

MASS COMMUNICATION AND PUBLIC RELATIONS

Degree Level: Postgraduate



Qualification type



Location



Study mode



Delivery Language



Duration

Master of Science

Main Campus

Full Time

Arabic

Two Years

KEY FACTS

NQF*

NQF Placed (2023)

Reference Q22-015 Level 9

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OVERVIEW

The Department of Mass Communication and Public Relations prepares students to become professionals in the dual fields of communication and public relations. Students regular in studying a communication specialisation will be eligible to assume a diverse variety of positions in media organisations ranging from journalism to broadcasting.

Alternately, students who opt for a public relations specialisation will be eligible to assume positions as public relations associates in advertising firms and as staff members in public relations departments in corporations and government organisations.

PROGRAMME AIMS

The master's degree in Mass Communications & Public Relations is designed to build or enhance professional knowledge, skills and leadership in mass communication and Public Relations fields.

The curriculum combines up-to-date knowledge with practical application and individualized experience.

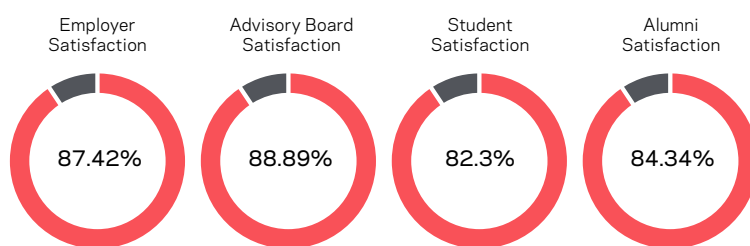
The master's programme aims to bridge theory and practice in a dynamic interplay; to develop a wide-ranging portfolio of skill-sets:

- Professional Skills
- Uncompromising Ethics
- Globalization
- Leadership Skills
- Communication Skills

Providing students with a modernized educational and communicational environment based on the collaboration between the students of the department, its staff members and mass media organizations including (press - public relations - broadcasting) organizations.

There will also be a focus on engagement in scientific research, teaching students how to perform high-quality research in mass communication and the public relation fields.

GENERAL STATISTICS



ENTRY REQUIREMENTS

Admission to Ahlia University (AU) is selective based on academic achievements. Applications are welcomed from all students regardless of race, colour, gender, religion, nationality, physical or learning disability. Admission is purely based on merit.

General Requirements

Ahlia University accepts Master programme applicants holding undergraduate degrees to join the University as new students if they meet the entry and application requirements set by the University and are in-line with the Bahraini Higher Education Council requirements.

- The applicant must hold a recognised bachelor's degree or its equivalent.
- The applicant must hold a recognised secondary school certificate or its equivalent.
- The applicant must be medically fit for the academic programme they wish to apply for.
- All applicants will be interviewed by a relevant programme committee
- Only successful applicants in the interview will be considered for admission.

The Admissions Committee reserves the right to stipulate deficiency requirements to any applicant offered admission where, in the judgment of the Committee, the mastery of the relevant subject matter has not been conclusively demonstrated by the academic transcript.

Specific Requirements

The applicants who meet the following programme specific admission requirements will be admitted to the programme:

Master's Degree in Mass Communication and Public Relations (MSMCPR)	A recognised bachelor's degree or its equivalent in any of the following disciplines:
	<ul style="list-style-type: none"> ▪ Mass Communication ▪ Public Relations
	Applicants who hold a recognised bachelor's degree in any discipline other than the ones mentioned above, may be considered subject to passing an interview and successful completion of the Foundation Courses.
	(CGPA) requirement
	<ul style="list-style-type: none"> ▪ Minimum CGPA required at the bachelor's degree is normally ≥ 2.5 or its equivalent ▪ Applicants with $CGPA < 2.5$ but > 2.0 or its equivalent at the bachelor's degree level, maybe be considered subject to passing the interview and successful completion of the Foundation Courses.

FEES

The estimated duration for completion of the MSMCPR program at Ahlia University is 2 years. This is structured around 36 credit-hours covering 8 courses along with a dissertation. The duration of study for each course is fifteen weeks, covering approximately 45 studying hours.

Application Fee	BD 40
Registration Fee	BD 300
Foundation Courses (if applicable)	BD 960
Course Fees (8 Course, BD 480 per Course)	BD 3,840
Thesis (Dissertation)	BD 1,920
TOTAL	BD 7,060

PROGRAMME CONTENT & STRUCTURE

The MSMCPR Programme consists of 36 credits, 18 credits (6 courses) are core courses, 6 credits (2 courses) are core elective courses, and a 12-credits dissertation. The curriculum is designed to facilitate student learning in a systematic and balanced fashion. Core courses provide students with functional skills in fields of mass communication and public relations, except for research methods course, which provides analytical and quantitative skills cutting across functions.

The foundation courses consist of two basic courses (6 credits) which represents a prerequisite for candidates who do not have sufficient background in mass communication and public relations neither through study nor by experience.

The core courses consist of six courses (18 credits) as in the current program which represents the spine of work for all students and deals with the essential areas in the field of mass communication and public relations.

The student will choose two elective courses (6 credits) from a string of 6 courses which cover various areas in the field and offer them the opportunity to focus on a specific area of study which will be the basis for their research work in their dissertation.

Students are required to complete a dissertation (DMMC/DMPR 599, 12 credits) in a topic chosen from a variety of fields including:

- Mass Communication
- Public Relations

Employability

Ahlia University students holding a master's degree in Mass Communications & Public Relations can enhance their careers and assume various course, such as:

- Advertising / Marketing Manager
- Sales Manager
- Graphics and Production Director
- Publicity Director
- Customer Service Manager
- Public Relations Manager
- Broadcasting and Production Director