

الجامعة الأهلية
AHLIA UNIVERSITY
BAHRAIN

COURSE DIRECTORY

COLLEGE OF ARTS & SCIENCE

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COLLEGE OF
ARTS & SCIENCE

COLLEGE OF ARTS & SCIENCE

The College of Arts & Science aspires to achieve a position of international distinction by offering outstanding quality academic programmes in the areas of humanities and sciences, with excellence in research responsive to the needs of the community, enabling students to meet the global challenges faced by modern organisations. The College currently awards bachelor's degrees in two majors: Mass Communication & Public Relations, and Interior Design. The postgraduate programme available leads to a master's degree in Mass Communication and Public Relations. Furthermore, to foster intellectual enrichment and promote students' development in the areas of mathematical sciences, foreign languages, Arabic language and literature, and other domains within the humanities, the Department of Mathematical Sciences, Languages and General Studies offers a variety of courses to serve all university students.

The College continues to enhance the quality of education in its academic programmes by constantly monitoring and evaluating the effectiveness of the teaching/learning process, and periodically reviewing its academic programmes, taking into consideration the results of benchmarking, market needs analysis and stakeholders' feedback. Moreover, the College maintains a good relationship with the relevant industries which enhances training and job opportunities for the College graduates. The College also encourages the students and staff to engage in various co-curricular, extra-curricular and research activities to focus on and highlight academic and intellectual issues that are relevant both to the students and the Bahraini society. To consolidate the value and effectiveness of these activities, the College has established different cooperation ties with cultural and professional bodies and organisations inside and outside Bahrain.

Our vision is:

To aspire to achieve a position of international distinction by offering outstanding quality programmes in the areas of humanities and sciences, with excellence in research responsive to the needs of the community.

Our mission is:

To provide excellence in teaching and research in a stimulating learning environment conducive to creativity and innovation. The College is committed to producing competent graduates in the field of humanities such as journalism, media, public relations and languages with an emphasis on quality research in these areas. It also offers cutting-edge courses in science disciplines to prepare students to meet the global challenges faced by modern organizations. In the field of interior design the College produces designers with the highest level of skills, creativity and adaptability.

Our goals are to:

- Produce well-rounded graduates in the field of humanities and science who are able to meet new challenges and responsibilities in a technology driven society.
- Motivate students to explore various academic interests and acquire diverse learning and research skills.
- Help students to acquire transferable skills needed in their professional life.
- Develop students' critical, creative and analytical thinking and problem solving skills.
- Encourage quality research among faculty and students.
- Enhance the quality of education by constantly monitoring teaching/ learning effectiveness and periodically reviewing College programmes.

Deciding on a degree or programme is a personal choice – it's about choosing the right programme for you; your interests, your future.

Whether you're venturing into a new area of study or looking to build upon your experience and knowledge in a particular field, Ahlia University offers a range of undergraduate and postgraduate degrees and programmes, diplomas and non-award programmes.

Discover more about your programme, semester intake and entry requirements from the list below.

Overview

The Bachelor's Degree in Interior Design at Ahlia University aims to attract imaginative students from varied study backgrounds, ages, gender, and nationalities to develop their knowledge, skills and attributes transform them into professional innovators in the interior design of built environments. The programme introduces an integrated design approach of the interior space as a holistic environment composed of physical space, along with the people and the surrounding furniture, objects, activities & interactions within this space. In stimulating studio-based educational environments, students are taught, learn, and work collaboratively to gain the design experiences of several types of interior environments. In the studios the students are supported by theoretical, historical and technical knowledge and practice; in a teamwork environment the students cultivate their oral, written and visual communication skills. In order to meet the industry demands, our students are empowered by problem solving, critical intellect and futuristic thinking skills. Associated with self-development, teamwork and leadership, our graduates are resourceful in a wide spectrum of design fields including interiors architecture, furniture, gardens, T.V & theater set design, exhibitions & event planning. Additionally, their awareness on sustainability and the socio-cultural issues on Green Design can qualify them to deal creatively with the challenges of human health, lifestyles and communities' development in Bahrain and beyond.

