جامعـة العيـن
AL AIN UNIVERSITY

AQAS AGENTUR FÜR
QUALITÄTSSICHERUNG DURCH
AKKREDITIERUNG VON
STUDIENGÄNGEN E.V.

Communication and Media
College Catalogue

2023 - 2024

Contents

Dean's Message

The College of Communication and Media at Alain University started its program at the beginning of the second semester of 2014/15, after receiving the accreditation from the Academic Accreditation commission of the Ministry of Education. The College offers one bachelor›s program «Bachelor of Communication and Media», including three disciplines: Digital Journalism, Advertising and Public Relations to prepare graduate students for professional careers in the field and to help them gain employment knowledge and skills required by the labour market in the public or private sectors.

The development and improvement of the College underwent several stages:

1- Hiring high professional and experienced faculty members; faculty members in the College has increased to 13 over the past six years.

2- Attracting students to enroll in the program in the three disciplines; around 472 students have enrolled in the College until the first semester 2023/2024.

3- Provide the latest textbooks and educational resources for students in all courses.

4- Provide the required laboratory equipment including computers, required software and cameras for the program courses, two basic laboratories have been established in Alain and Abu Dhabi headquarters.

The philosophy of the College of Communication and Media emerges from the general philosophy of Alain University, and is in line with its vision and mission. The College is the sixth of Alain University Colleges based in Alain and Abu Dhabi. It aspires to create a distinguished generation of students who are professional, knowledgeable and highly experienced in the fields of journalism, Advertising and Public Relations.

College Vision

The College of Communication and Media seeks to achieve leadership in journalism, Advertising and Public Relations studies throughout employing the latest teaching, researching methods, modern technology and up to date professional standards in order to contribute to the community and provide it with the competencies necessary for its development, based on the principle of commitment to journalism ethics in the UAE national identity.

College Mission

The College is working on preparing professional journalists and experts in the fields of Public Relations and Advertising, who will be willing to contribute to the development process of these fields, through the active learning, scientific research and information technologies offered by the College. The College aims to achieve excellence in serving the local community in the United Arab Emirates.

About the College

The communications sector is among the fastest developing sectors in the world. Through our teaching staff, research, industry partnerships and technical facilities, we encourage our students to learn and develop critical thinking, creative vision, professional practices, and technical excellence needed to be successful professionals in the field of Media and Communication. The College has been awarded the International Academic Accreditation from AQAS, which shows that the College meets the European academic standards. The College of Communication and Media focuses on the academic disciplines by prioritizing learning through practice, giving students the opportunity to develop their media and communication skills in state-of-the-art laboratories and studios. These facilities include; photographic, digital design, print design, darkrooms, 3D workshop, prototyping lab, gallery room, and newsrooms. In addition, the CCM teaches communication theories, research and preparation for advanced studies, to enable our students to gain hand-on-the job experiences. CCM has one program with three concentrations: Digital Journalism, Advertising and Public Relations.

The College seeks to prepare graduate students for professional positions with high knowledge, skills, experiences, in addition to the ability to work as a member of a team within their respective sectors. The College offers the majority of its program courses in Arabic language with some courses in English. Therefore, IELTS exam is a requirement for students entering the program. The College is designed for students who seek to expand, improve, deepen and update their knowledge and skills, and to increase their developments in the media sector academically and practically. Our courses are a combination between academic knowledge and technical skills. Students are taught by an outstanding faculty members, technical experts and industry-leading practitioners who have both the academic and professional experiences in the courses offered by the College.

Objectives

➤ To develop students› skills in the practice of journalism.

➤ To train students in crafting effective advertising and marketing communications.

➤ To equip students with robust scientific research capabilities in the fields of journalism and media studies.

➤ To guide students in planning and executing media campaigns and advertisements.

➤ To supply local ministries and institutions with specialists in public relations, journalism, and advertising.

➤ To offer students opportunities for hands-on field training.

➤ To foster closer ties between the University and local/regional organizations by training students in essential practical skills.

➤ To provide students with opportunities for field training.

➤ To train students in practical skills necessary to build closer ties between the University and local and regional organizations.

The College of Communication and Media Offers One Program With Three Specializations:

Bachelor of Mass Communication and Media - Digital Journalism 🎤📷

Bachelor of Mass Communication and Media - Advertising 🖥

Bachelor of Mass Communication and Media - Public Relations 🧘🏽

🔍 Program Vision

The program aligns with the vision of the college and university. It aspires to be a leading program in qualifying students in the fields of Journalism, Advertising, and Public Relations. Additionally, it aims to equip students with the necessary skills in scientific research to meet the demands of the labor market.

