, Food production, Soil resources, Soil erosion, Energy, Domestic and hazardous wastes, population growth, ethics, and policy. Approaches to prevention and control are discussed within the overall context of sustainability. ***Pre-requisite None***

GED 140 Fundamentals of Innovation and Entrepreneurship

This course is developed for the UAE based on decades of practices and experiences of teaching innovation and entrepreneurship at Stanford University that has fueled innovation and high growth in Silicon Valley. The goal of the course is to equip the next generation of leaders in the UAE with an innovative and entrepreneurial mindset and its related core skills. The course is composed of three modules designed to be taught over a 15-week semester:

Module 1: Design Thinking

Module 2: Entrepreneurship

Module 3: Growth and Leadership

Most sessions include a mix of components: lecture, discussion, interactive activities in class, and open Q & A if an appropriate expert or guest speaker is available. The session descriptions below contain a summary of the session, a list of materials to read and videos to watch before the session, and a set of study questions to contemplate beforehand and to be used in class discussion

Pre-requisite None

MCM 100 Introduction to Mass Communications

Communication processes and levels. Media history and effects. Public opinion. Media institutions in modern societies. Print media development. Broadcast media features and effects. Online media development. International media. Advertising and public relations. Research report. ***Prerequisite: None***

MCM 110 Communication Theories

Development of theoretical thinking on communication. Propaganda and mass society theories. Limited effect theories. Normative and empirical theories. Cultural theories. Critical media theories. Media theory in the age of the Internet. ***Prerequisite: MCM-100***

MCM 120 Communication Research Methods

Basic research methods and techniques. Qualitative and quantitative research methods. Sampling and basic statistical tools. Content analysis, surveys and experimental research. Research ethics. Research project applying specific methods. ***Prerequisite: MCM-110***

MCM 130 Media Ethics and Laws

Media ethics theory and practice. Cultural and moral values giving rise to media ethics in different societies. Social and moral contexts of media ethics practices. Comparative media ethics. Media laws around the world. Privacy, freedom of expression, intellectual property rights. ***Prerequisite: MCM-100***

MCM 200 Introduction to Political Sciences

Definition of politics; fields of politics; methods of political analysis; politics and other social sciences; world political systems; case studies. **Prerequisite: MCM-100**

MGT 202 Principles of Management

Effective management is a universal require of all organizations, whether large or small. Thus, this course introduces students to the roles, responsibilities, and functions of management and serves as a foundational course for subsequent business courses. Topics include: the Four functions of management: leading, planning, organizing, and controlling; Managing in a global environment; Organizational structure and culture; Strategic Management; Social responsibility and managerial ethics; Managerial Decision Making, and Managing teams.

Prerequisite: None

MCM 210 Media Sociology

Media and social change; media and development models and theories; social impact of modern media; media and youth; media and cultural effects; media and women, media and children. Local and international case studies. **Prerequisite: MCM-110**

MCM 220 Media Impact

Models and theories of media psychological effects. The bullet theory; selective effects models; knowledge gap models; empathy models; consumerism models; framing and agenda setting models; uses and gratifications models. Cases studies. **Prerequisite: MCM-110**

MCM 230 Principles of Economics

Definitions of economics and its relations with other sciences; methods of economic analysis; the economic problem; development of economic systems; macroeconomics and microeconomics; the international economic system. **Prerequisite: None**

MCM 310 Internet and Social Networks

The Internet as a communications tool. Types of social networks. Features of social networks compared with conventional media; effects of social networks on social and political development; using social media; case studies. **Prerequisite: None**

MCM 320 Computerized Media Archiving

Digital archiving concepts and processes; digital archiving systems in media institutions; managing digital archiving systems; text and audio-visual archiving systems; online databases; case studies and filed visits. **Prerequisite: None**

MCM 330 Literary and Artistic Criticism

The concept of criticism in literary and artistic traditions; components of criticism in media content; intellectual components of criticism; writing critical literary and artistic essays; practical applications in literary and artistic criticism. Applying literary and artistic criticism to media genres. **Prerequisite: MCM-100**

MCM 410 Political Geography

The concept of political geography as a social science; Mackinder theory of political geography; how geography impacts on conflicts and the distribution of power at the international level; political geography in human history; political geography in the age of globalization. Case studies. **Prerequisite: MCM-200**

MCM 420 Modern World History

Defining modern history; key historical events and developments since the end of the 18th century; First and Second World Wars; the end of the Cold War; the age of Globalization; uni-polar world system; 9/11 and its repercussions; the international financial crisis; Arab world developments. **Prerequisite: MCM-410**

MCM 430 Media Internship

Students spend six weeks of continuous training in media institutions relevant to their area of specialty where they receive training under the supervision of an academic advisor and an industry advisor. In order to pass the internship, students have to demonstrate specific administrative and technical capabilities, attitudes and commitments. **Prerequisite: 81 Cr.H OR YR4**

ADV 200 Advertising Copywriting

Basic writing skills for PR media forms including press releases, public service announcements, memos, letters, speeches, newsletters, short documentaries, social network postings, and audio-visual presentations. **Prerequisite: None**

ADV 210 Print Advertising

Advertising as a marketing tool; historical development of advertising into the ICT age; advertising techniques in print media; advertising and society issues; advertising research; international advertising; print advertising project. **Prerequisite: None**

ADV 215 Broadcast Commercials

Radio and television commercials; production processes; broadcast advertising as business; production crew and technical requirements; production and marketing management; relations with clients and agencies; market research; broadcast advertising project. **Prerequisite: ADV-200.**

ADV 220 Billboards

The concept of billboard as an advertising tool; types of billboards; planning billboard design and content; measuring billboard effects; case studies. **Prerequisite: ADV-210**

ADV 230 Digital Advertising

Cyberspace as an advertising opportunity; digital tools for online advertising; copywriting for online advertising; market research for online advertising; online advertising outlets; digital advertising project. **Prerequisite: ADV-210**

ADV 310 Promotional Techniques

The concept of promotion as an advertising and marketing technique; planning promotion campaigns; developing appropriate messages; selecting appropriate channels; promotional activities in commercial and public-service sectors; evaluating promotion effects. Case studies. **Prerequisite: None**

ADV 315 Integrated Marketing Communications

Integrated marketing communication (IMC) theories; combining different IMC forms; handling IMC in advertising; public relations and marketing; IMC strategies and campaigns; case studies; IMC project. **Prerequisite: ADV-310**

ADV 320 Advertising Strategies

Cyberspace as an advertising opportunity; digital tools for online advertising; copywriting for online advertising; market research for online advertising; online advertising outlets; digital advertising project. ***Prerequisite: ADV-210***

ADV 325 Consumer Behaviour

Theories of consumer behavior; methods of studying consumer behavior; factors bearing on consumer behavior; using knowledge of consumer behavior to support marketing campaigns; consumer and market fragmentation; case studies. ***Prerequisite: ADV-310***

ADV 330 Advertising Campaigns

The concept of advertising campaigns; developing goals and objectives; developing appropriate media messages; selecting appropriate channels; understanding our target audience; managing advertising campaigns; cases studies. ***Prerequisite: ADV-210***

ADV 410 International Advertising

International advertising process and dynamics; business, ethical and cultural considerations in international advertising; case studies in international advertising; research for international advertising; enduring issues in international advertising; research report. ***Prerequisite: ADV-200***

ADV 420 Graduation Project in Advertising

Students produce a graduation project reflecting their knowledge and expertise in advertising under the supervision of their instructor. Projects are evaluated by a team of specialized faculty members before it is presented to an audience of students. ***Prerequisite: Graduating Semester***