







MASS COMMUNICATION AND PUBLIC RELATIONS

Degree Level: Undergraduate

 Qualification type	 Location	 Study mode	 Duration
Bachelor's Degree	Main Campus	Full Time	Four Years

KEY FACTS

- Teaching Language**
Arabic
- Accreditation**
 مجلس التعليم العالي
Higher Education Council
- NQF***
In process
- BQA****
Adequate Progress (2019)
- Internship**
Yes
- Contact Person**
Dr. Zuhair Dhaif
Tel: +(973) 17298992
Email: zdhaif@ahlia.edu.bh

*National Qualification Framework
**The Education and Training Quality Authority

OVERVIEW

The Bachelor's Degree in Mass Communication & Public Relations (BSMCPR) aspires to produce highly competent communicators who apply critical thinking to solve public relations issues and demonstrate ethical and professional behavior.

In minting socially responsible communication professionals capable of competently employing a broad range of media and technologies available for disseminating messages and images to various publics, the Department enables students to explore media-related issues from many points of view with the aim to instill a creative thought process requiring both inquiry and critical thinking.

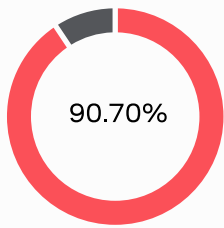
Graduates from the programme have the opportunity to work in radio, television, and the press or public relations. They can either establish their own offices or work in the private and public sectors in areas such as public relations, implementation and commercial activities. Additionally, they have the opportunity to be instructors in universities after continuing their higher studies.

PROGRAMME AIMS

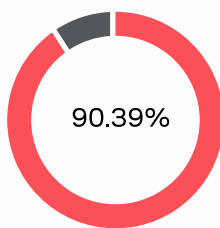
- The aim of the programme is to:
- Help the students to gain knowledge, background and practical skills in the field of Mass Communication & Public Relations.
 - Provide students with both theoretical and practical knowledge
 - Give students a great opportunity for self-development through the Practical professional work & internship.

GENERAL STATISTICS

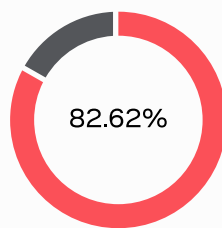
Employer Satisfaction



Student Internship Satisfaction



Graduate Satisfaction



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

To be eligible for consideration for admission to the undergraduate programmes, applicants must meet the following entry requirements set by the university in-line with Bahrain Higher Education Council requirements:

- The applicant must hold a recognised and endorsed secondary school certificate or its equivalent
- The applicant must be medically fit for the academic programme they wish to enrol in

Specific Requirements

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

Bachelor's Degree in Mass Communication & Public Relations	Academic Score in the Secondary School Certificate (Tawjihia) or its Equivalent		
	Unconditional Acceptance	Conditional Acceptance; Passing An Interview	Tracks Accepted
	60%	50%	All Tracks

Orientation Programme

The Orientation Programme is a one-semester programme offered to full-time students who do not fully meet some of the admissions criteria (e.g. English proficiency) but intend to pursue their education at Ahlia University.

Placement Tests

The university administers placement tests in English language and Mathematics. Students who pass these exams are exempted from the orientation programme.

FEES

Structured around 134 credit-hours covering 45 courses. The duration of study for each course is fifteen weeks, covering approximately 45 lecture hours.

Application Fee	BD 20
Registration Fee	BD 200
Placement Tests Fee (if applicable)	BD 40
Orientation Courses (if applicable)	BD 1,200
100 Level Courses - 12 courses (BD 300 Per Course)	BD 3,600
200 Level Courses - 11 courses (BD 330 Per Course)	BD 3,630
300 Level Courses - 11 courses (BD 360 Per Course)	BD 3,960
400 Level Courses - 11 courses (BD 390 Per Course)	BD 4,290
TOTAL	BD 16,840

STUDY PLAN

First Year

In the first year, students will take media theory modules, which introduce them to the frameworks in which the media operate and some of the major theoretical tools for analysing them. They consider the place of the media in society, politics, arts and culture.

Second Year

During year two students will learn how to analyse media output and examine the relationships between media, society, politics, culture and technology through a variety of core and option modules.

Students are also introduced to key public relations and advertising skills.

Third Year

The third year prepares students to write clearly, speak effectively and think critically which is essential for a successful student career and personality building.

Fourth Year

In the final year students are provided with research plus practical skills that are relevant for entry-level jobs and continuing professional development.



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For more information please visit our website

www.ahlia.edu.bh