✉️ Program Mission

The program aims to prepare students with high-level skills in the fields of Journalism, Advertising, and Public Relations, in line with the advancements in modern communication.

Public Relations

Pragram Specializations

Digital Journalism   **Advertising**

Bachelor of Mass Communication and Media - Digital Journalism

Job Opportunities for Digital Journalism Graduates:

- Journalist and Editor for Digital Journalism.
- Media Content Maker for Digital Platforms and Social Networking.
- Graphic Media Designer for Digital Journalism.
- Designer and Producer for Mobile Journalism.
- Designer and Implementer for Digital Media campaigns.
- Photographer.

Bachelor of Mass Communication and Media - Digital Journalism

The program is designed in line with the requirements of the labour market and the major transr formations imposed by new communication technology in the field of journalism and media. It deals with the means and methods of communicating information to the public, and the dependence of press institutions and their public on the media and digital media tools including the Internet and its applications, e-journalism, electronic portals, blogs, and social networks. The program focuses on teaching students the knowledge and arts of these media and their multiple uses in the field of journalism and media. It also aims to equip the students with the necessary skills to plan, design and produce digital press content, methods including methods of writing and editing materials. Last but not least, it enables students to use digital productions for each interactive platform according to ethical and professional standards in the field.

Skills Acquired by Digital Journalism Graduates:

- Digital Journalism Writing Skills (News, Articles, Interviews, Investigative Reporting).
- Design Software Skills in Multimedia Digital Journalistic Content Production.
- Collection and Analysis of Data skills from "Big Data" and use these skills in the Journalism field.
- Skills in Design, Production, and Output of the media production for Social Networking Journalism.
- Skills in Design, Production, and media production outputs for the Mobile Journalism.
- Corporate Visual Identity Building skills.
- Digital Photography skills.
- Digital Storytelling skills.
- Art of Diction, Presenting skills in front of the Public .
- Skills to prepare and implement Digital Journalism campaigns.
- Skills to work as a Team Member under pressure.
- Academic research skills in journalism.

0601202	Mass Media in the UAE	3	
0601203	Introduction to Political Science	3	
0601204	Communication Theories	3	
0602200	Introduction to Advertising	3	0509100
0602201	Introduction to Fine Arts	3	
0602202	Digital Photography	3	
0602203	Mass Comm. Research Methods	3	0508203A
0603200	Introduction to Public Relations	3	
0603201	Public Opinion	3	0603200

Third: Specialization Courses (39) CR.H.

(1) Compulsory Courses (30) CR.H.

0601311	Writing for digital journalism	3	0601200
0601321	News Editing for Digital Journalism	3	0601311
0601340E	Digital Photojournalism	3	0602202
0601350E	Computer Graphics	3	0102411A
0601351	Mobile journalism (MOJO)	3	0601311 & 0601340E
0601460	Social Media Journalism	3	0601311
0601471	Data Journalism	3	0601311
0601482	Digital journalism Production	3	90 CR.H.
0601491	Internship for digital journalism	3	90 CR.H.
0601498	Graduation Project for digital journalism	3	90 CR.H.

(2) Elective Courses (9) CR.H.

0601320	Investigative Journalism	3	0601200
0601411E	Media translation	3	0401121 & 0601200
0601461	Digital storytelling	3	0601311
0601462	The Art of Diction	3	0601204
0601481	Online Journalism Campaigns	3	0601200
0601483	Visual communication	3	0601200
0603202	The Art of Persuasion	3	0601204

Study Plan For Digital Journalism 2023/2024

Course No	Course Title	CR.H.	Prerequisite
First: General University Education (33) CR.H.			
(1) Compulsory Courses (27) CR.H.			
0102120	Computer Skills	3	
0201111A	Science and Life	3	
0401120	English (1)	3	
0401121	English (2)	3	0401120
0405100	Arabic Language	3	
0406110	Islamic Culture	3	
0409103	UAE Studies	3	
0501170A	Fund. of Innovation and Entrepreneurship	3	
0508203A	Scientific Research Methodology	3	
(2) Elective Courses (6) CR.H.			
The student is required to choose Only One course from each of the following groups:			
(a) Society and Civilization (3) CR.H.			
0406100	Arabs and Muslims' Contributions to Arts and Science	3	
0408100A	Introduction to Psychology	3	
0408101A	Physical Education & Health	3	
0409100A	Ethical Awareness	3	
0409102A	Environmental Awareness	3	
(b) Managerial Skills (3) CR.H.			
0303100	Law and Society	3	
0408103A	Thinking Skills	3	
0408104A	Self-Assessment	3	
0501100A	Introduction to Time Management	3	
0501150A	Leadership and Teamwork	3	
Second: Compulsory College Requirements (51) CR.H.			
0102411A	Multimedia	3	0102120
0405312	Literary and Artistic Criticism	3	
0501200A	Principles of Management	3	
0504200A	Marketing Management	3	
0506423A	Web Design	3	0102120
0509100	Principles of Economics	3	
0601200	Introduction to Traditional and Digital Journalism	3	
0601201	Mass Communication Law and Ethics	3	0601200