- The programme is of 4 years duration
- The programme is taught in English Language
- The programme consists of 134 credit hours covering 45 courses
- The programme is accredited by Higher Education Council.
- The programme achieved "Adequate Progress" in (2019) by the Education and Training Quality Authority.
- The BSID programme is in process to be placed on the National Qualifications Framework (NQF)
- The programme offers a great opportunity for self-development through internship

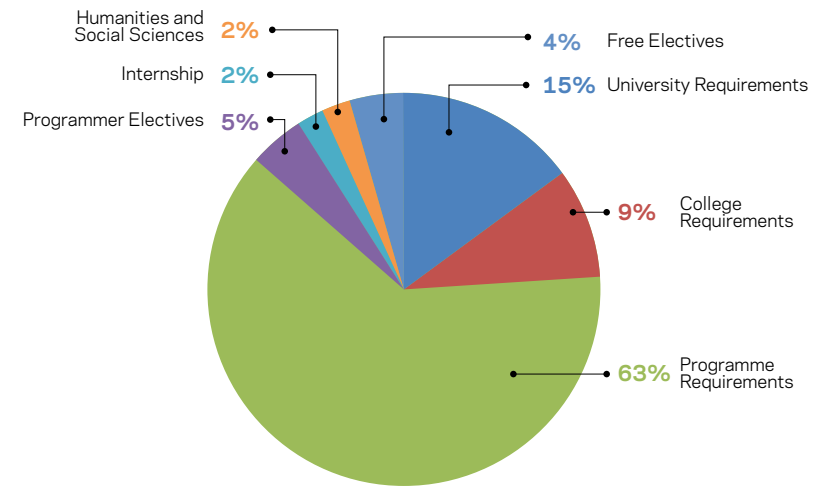
Programme Aims:

The aim of Interior Design programme is to:

- To equip learners with depth and breath of knowledge and skills to express competence in the field of interior design in accordance with local, regional, and international standards.
- To equip learners with transferable skills to respond to global challenges such as climate change and unexpected pandemics while maintaining aesthetics and functional design outcomes.
- To equip learners with practical abilities in conceptualization, holistic design, and project communication with professionals and clients.
- To empower learners to successfully pursue careers as interior designers motivated to engage in research and sustainable life-long learning in ways that serve the societal needs.

PROGRAMME COMPONENTS

COURSE TYPE	NO. OF CREDIT-HOURS	NO. OF COURSES
UNIVERSITY REQUIREMENTS	20	7
COLLEGE REQUIREMENTS	12	4
PROGRAMME REQUIREMENTS	84	28
PROGRAMME ELECTIVES	6	2
INTERNSHIP	3	1
HUMANITIES AND SOCIAL SCIENCES	3	1
FREE ELECTIVES	6	2
TOTAL	134	45



LIST OF COURSES

UNIVERSITY REQUIREMENTS

COURSE	CODE	COURSE TITLE	NO. OF CREDIT-HOURS
ARAB	101	COMPOSITION FOR NATIVE SPEAKERS OF ARABIC I	3
ENGL	101	ACADEMIC ENGLISH I	3
ITCS	101	INTRODUCTION TO COMPUTERS & IT	3
ENGL	102	ACADEMIC ENGLISH II	3
HUMR	101	PRINCIPLES OF HUMAN RIGHTS	2
HIST	121	MODERN HISTORY OF BAHRAIN	3
STAT	101	INTRODUCTION TO STATISTICS	3
TOTAL	7 COURSES		20 CREDIT-HOURS

COLLEGE REQUIREMENTS

COURSE	CODE	COURSE TITLE	NO. OF CREDIT-HOURS
MATH	103	MATHEMATICS I	3
MATH	104	MATHEMATICS II	3
ENGL	201	ACADEMIC ENGLISH III	3
ENGL	202	ACADEMIC ENGLISH IV	3
TOTAL	4 COURSES		12 CREDIT-HOURS

PROGRAMME REQUIREMENTS

COURSE	CODE	COURSE TITLE	NO. OF CREDIT-HOURS
INTD	100	ENGINEERING DRAWING	3
INTD	102	INTRODUCTION TO DESIGN	3
INTD	104	INTERIOR DESIGN DRAWING	3
INTD	105	THEORY OF INTERIOR DESIGN	3
MAGT	121	FUNDAMENTALS OF MANAGEMENT	3
INTD	205	PRESENTATION & RENDERING TECHNIQUES	3
INTD	207	MATERIALS IN INTERIOR DESIGN	3
INTD	212	ELEMENTARY RESIDENTIAL INTERIOR DESIGN STUDIO	3
INTD	213	TEXTILES FOR INTERIOR DESIGN	3
INTD	214	SOFTWARE TECHNOLOGIES FOR INTERIOR DESIGN	3
INTD	215	DIGITAL VISUALIZATION IN INTERIOR DESIGN	3
INTD	216	ELEMENTARY COMMERCIAL INTERIOR DESIGN STUDIO	3
INTD	217	HISTORY OF INTERIOR DESIGN	3

