



College of Mass Communication
Bachelor of Mass Communication in Public Relations
Guidance Plan

Code	Course Title	Prerequisite	Cr. H.
First Semester			
0405102	Communication Skills in Arabic	None	3
0401103	English for Developing Communication	None	3
0402101	Computer Applications	None	3
0603100	Introduction to Journalism	None	3
0602100	Introduction to New Media	None	3

Code	Course Title	Prerequisite	Cr. H.
Second Semester			
0401104	English Skills for Academic Writing	0401103	3
0406112	Culture & Islamic Studies	None	3
0609105	Introduction to Economics	None	3
0601200	Introduction to Sociology	None	3
0604100	Introduction to Public Relations	None	3

Code	Course Title	Prerequisite	Cr. H.
Third Semester			
-	Elective General Education (1)	None	3
0407112	Innovation & Entrepreneurship	None	3
0601320	Communication Theories	None	3
0509101	Principles of Statistics	None	3
0601101	Principles of Management	None	3
0604340	Public Relations Campaigns	0604100	3

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Fourth Semester			
0609102	Applied Statistics	0509101	3
0407252	UAE Society	None	3
0601340	Media Ethics & Legislation	None	3
-	Elective General Education (2)	None	3
0601350	Digital Photography	None	3
0604205	Public Relation Writing Skills	0604100	3

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Fifth Semester			
0601345	Public opinion	None	3
0609115	Media for Research Methodology	None	3
0601230	E-Commerce	None	3
0601235	Introduction to Political Science	None	3
E0604350	Integrated Marketing Communication (E)	0604100	3
-	College Elective course (1)	None	3

Code	Course Title	Prerequisite	Cr. H.
Sixth Semester			
0601305	Translation	0401103	3
0604430	Public Relations Management	0604100	3
0601310	Multimedia	None	3
0601330	Artistic & literary criticism	0405102	3
0601331	Arabic Language for Media	0405102	3
0601205	Renewable Source of Energy	None	3

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Seventh Semester			
0604448	Internship (Public Relations)	90 Hours	3
0604441	Public and Digital Diplomacy	0604100	3
0604440	Media Material Production in Public Relation	0604100	3
0601250	Social Psychology	None	3
Code	Course Title	Prerequisite	Cr. H.
Eighth Semester			
-	College Elective course (2)	None	3
0604450	Graduation Project (Public Relations)	Graduation Semester/102Cr.H	3
E0604335	Public Relations Via Internet (E)	0604100	3
0604215	Organizing a Special Events in Public Relation	0604100	3