Third Year		Fourth Year	
First Semester	**Second Semester**	**First Semester**	**Second Semester**
Elective Course – second Group **General Requirement**	**Elective Course**	**Elective Course**	**Elective Course**
Science & life **0201111A**	**Fundamentals of** **& Innovation** **Entrepreneurship** **0501170A**	**Public Relations** **Management** **0603330**	**Online Public Relations** **0603360E**
Art & Literary **Criticism** **0405312**	**Multimedia** **0102411A**	**Inter. Public Relations** **0603340E**	**Case Studies in Public Rela-** **tions** **0603480**
Web Design **0506423A**	**Writing for Pub-** **lic Relations** **0603310**	**Media Production** **0603350**	**Internship** **0603490**
The media in the Emirates **0601202**	**Protocol & Eti-** **quette** **0603320**	**Organizational Comm** **0603470**	**Graduation Project** **0603499**
15	**15**	**15**	**15**
		30	
Total Credit Hours (123)			

Guidance Plan For Digital Journalism 2023/2024

	First Year		Second Year	
	First Semester	Second Semester	First Semester	Second Semester
	Islamic culture 0406110	English 1 0401120	Elective Course – First Group General Requirement	English 2 0401121
	language Arabic 0405100	Scientific Research Methodology 0508203A	Computer skills 0102120	UAE Studies 0409103
	Introduction to Traditional & Digital Journalism 0601200	Principles of Mangt. 0501200A	Mass Comm. Law & Ethics 0601201	Digital photography 0602202
	Communication theories 0601204	Principles of Economics 0509100C	Mass Comm. Research Methods 0602203	Marketing Management 0504200A
	Introduction to Public Relation 0603200	Introduction to political science 0601203	Intr. Advertising 0602200	Public Opinion 0603201
				Intr. Fine Arts 0602201
Total	15	15	15	18
Total	30		33	
Total				

Bachelor of Mass Communication and Media - Advertising

Job Opportunities for Advertising Graduates:

- Advertising company manager.
- Digital Advertising content creator.
- An advertisement and a producer of visual, Arabic and tech ads.
- Script writer for radio and television ads.
- Designer and planner of Advertising campaigns.
- Responsible for the development and marketing of the benefits brand.

Bachelor of Mass Communication and Media - Advertising

The program is designed to provide the students with the basic knowledge in the field of Advertising, its techniques, and to develop creative thinking, and problem-solving skills in the field of Advertising. The program also aims to form graduate students who are able to design, plan, implement and evaluate Advertising campaigns.

Skills Acquired by Advertising Graduates:

- Communication and public speaking skills.
- Coordinating and Dealing with the Media outlets (Media Skills).
- Advanced Writing Skills for Public Relations
- Public Relations management skills.
- Public Relations Media Production Skills.
- Design, planning, and implementation skills of Public Relations campaigns.
- Skills to plan and implement events and activities.
- Social Media Skills in Public Relations
- Art of Diction, Presenting skills and public speaking skills.
- Skills in measuring public opinion and its Orientations.
- Under pressure working skills
- Marketing research skills in Public Relations.

0601200	Introduction to Traditional and Digital Journalism	3	
0601201	Mass Communication Law and Ethics	3	0601200
0601202	Mass Media in the UAE	3	
0601203	Introduction to Political Science	3	
0601204	Communication Theories	3	
0602200	Introduction to Advertising	3	0509100
0602201	Introduction to Fine Arts	3	
0602202	Digital Photography	3	
0602203	Mass Comm. Research Methods	3	0508203A
0603200	Introduction to Public Relations	3	
0603201	Public Opinion	3	0603200

Third: Specialization Courses (39) CR.H.

(1) Compulsory Courses (30) CR.H.

0602310	Writing for Advertising	3	0602200
0602320	Advertising Management	3	0602200 & 0504200A
0602330	Integrated Marketing Communication	3	0602200 & 0504200A
0602340	TV and Radio Advertising	3	0602200 & 0602310
0602351	Printed Advertising	3	0602200 & 0602310
0602360	Planning Advertising Campaigns	3	0602200 & 0602310
0602470E	Strategic Advertising	3	0602200 & 0401121
0602480E	Electronic Advertising	3	0602200 & 0401121
0602490	Internship for Advertising	3	90 CR.H.
0602499	Graduation Project for Advertising	3	90 R.H.