INTD	306	BUILDING SYSTEM & INTERIOR CODES	3
INTD	309	BUILDING INFORMATION MODELING (BIM) I	3
INTD	311	INTERMEDIATE RETAIL INTERIOR DESIGN STUDIO	3
MAKT	201	PRINCIPLES OF MARKETING	3
INTD	313	DESIGN & SOCIETY	3
INTD	314	COLOR IN INTERIOR DESIGN	3
INTD	319	LIGHTING IN INTERIOR ENVIRONMENTS	3
INTD	329	BUILDING INFORMATION MODELING (BIM) II	3
ETHC	394	ETHICS AND PROFESSIONAL PRACTICE IN INTERIOR DESIGN	3
INTD	403	WORKING DRAWING & DOCUMENTATION	3
INTD	404	ADVANCED EDUCATIONAL INTERIOR DESIGN STUDIO	3
INTD	406	ENVIRONMENTAL CONTROL SYSTEMS	3
INTD	417	ADVANCED HEALTHCARE INTERIOR DESIGN STUDIO	3
IDRM	498	RESEARCH METHODS IN INTERIOR DESIGN	3
INTD	499	PROJECT IN INTERIOR DESIGN	3
TOTAL	28 COURSES		84 CREDIT-HOURS

PROGRAMME ELECTIVES

COURSE	CODE	COURSE TITLE	NO. OF CREDIT-HOURS
INTD	312	HUMAN FACTORS IN DESIGN	3
INTD	315	GARDEN & LANDSCAPE DESIGN	3
INTD	316	DIGITAL PRESENTATION & COMMUNICATION	3
INTD	317	FURNITURE DESIGN	3
INTD	339	HISTORIC RESTORATION	3
INTD	342	ISLAMIC ART & DESIGN	3
INTD	412	DESIGN PSYCHOLOGY	3
INTD	413	SUSTAINABLE DESIGN	3
INTD	415	ACOUSTICS	3
INTD	427	SIGNAGE & WAYFINDING SYSTEMS	3
INTD	429	KITCHEN & BATHROOM DESIGN	3
INTD	430	TRADITIONAL INTERIOR ARCHITECTURE	3
INTD	435	EXHIBIT DESIGN AND INSTALLATION	3
TOTAL	ANY TWO OF THE ABOVE COURSES		6 CREDIT-HOURS

INTERNSHIP

COURSE	CODE	COURSE TITLE	NO. OF CREDIT-HOURS
INTR	470	BSID INTERNSHIP	3
TOTAL	1 COURSE		3 CREDIT-HOURS

HUMANITIES AND SOCIAL SCIENCES

COURSE	CODE	COURSE TITLE	NO. OF CREDIT-HOURS
ANTH	101	INTRODUCTION TO ANTHROPOLOGY	3
ARAB	102	COMPOSITION FOR NATIVE SPEAKERS OF ARABIC II	3
ARAB	201	INTRODUCTION TO MODERN ARABIC LITERATURE	3
CHIN	101	INTRODUCTION TO CHINESE I	3
CULT	101	INTRODUCTION TO CULTURE	3
CULT	102	ISLAMIC CULTURE	3
ENGL	215	READINGS IN ENGLISH LITERATURE	3
ENGL	216	READINGS LITERATURE II	3
ENGL	218	WORKPLACE WRITING SKILLS	3
ENGL	221	INTRODUCTION TO TRANSLATION	3
ETHC	391	ETHICS AND PROFESSIONAL PRACTICE IN BUSINESS	3
ETHC	392	ETHICS AND PROFESSIONAL PRACTICE IN IT AND ENGINEERING	3
ETHC	393	ETHICS AND PROFESSIONAL PRACTICE IN MASS COMMUNICATION AND PUBLIC RELATIONS	3
ETHC	394	ETHICS AND PROFESSIONAL PRACTICE IN INTERIOR DESIGN	3
FREN	101	FRENCH I	3
FREN	102	FRENCH II	3
GREM	101	GERMAN LANGUAGE & CULTURE I	3
GREM	102	GERMAN LANGUAGE & CULTURE II	3
HIST	101	MODERN HISTORY OF THE MIDDLE EAST & NORTH AFRICA	3
IREL	101	INTERNATIONAL RELATIONS	3
KORN	101	INTRODUCTION TO KOREAN LANGUAGE I	3
KORN	102	INTRODUCTION TO KOREAN LANGUAGE II	3
LAW	101	INTRODUCTION TO LEGAL SYSTEMS & LEGAL REASONING	3
PHYC	101	INTRODUCTION TO PSYCHOLOGY	3
SOCI	101	SOCIOLOGY I	3
SOCI	102	SOCIOLOGY II	3
SPAN	101	INTRODUCTION TO SPANISH I	3
SPAN	102	INTRODUCTION TO SPANISH II	3
TOTAL	ANY ONE OF THE ABOVE COURSES		3 CREDIT-HOURS

FREE ELECTIVES

STUDENT CAN TAKE ANY TWO COURSES (6 CREDIT-HOURS) AS FREE ELECTIVES

DETAILED STUDY PLAN (BSID)

