

**Ahlia University**  
**COLLEGE OF ARTS & SCIENCE**  
**MASTER'S DEGREE IN MASS COMMUNICATION AND PUBLIC RELATIONS**  
**MSMCPR 18-19**

**MSMCPR 18-19 - Orientation (6 CREDITS)**

Course	Code	Course Title	Lec	Lab	Cr	Prerequisite
MASC	502	Basic Concepts in Mass Communication	3	0	3	
PREL	502	Basic Concepts in Public Relations	3	0	3	
					<b>6</b>	

**MSMCPR 18-19 - FIRST YEAR (18 CREDITS)**

**First Semester**

Course	Code	Course Title	Lec	Lab	Cr	Prerequisite
MASC	511	Contemporary Trends in Communication Theories	3	0	3	
MASC	512	News Writing in Arabic & English	3	0	3	
PREL	511	Modern Theories in Public Relations	3	0	3	
					<b>9</b>	

**Second Semester**

Course	Code	Course Title	Lec	Lab	Cr	Prerequisite
M CPR	550	Research Methods & Modeling	2	2	3	Completion of at least 9 credits
M CPR	530	Public Opinion Formation & Measurement	3	0	3	
XXXX	XXX	Elective I	X	X	3	
					<b>9</b>	

**MSMCPR 18-19 - SECOND YEAR (18 CREDITS)**

**First Semester**

Course	Code	Course Title	Lec	Lab	Cr	Prerequisite
M CPR	565	Seminar in Contemporary Communication Research	3	0	3	M CPR 550
XXXX	XXX	Elective II	X	X	3	
					<b>6</b>	

**Second Semester**

Course	Code	Course Title	Lec	Lab	Cr	Prerequisite
MASC/PREL*	599	Dissertation in Mass Communication or Public Relations	X	X	12	M CPR 565 AND Completion of at least 21 credits
					<b>12</b>	

**LIST OF PROGRAMME ELECTIVE COURSES**

Course	Code	Course Title	Lec	Lab	Cr	Prerequisite
MASC	513	Newspaper Editing & Layout	2	2	3	MASC 512
MASC	515	Electronic Journalism	3	0	3	
MASC	545	Political Communication	3	0	3	
MASC	561	Television & Radio Production	2	2	3	
PREL	512	The Art of Advertising	3	0	3	
PREL	515	Public Relations & Information Campaigns	3	0	3	
PREL	516	Media Production for Public Relations	2	2	3	
PREL	520	Public Relations Management	3	0	3	PREL 511

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A student can register in the dissertation course MASC/PREL 599 if the following conditions are satisfied: the student (1) completed successfully at least 21 credit hours including MCPR 565 (2) received a grade of B or better in MCPR 550, and (3) attained a CGPA of at least 3.0