

Ahlia University
COLLEGE OF ARTS & SCIENCE
BACHELOR'S DEGREE IN MASS COMMUNICATION AND PUBLIC RELATIONS
BSMCPR 18-19

BSMCPR 18-19 - FIRST YEAR (35 CREDITS)

First Semester

| Course | Code | Course Title | Lec | Lab | Cr | Prerequisite |
|--------|------|---|-----|-----|-----------|---|
| ARAB | 101 | Composition for Native Speakers of Arabic I | 3 | 0 | 3 | |
| ENGL | 101 | Academic English I | 3 | 0 | 3 | ENGL 052 AND ENGL 055 or passing placement test |
| HUMR | 101 | Principles of Human Rights | 2 | 0 | 2 | |
| ITCS | 101 | Introduction to Computers & IT | 2 | 2 | 3 | |
| MCPR | 101 | Introduction to Communication | 3 | 0 | 3 | |
| MATH | 103 | Mathematics I | 3 | 0 | 3 | MATH 053 or passing placement test |
| | | | | | 17 | |

Second Semester

| Course | Code | Course Title | Lec | Lab | Cr | Prerequisite |
|--------|------|--|-----|-----|-----------|------------------------------------|
| ENGL | 102 | Academic English II | 3 | 0 | 3 | ENGL 101 |
| HIST | 121 | Modern History of Bahrain | 3 | 0 | 3 | |
| MATH | 104 | Mathematics II | 3 | 0 | 3 | MATH 103 |
| PREL | 121 | Introduction to Public Relations & Advertising | 3 | 0 | 3 | |
| STAT | 101 | Introduction to Statistics | 3 | 0 | 3 | MATH 053 or passing placement test |
| MAGT | 121 | Fundamentals of Management | 3 | 0 | 3 | |
| | | | | | 18 | |

BSMCPR 18-19 - SECOND YEAR (33 CREDITS)

First Semester

| Course | Code | Course Title | Lec | Lab | Cr | Prerequisite |
|--------|------|--|-----|-----|-----------|--------------|
| ARAB | 201 | Introduction to Modern Arabic Literature | 3 | 0 | 3 | ARAB 101 |
| ENGL | 201 | Academic English III | 3 | 0 | 3 | ENGL 102 |
| MCPR | 232 | Theories of Mass Communication | 3 | 0 | 3 | MCPR 101 |
| MAKT | 201 | Principles of Marketing | 3 | 0 | 3 | MAGT 121 |
| HU/SS | XXX | Humanities & Social Sciences | 3 | 0 | 3 | |
| | | | | | 15 | |

Second Semester

| Course | Code | Course Title | Lec | Lab | Cr | Prerequisite |
|--------|------|------------------------------------|-----|-----|-----------|-----------------------|
| ENGL | 202 | Academic English IV | 3 | 0 | 3 | ENGL 201 |
| ITMS | 205 | Internet Applications and Services | 2 | 2 | 3 | ITCS 101 |
| MCPR | 242 | News Reporting & Writing | 3 | 0 | 3 | MCPR 101 |
| SOCI | 101 | Sociology | 3 | 0 | 3 | |
| PREL | 267 | PR & Advertising Campaigns | 3 | 0 | 3 | PREL 121 |
| MCPR | 206 | Media Graphics | 2 | 2 | 3 | ITCS 101 AND MCPR 101 |
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BSMCPR 18-19 - THIRD YEAR (33 CREDITS)

First Semester

| Course | Code | Course Title | Lec | Lab | Cr | Prerequisite |
|--------|------|--|-----|-----|-----------|-----------------------|
| MASC | 310 | Digital Journalism | 2 | 2 | 3 | ITMS 205 AND MCPR 242 |
| ETHC | 397 | Media Law and Ethics | 3 | 0 | 3 | MCPR 232 |
| MASC | 355 | Digital Photography & Video Production | 2 | 2 | 3 | MCPR 101 AND MCPR 206 |
| PREL | 340 | Integrated Marketing Communication | 3 | 0 | 3 | PREL 267 AND MAKT 201 |
| ITMS | 307 | Multimedia Softwares I | 2 | 2 | 3 | ITMS 205 |
| | | | | | 15 | |

