

AL AIN UNIVERSITY
College of Communication & Media
Bachelor of Mass Communication and Media- Advertising
Study Plan for Academic Year 2020/2021
(123) CR.H.



Course No.	Course Title	CR.H.	Prereq.	Course No.	Course Title	CR.H.	Prereq.
First: General University Education (33) CR. H.				0603200 Introduction to Public Relations 3 -			
(1) Compulsory Courses (27) CR.H.				0603201 Public Opinion 3 0603200			
0102120	Computer Skills	3		Third: Specialization Courses (39) CR.H.			
0201111A	Science and Life	3		(1) Compulsory Courses (30) CR.H.			
0401120	English (1)	3		0602310 Writing for Advertising 3 0602200			
0401121	English (2)	3	0401120B	0602320 Advertising Management 3 0501200A&0602200			
0405100	Arabic Language	3		0602330 Integrated Marketing Communications 3 0504200A&0602200			
0406110	Islamic Culture	3		0602340 TV and Radio Advertising 3 0602310&0602200			
0408100A	Introduction to Psychology	3		0602351 Printed Advertising 3 0602310&0602200			
0501170A	Fund. of Innovation and Entrepreneurship	3		0602360 Planning Advertising Campaigns 3 0602310&0602200			
0508203A	Scientific Research Methodology	3		0602470E Strategic Advertising 3 0602200&0401121			
(2) Elective Courses (6) CR.H.				0602480E Electronic Advertising 3 0602200&0401121			
The Student is required to choose Only One course from each of the following groups:				0602490 Internship in Advertising 3 >= 90 CR.H.			
(a) Society and Civilization (3) CR.H.				0602499 Graduation Project in Advertising 3 >= 90 CR.H.			
0406100	Arabs and Muslims' Contributions to Arts and Science	3		(2) Elective Courses (9) CR.H.			
0408101A	Physical Education & Health	3		0301322 Intellectual Property Rights 3 0601201			
0409100A	Ethical Awareness	3		0504330 Consumer Behavior 3 0504200A			
0409101	Arab Society	3		0602430 Direct Marketing 3 0602200			
0409102A	Environmental Awareness	3		0602431 Branding and Trade Mark 3 0602200			
(b) Managerial Skills (3) CR.H				0602432 Advertising and Social Media 3 0602200			
0303100	Law and Society	3		0602481 International Advertising 3 0602200			
0408103A	Thinking Skills	3					
0408104	Self Assessment	3					
0501100A	Introduction to Time Management	3					
0501150	Leadership and Teamwork	3					
Second: Compulsory College Requirements (51) CR.H.							
0102411A	Multimedia	3	(0102120)				
0405312A	Literary and Art 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				
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 Communication Research Methods	3	0508203A				