(2)Elective Courses (9) CR.H.

0301322	Intellectual Property Rights	3	0601201
0504330	Consumer Behavior	3	0504200A
0601462	The Art of Diction	3	0601204
0602430	Direct Marketing	3	0602200
0602431	Branding and Trade Mark	3	0602200
0602432	Advertising and Social Media	3	0602200
0602481	International Advertising	3	0602200

Study Plan For Advertising 2023/2024

Course No	Course Title	CR.H.	Prerequisite
First: General University Education (33) CR.H.			
(1) Compulsory Courses (27) CR.H.			
0102120	Computer Skills	3	
0201111A	Science and Life	3	
0401120	English (1)	3	
0401121	English (2)	3	0401120
0405100	Arabic Language	3	
0406110	Islamic Culture	3	
0409103	UAE Studies	3	
0501170A	Fund. of Innovation and Entrepreneurship	3	
0508203A	Scientific Research Methodology	3	
(1) Elective Courses (6) CR.H.			
The student is required to choose Only One course from each of the following groups:			
(a) Society and Civilization (3) CR.H.			
0406100	Arabs and Muslims' Contributions to Arts and Science	3	
0408100A	Introduction to Psychology	3	
0408101A	Physical Education & Health	3	
0409100A	Ethical Awareness	3	
0409102A	Environmental Awareness	3	
(b) Managerial Skills (3) CR.H.			
0303100	Law and Society	3	
0408103A	Thinking Skills	3	
0408104A	Self-Assessment	3	
0501100A	Introduction to Time Management	3	
0501150A	Leadership and Teamwork	3	
Second: Compulsory College Requirements (51) CR.H.			
0102411A	Multimedia	3	0102120
0405312	Literary and Artistic Criticism	3	
0501200A	Principles of Management	3	
0504200A	Marketing Management	3	
0506423A	Web Design	3	0102120
0509100	Principles of Economics	3	

Third Year		Fourth Year	
First Semester	**Second Semester**	**First Semester**	**Second Semester**
Elective Course – second Group General Requirement	**Elective Course**	**Elective Course**	**Elective Course**
Science & life 0201111A	**Fundamentals of Innovation & Entrepreneurship 0501170A**	**Integrated Marketing Comm0602330**	**Strategic Advertising 0602470E**
Art & Literary Criticism 0405312	**Multimedia 0102411A**	**TV & Radio Advertising 0602340**	**Electronic Advertising 0602480E**
Web Design 0506423A	**Writing for Advertising 0602310**	**Printed Advertising 0602351**	**Internship 0602490**
The media in the Emirates 0601202	**Advertising Mangt 0602320**	**Planning Advertising Campaigns 0602360**	**Graduation Project 0602499**
15	**15**	**15**	**15**
		30	
Total Credit Hours (123)			

Guidance Plan For Advertising 2023/2024

	First Year		Second Year	
	First Semester	**Second Semester**	**First Semester**	**Second Semester**
	Islamic culture 0406110	English 1 0401120	Elective Course – First Group General Requirement	English 2 0401121
	language Arabic 0405100	Scientific Research Methodology 0508203A	Computer skills 0102120	UAE Studies 0409103
	Introduction to Traditional & Digital Journalism 0601200	Principles of Mangt. 0501200A	Mass Comm. Law & Ethics 0601201	Digital photography 0602202
	Communication theories 0601204	Principles of Economics 0509100C	Mass Comm. Research Methods 0602203	Marketing Management 0504200A
	Introduction to Public Relation 0603200	Introduction to political science 0601203	Intr. Advertising 0602200	Public Opinion 0603201
				Intr. Fine Arts 0602201
Total	15	15	15	18
Total	30		33	
Total				

Bachelor of Mass Communication and Media - Public Relations

INFORMATION

Job Opportunities for Public Relations Graduates:

- Public Relations and information officer
- A spokesperson for the media outlets
- Writer and digital content maker in the Public Relations field.
- Protocol Officer.
- Sales and marketing officer.
- Planner and Implementer for Public Relations campaigns.
- Planner and organizer for company activities and events.

Bachelor of Mass Communication and Media - Public Relations

The program seeks to provide the students with the basic knowledge, principles and foundations of Public Relations and ways of dealing with mass media in various institutions, and keep them aware with the latest international developments in the PR field.

