



## College of Communication and Media

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### 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 and contemporary the national identity.

### 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 collage. The college aims to achieve excellence in serving the local community in the United Arab Emirates.

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