



College of Mass Communication
Bachelor of Mass Communication in Public Relations
Study plan

Code	Course Title	Prerequisite	Cr. H.	Theory	practical
Compulsory General Requirements: 8 Courses (24) CR.H					
0402101	Computer Applications	None	3	2	2
0401103	English for Developing Communication	None	3	3	0
0401104	English Skills for Academic Writing	0401103	3	3	0
0405102	Communications Skills in Arabic	None	3	3	0
0509101	Principles of Statistics	None	3	3	0
0406112	Culture and Islamic Studies	None	3	3	0
0407112	Innovation and Entrepreneurship	None	3	3	0
0407252	The UAE Society	None	3	3	0

Code	Course Title	Prerequisite	Cr. H.	Theory	practical
Elective General Requirements: 4 Courses (6) CR.H					
0407111	Critical and Creative Thinking	None	3	3	0
0407115	Psychology and Communications Skills	None	3	3	0
0407239	Ecosystems and Human Health	None	3	3	0
0501220	Business Reports	None	3	3	0

Code	Course Title	Prerequisite	Cr. H.	Theory	practical
Compulsory College Requirements: 20 Courses (60) CR.H					
0602100	Introduction to New Media	None	3	3	0
0603100	Introduction to Journalism	None	3	3	0
0604100	Introduction to Public Relations	None	3	3	0
0609102	Applied Statistics	0509101	3	3	0
0609105	Introduction to Economics	None	3	3	0
0609115	Media Research Methodology	None	3	2	2
0601200	Introduction to Sociology	None	3	3	0
0601235	Introduction to Political Science	None	3	3	0
0601250	Social Psychology	None	3	3	0
0601101	Principles of Management	None	3	3	0
0601205	Renewable Source of Energy	None	3	3	0
0601230	E-Commerce	None	3	3	0
0601330	Artistic and Literary Criticism	0405102	3	3	0
0601305	Translation	0401103	3	3	0
0601350	Digital Photography	None	3	1	4
0601340	Media Ethics and Legislation	None	3	3	0
0601320	Communication Theories	None	3	3	0
0601331	Arabic Language for Media	0405102	3	3	0
0601310	Multimedia	None	3	1	4
0601345	Public Opinion	None	3	3	0

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College Elective Courses: 7 Courses (6) CR.H					
0601215	Media and Crisis Management	None	3	3	0
0601245	Protocol and Etiquette	None	3	3	0
0601260	Social Marketing	None	3	3	0
0601210	political Geography	None	3	3	0
0601270	Graphic Design	None	3	2	2
0601275	Principle of Designing	None	3	2	2
0603213	Big Data Analysis	0603100	3	2	2
Code	Course Title	Prerequisite	Cr. H.	Theory	practical
Compulsory Specialization Courses for Public Relations: 10 Courses (30) CR.H					
0604205	Public Relations Writing Skills	0604100	3	2	2
0604340	Public Relations Campaigns	0604100	3	2	2
E0604350	Integrated Marketing Communications	0604100	3	2	2
0604215	Organizing a Special Events in Public Relations	0604100	3	2	2
0604430	Public Relations Management	0604100	3	3	0
E0604335	Public Relations Via Internet	0604100	3	2	2
0604440	Media Material Production in Public Relation	0604100	3	2	2
0604441	Public and Digital Diplomacy	0604100	3	2	2
0604448	Internship (Public Relations)	90-CR.H	3	0	6
0604450	Graduation Project (Public Relations)	Graduation Semester/102CR.	3	0	6