Second Semester

| Course | Code | Course Title | Lec | Lab | Cr | Prerequisite |
|--------|------|-----------------------------|-----|-----|-----------|-----------------------|
| MASC | 340 | Radio Production | 2 | 2 | 3 | MCPR 232 |
| MASC | 322 | Newspaper & Magazine Layout | 2 | 2 | 3 | MCPR 242 AND MCPR 206 |
| MASC | 328 | Script Writing | 3 | 0 | 3 | ARAB 201 |
| MASC | 309 | Journalism Writing | 2 | 2 | 3 | MCPR 242 |
| XXXX | XXX | Free Elective I | X | X | 3 | |
| | | | | | 15 | |

Summer Semester

| Course | Code | Course Title | Lec | Lab | Cr | Prerequisite |
|--------|------|-------------------|-----|-----|----------|--|
| INTR | 471 | BSMCPR Internship | 0 | 0 | 3 | Completion of at least 90 credits And Minimum CGPA 2 |
| | | | | | 3 | |

BSMCPR 18-19 - FOURTH YEAR (33 CREDITS)

First Semester

| Course | Code | Course Title | Lec | Lab | Cr | Prerequisite |
|--------|------|---|-----|-----|-----------|---|
| MASC | 432 | TV Production I | 2 | 2 | 3 | MASC 355 |
| MPRM | 498 | Research Methods in Mass Communication & Public Relations | 3 | 0 | 3 | STAT 101 AND MCPR 232 AND Completion of at least 90 credits |
| PREL | 485 | Writing for PR | 2 | 2 | 3 | PREL 340 AND MCPR 242 |
| MASC | 410 | Media Translation | 3 | 0 | 3 | ENGL 202 AND MASC 309 |
| XXXX | 4XX | Core Elective in MASC / PREL | X | X | 3 | |
| XXXX | 4XX | Core Elective in MASC / PREL | X | X | 3 | |
| | | | | | 18 | |

Second Semester

| Course | Code | Course Title | Lec | Lab | Cr | Prerequisite |
|------------|------|------------------------------|-----|-----|-----------|------------------------------------|
| MASC/PREL* | 499 | Project in MASC or PREL | X | X | 3 | MPRM 498 AND ETHC 397 |
| PREL | 447 | Media Production for PR | 2 | 2 | 3 | MCPR 206 AND PREL 485 AND MASC 355 |
| XXXX | 4XX | Core Elective in MASC / PREL | X | X | 3 | |
| XXXX | 4XX | Core Elective in MASC / PREL | X | X | 3 | |
| XXXX | XXX | Free Elective II | X | X | 3 | |
| | | | | | 15 | |

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LIST OF PROGRAMME ELECTIVE COURSES

| Course | Code | Course Title | Lec | Lab | Cr | Prerequisite |
|---------------|-------------|---|------------|------------|-----------|-----------------------|
| MASC | 419 | Media Editing in English | 2 | 2 | 3 | ENGL 202 AND MASC 309 |
| MASC | 438 | Radio & TV Presenting | 3 | 0 | 3 | MASC 340 |
| MASC | 455 | TV Production II | 2 | 2 | 3 | MASC 432 |
| MASC | 464 | Documentary Films | 2 | 2 | 3 | MASC 328 AND MASC 355 |
| MASC | 468 | Specialized Journalism | 3 | 0 | 3 | MASC 309 |
| MASC | 474 | Social Media | 2 | 2 | 3 | MASC 310 |
| PREL | 422 | Public Opinion & its Measurement | 3 | 0 | 3 | MCPR 232 AND STAT 101 |
| PREL | 439 | Strategic Communication in Public Relations | 3 | 0 | 3 | PREL 267 |
| PREL | 464 | Protocol & Event Management | 2 | 2 | 3 | MAGT 121 AND PREL 340 |
| PREL | 475 | Advertising Copy Writing & Design | 2 | 2 | 3 | PREL 340 AND MCPR 206 |
| PREL | 476 | Public Relations Management | 3 | 0 | 3 | MAGT 121 AND PREL 340 |
| PREL | 484 | Digital Public Relations | 2 | 2 | 3 | ITMS 205 AND PREL 267 |

Student should select 4 Core Elective courses (12 Credits) from one of the above two areas of study: (Mass Communication or Public Relations)