

Ahlia University
COLLEGE OF ARTS & SCIENCE
BACHELOR'S DEGREE IN MASS COMMUNICATION AND PUBLIC RELATIONS
BSMCPR 19-20

BSMCPR 19-20 - 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	
MATH	103	Mathematics I	3	0	3	MATH 053 or passing placement test
MCPR	101	Introduction to Communication	3	0	3	
					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	
MAGT	121	Fundamentals of Management	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
					18	

BSMCPR 19-20 - 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
HU/SS	XXX	Humanities & Social Sciences	3	0	3	
MAKT	201	Principles of Marketing	3	0	3	MAGT 121
MCPR	232	Theories of Mass Communication	3	0	3	MCPR 101
					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	206	Media Graphics	2	2	3	ITCS 101 AND MCPR 101
MCPR	243	News Reporting & Writing	2	2	3	MCPR 101
PREL	268	PR & Advertising Campaigns	2	2	3	PREL 121
SOCI	101	Sociology	3	0	3	
					18	

Ahlia University
COLLEGE OF ARTS & SCIENCE
BACHELOR'S DEGREE IN MASS COMMUNICATION AND PUBLIC RELATIONS
BSMCPR 19-20

BSMCPR 19-20 - THIRD YEAR (33 CREDITS)

First Semester

Course	Code	Course Title	Lec	Lab	Cr	Prerequisite
ETHC	397	Media Law and Ethics	3	0	3	MCPR 101 AND Completion of at least 66 credits
MASC	309	Journalism Writing	2	2	3	MCPR 243
MASC	310	Digital Journalism	2	2	3	ITMS 205 AND MCPR 243
MASC	340	Radio Production	2	2	3	MCPR 101 AND MASC 328
MASC	355	Digital Photography & Video Production	2	2	3	MCPR 206
					15	

Second Semester

Course	Code	Course Title	Lec	Lab	Cr	Prerequisite
ITMS	307	Multimedia Softwares I	2	2	3	ITMS 205
MASC	322	Newspaper & Magazine Layout	2	2	3	MCPR 243 AND MCPR 206
MASC	328	Script Writing	3	0	3	ARAB 201
PREL	340	Integrated Marketing Communication	3	0	3	PREL 268 AND MAKT 201
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 19-20 - FOURTH YEAR (33 CREDITS)

First Semester

Course	Code	Course Title	Lec	Lab	Cr	Prerequisite
MASC	4XX	Major Elective I in MASC	X	X	3	
MASC	411	Media Translation	2	2	3	ENGL 202 AND MASC 309
MASC	432	TV Production I	2	2	3	MASC 355
PMRM	498	Research Methods in Mass Communication & Public Relations	2	2	3	STAT 101 AND MCPR 232 AND Completion of at least 90 credits
PREL	4XX	Major Elective I in PREL	X	X	3	
PREL	485	Writing for PR	2	2	3	PREL 121 AND MCPR 243
					18	

Ahlia University
COLLEGE OF ARTS & SCIENCE
BACHELOR'S DEGREE IN MASS COMMUNICATION AND PUBLIC RELATIONS
BSMCPR 19-20

Second Semester

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

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 432
MASC	455	TV Production II	2	2	3	MASC 328 AND 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 268
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 268