Skills Acquired by Public Relations Graduates:

- Communication and public speaking skills.
- Coordinating and Dealing with the Media outlets (Media Skills).
- Advanced Writing Skills for Public Relations
- Public Relations management skills.
- Public Relations Media Production Skills.
- Design, planning, and implementation skills of Public Relations campaigns.
- Skills to plan and implement events and activities.
- Social Media Skills in Public Relations
- Art of Diction, Presenting skills and public speaking skills.
- Skills in measuring public opinion and its Orientations.
- Under pressure working skills
- Marketing research skills in Public Relations.

0601200	Introduction to Traditional and Digital Journalism	3	
0601201	Mass Communication Law and Ethics	3	0601200
0601202	Mass Media in the UAE	3	
0601203	Introduction to Political Science	3	
0601204	Communication Theories	3	
0602200	Introduction to Advertising	3	0509100
0602201	Introduction to Fine Arts	3	
0602202	Digital Photography	3	
0602203	Mass Comm. Research Methods	3	0508203A
0603200	Introduction to Public Relations	3	
0603201	Public Opinion	3	0603200

Third: Specialization Courses (39) CR.H.			
(1) Compulsory Courses (30) CR.H.			
0603310	Writing for Public Relations	3	0603200
0603320	Protocol and Etiquette	3	0603200
0603330	Public Relations Management	3	0603200&0501200A
0603340E	International Public Relations	3	0401121 & 0603200
0603350	Media Production	3	0603200 & 0603310
0603360E	Online Public Relations	3	0401121 & 0603200
0603470	Organizational Communication	3	0603200&0501200A
0603480	Case Studies in Public Relations	3	90 CR.H.
0603490	Internship for Public Relations	3	90 CR.H.
0603499	Graduation Project for Public Relations	3	90 CR.H.
(2) Elective Courses (9) CR.H.			
0601462	The Art of Diction	3	0601204
0602302	Integrated Marketing Communications	3	0602200
0603202	The Art of Persuasion	3	0601204
0603450	Public Relations Campaigns	3	0603200
0603460	Dialogue and Negotiation Magnet.	3	0603200
0603461	Public Relations and Social Media	3	0603200
0603481	Organization of Special Events	3	0603200

Study Plan For Public Relations 2023/2024

Course No	Course Title	CR.H.	Prerequisite
First: General University Education (33) C R.H.			
(1) Compulsory Courses (27) CR.H.			
0102120	Computer Skills	3	
0201111A	Science and Life	3	
0401120	English (1)	3	
0401121	English (2)	3	0401120
0405100	Arabic Language	3	
0406110	Islamic Culture	3	
0409103	UAE Studies	3	
0501170A	Fund. of Innovation and Entrepreneurship	3	
0508203A	Scientific Research Methodology	3	
(1) Elective Courses (6) CR.H.			
The student is required to choose Only One course from each of the following groups:			
(a) Society and Civilization (3) CR.H.			
0406100	Arabs and Muslims' Contributions to Arts & Science	3	
0408100A	Introduction to Psychology	3	
0408101A	Physical Education & Health	3	
0409100A	Ethical Awareness	3	
0409102A	Environmental Awareness	3	
(b) Managerial Skills (3) CR.H.			
0303100	Law and Society	3	
0408103A	Thinking Skills	3	
0408104A	Self-Assessment	3	
0501100A	Introduction to Time Management	3	
0501150A	Leadership and Teamwork	3	
Second: Compulsory College Requirements (51) CR.H.			
0102411A	Multimedia	3	0102120
0405312	Literary and Artistic Criticism	3	
0501200A	Principles of Management	3	
0504200A	Marketing Management	3	
0506423A	Web Design	3	0102120
0509100	Principles of Economics	3	

Third Year		Fourth Year	
First Semester	**Second Semester**	**First Semester**	**Second Semester**
Elective Course – second Group General Requirement	**Elective Course**	**Elective Course**	**Elective Course**
Science & life 0201111A	**Fundamentals of Innovation & Entrepreneurship 0501170A**	**Public Relations Management 0603330**	**Online Public Relations 0603360E**
Art & Literary Criticism 0405312	**Multimedia 0102411A**	**Inter. Public Relations 0603340E**	**Case Studies in Public Relations 0603480**
Web Design 0506423A	**Writing for Public Relations 0603310**	**Media Production 0603350**	**Internship 0603490**
The media in the Emirates 0601202	**Protocol & Etiquette 0603320**	**Organizational Comm 0603470**	**Graduation Project 0603499**
15	**15**	**15**	**15**
		30	
Total Credit Hours (123)			

Guidance Plan For Public Relations 2023/2024

	First Year		Second Year	
	First Semester	Second Semester	First Semester	Second Semester
	Islamic culture 0406110	English 1 0401120	Elective Course – First Group General Requirement	English 2 0401121
	language Arabic 0405100	Scientific Research Methodology 0508203A	Computer skills 0102120	UAE Studies 0409103
	Introduction to Traditional & Digital Journalism 0601200	Principles of Mangt 0501200A	Mass Comm. Law & Ethics 0601201	Digital photography 0602202
	Communication theories 0601204	Principles of Economics 0509100C	Mass Comm. Research Methods 0602203	Marketing Management 0504200A
	Introduction to Public Relation 0603200	Introduction to political science 0601203	Intr. Advertising 0602200	Public Opinion 0603201
				Intr. Fine Arts 0602201
Total	15	15	15	18
Total	30		33	
Total				

Labs 🖥️

The College of Communication and Media (with its branches in Alain and Abu Dhabi) has two computer labs (Communication and Media Lab), Computer Lab - Alain has 36 devices 27-INCH APPLE IMAC, The Computer Lab - Abu Dhabi has 25 devices 27-INCH APPLE IMAC and updated with the latest version Monterey macOS, Students can use it in the College laboratory by logging in to each students e-mail.

8 programs from the Adobe group were provided on all devices as follows:

🖥️ Adobe Photoshop 2024

🖥️ Adobe Illustrator 2023

🖥️ Adobe InDesign 2023

🖥️ Adobe Premiere Pro 2023

🖥️ Adobe after Effects 2023

🖥️ Adobe Dreamweaver 2021

🖥️ Adobe Audition 2023

🖥️ Adobe Lightroom

Photography Studios 📷

The College of Communication and Media owns photography studios in both its branches (Alain and Abu Dhabi), Each of the two studios has the following equipment:

العدد	المواصفات	الرقم
2	Canon EOS 5D MK IV with 24-105 F4 Lens	1
2	sir vhd-2004video tripod 360	2
2	Canon flash 470 Ex	3
3	tollifo st-312s led tube light - rainproof312	4
	led bulbs-remote control	5
2	interfit int503 f5 softlight 3 head kit studio	6
4	intefit int901 f121 1*100 head Reflector & umbrella kit studio	7
2	sk300ii 2 head good studio 2 head kit sk300ii2 sofbox - 2 stands - 1 bag - xt - 16 transmitter	8
2	Canon lens 70-200 f/2.8 ef / stm	9
2	Canon lens 24mm f/2.8 / stm	10
2	Canon lens 50mm f108 lens /stm	11
2	lexar sd card 128 gb 250 /mb	12
2	lexar cf card 128 gb 160 /mb	13
2	White Muslin Backdrop 3 X 3 M Studio	14
2	BD3 Green Muslin Backdrop 3 X 3 M Studio	15
2	BD8 Black Muslin Backdrop 3 X 3 M Studio	16

Admission Requirements

- UAE Secondary School Certificate (Science/Advance, Or General, Or Elite) or its equivalent approved by the UAE Ministry of Education, with a minimum average of 60%.
- Students who have obtained a Secondary School Certificate with (less than 60%) may be accepted, provided they enroll in (3) remedial courses for one semester from outside the program curriculum, which will not be counted in the cumulative GPA. The selection of these courses is based on the specialization and relevant grades in high school and includes subjects such as; (Mathematics, Physics, Chemistry, Biology, Arabic Language, and English Language).
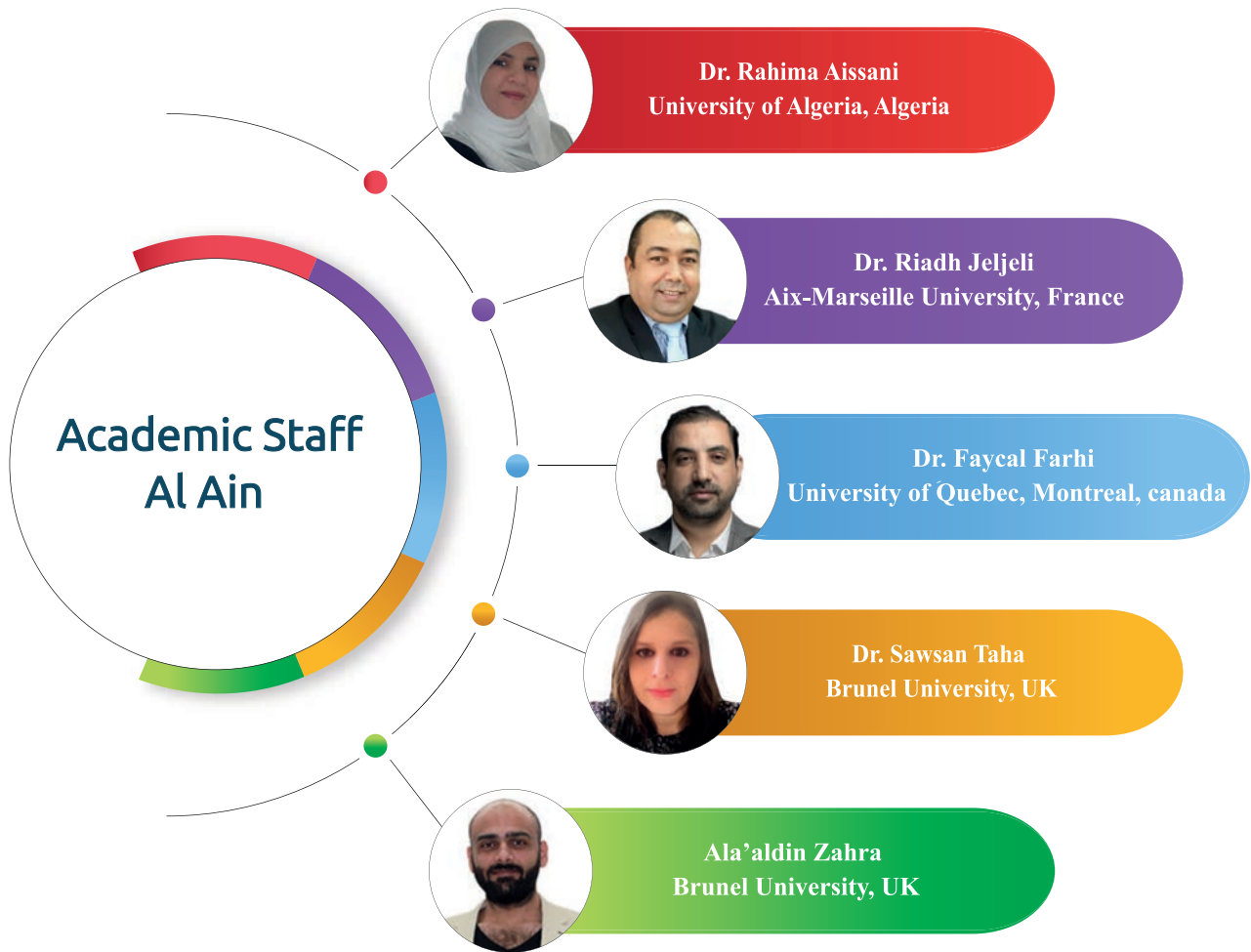
Graduation Requirements

To obtain a Bachelor of Mass Communication, a student must successfully complete 123 credit hours, with a minimum Cumulative Grade Point Average (GPA) of 2 out of 4.

Financial Information

Item	AED	AED + Vat	Description
Application to join AAU	300 AED	315 AED	Non-refundable
Admission Fees	1,000 AED	1,050 AED	Non-refundable
Registration Fees	500 AED	525 AED	for each semester
Tuition Fees	1,000 AED	1,050 AED	per credit hour for the University Requirement Courses
	1,100 AED	1,155 AED	per credit hour for the College of Communication and Media: Digital Journalism-Advertising
	1,200 AED	1,260 AED	per credit hour for the Bachelor of Mass Communication and Media Public Relations

Academic Staff Al Ain

Dr. Rahima Aissani
University of Algeria, Algeria

Dr. Riadh Jeljeli
Aix-Marseille University, France

Dr. Faycal Farhi
University of Quebec, Montreal, canada

Dr. Sawsan Taha
Brunel University, UK

Ala'aldin Zahra
Brunel University, UK

Public Relations   **Advertising**   **Digital Journalism**

Prof. Mohammed Taher Nuseir
Clark Atlanta University, USA

Dr. Rania Abdallah
Université de la Manouba, Tunisia

prof. Marzuq Al-qeed
University of Rajasthan, India

Prof. Abdulkrim Ziani
University of Stendhal, France

Dr. Muhammad noor aladwan
University of Uttara, Malaysia

Dr. Reneh Abokhoza
Assiut University, Egypt

Dr. Ahmad AlJumah
Perlis University, Malaysia

Farah Saboune
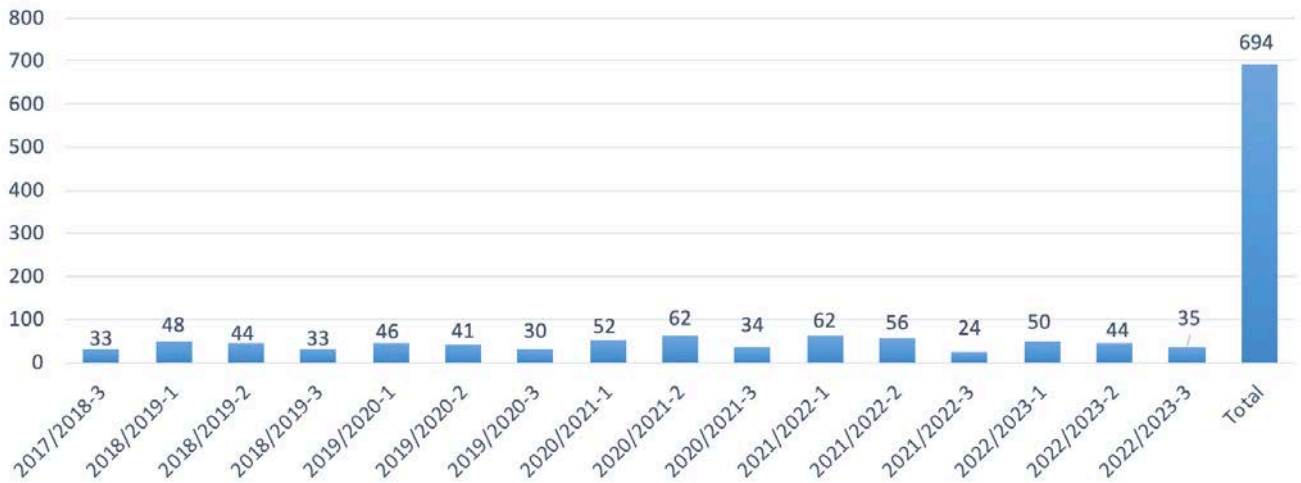**Lebanese University, Lebanon**
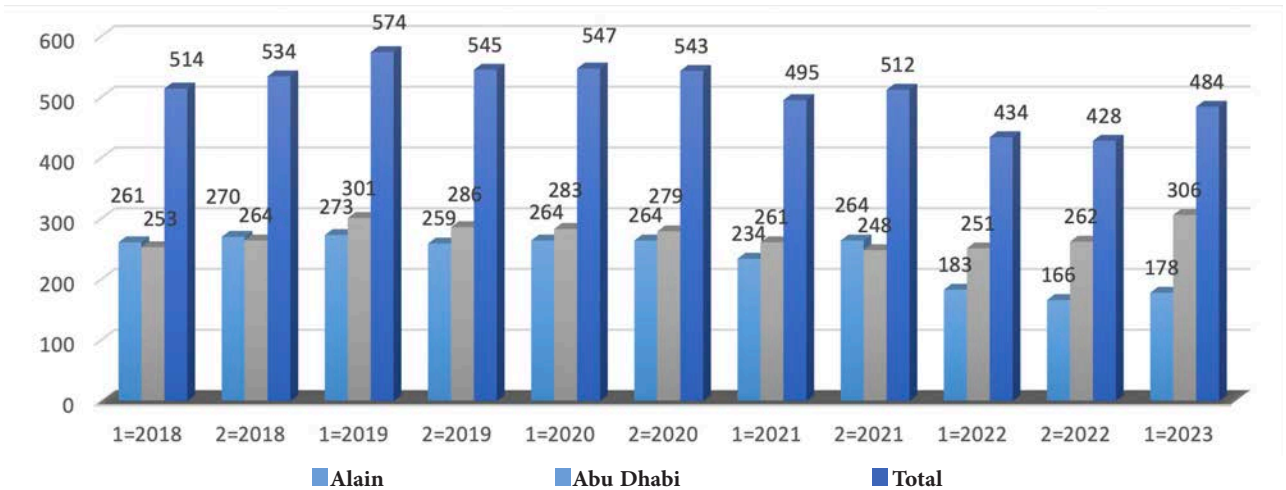
Academic Staff
Abu Dhabi

Graduates

694 male and female undergraduate students graduated from the program as shown in the figure below:

 # Graduate Students by year and semester

Students Enrolled in the Program

Number of students enrolled in the College of Communication and Media during the last 6 years:

College students Participation in the land-cleaning campaign

College students' participation in the International Photography Festival in Sharjah

College students' participation in the Global Media Congress activities

College students' visit to Abu Dhabi Media Foundation

A field visit to the Police Officers Club's Public Relations Department

College students celebrate Mother's Day and the month of Ramadan

Recognition of students who participated in the university challenge at the Sharjah Government Communication Forum

The UAE Union Day celebration

Students Activities 2022-2023

Presentation of Graduation projects - 2023

Students Activities 2022-2023

Presentation of Graduation projects