FIRST YEAR (33 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ITCS	101	INTRODUCTION TO COMPUTERS & IT	2	2	3	
ENGL	101	ACADEMIC ENGLISH I	3	0	3	(ENGL 052 AND ENGL 055) OR PASSING PLACEMENT TEST
ARAB	101	COMPOSITION FOR NATIVE SPEAKERS OF ARABIC I	3	0	3	
MATH	103	MATHEMATICS I	3	0	3	(MATH 053) OR PASSING PLACEMENT TEST
INTD	100	ENGINEERING DRAWING	1	4	3	
INTD	111	BASIC DESIGN I	1	4	3	

TOTAL PER SEMESTER

18

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ENGL	102	ACADEMIC ENGLISH II	3	0	3	ENGL 101
MATH	104	MATHEMATICS II	3	0	3	MATH 103
INTD	112	BASIC DESIGN II	1	4	3	INTD 111
INTD	113	COLOUR AND RENDERING TECHNIQUES	1	4	3	
MAGT	121	FUNDAMENTALS OF MANAGEMENT	3	0	3	

TOTAL PER SEMESTER

15

SECOND YEAR (37 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
STAT	101	INTRODUCTION TO STATISTICS	3	0	3	(MATH 053) OR PASSING PLACEMENT TEST
ENG	201	ACADEMIC ENGLISH III	3	0	3	ENGL 102
INTD	214	SOFTWARE TECHNOLOGIES FOR INTERIOR DESIGN	1	4	3	INTD 112
INTD	218	MATERIALS AND FINISHES IN INTERIOR DESIGN	2	0	2	
INTD	219	HISTORY OF ARCHITECTURE, ART, AND DESIGN	2	0	2	
INTD	220	RESIDENTIAL INTERIOR DESIGN STUDIO	1	4	3	INTD 112
INTD	224	INTERIOR LIGHTING AND ACOUSTICS	3	0	3	INTD 100

TOTAL PER SEMESTER

19

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
HUMR	101	PRINCIPLES OF HUMAN RIGHTS	2	0	2	
HIST	121	MODERN HISTORY OF SAUDI ARABIA	3	0	3	
ENGL	202	ACADEMIC ENGLISH IV	3	0	3	ENGL 201
INTD	228	TEXTILES FOR INTERIOR DESIGN	2	0	2	INTD 218
INTD	229	THEORY OF INTERIOR DESIGN	2	0	2	INTD 219
INTD	230	DIGITAL VISUALIZATION IN INTERIOR DESIGN I	1	4	3	INTD 214
INTD	240	RETAIL INTERIOR DESIGN STUDIO	1	4	3	INTD 220

TOTAL PER SEMESTER

18

THIRD YEAR (37 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
INTD	306	BUILDING SYSTEM & INTERIOR CODES	3	0	3	INTD 218
INTD	309	BUILDING INFORMATION MODELING (BIM) I	1	4	3	INTD 230
INTD	318	BAHRAIN TRADITIONAL INTERIOR DESIGN	2	0	2	
INTD	320	HOSPITALITY INTERIOR DESIGN STUDIO	1	4	3	INTD 240
INTD	328	FURNITURE DESIGN AND DETAILS	1	4	3	INTD 218
INTD	3XX	MAJOR ELECTIVE I	X	X	3	

TOTAL PER SEMESTER

17

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
INTD	327	DESIGN AND SOCIETY	2	0	2	INTD 240
INTD	340	EDUCATIONAL INTERIOR DESIGN STUDIO	1	4	3	INTD 320
INTD	350	DIGITAL VISUALIZATION IN INTERIOR DESIGN II	1	4	3	INTD 230
ETHC	394	ETHICS AND PROFESSIONAL PRACTICE IN INTERIOR DESIGN	3	0	3	INTD 311 AND COMPLETION OF AT LEAST 66 CREDITS
XXXX	XXX	FREE ELECTIVE I	X	X	3	
HU/SS	XXX	HUMANITIES & SOCIAL SCIENCES	3	0	3	

TOTAL PER SEMESTER

17

SUMMER SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
INTR	470	BSID INTERNSHIP	0	0	3	COMPLETION OF AT LEAST 90 CREDITS AND MINIMUM CGPA 2

TOTAL PER SEMESTER

3

FOURTH YEAR (27 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
INTD	403	WORKING DRAWING & DOCUMENTATION	1	4	3	INTD 306
INTD	413	SUSTAINABLE DESIGN	3	0	3	INTD 320
INTD	420	HEALTHCARE INTERIOR DESIGN STUDIO	1	4	3	INTD 340
IDRM	498	RESEARCH METHODS IN INTERIOR DESIGN	3	0	3	ETHC 394 AND COMPLETION OF AT LEAST 90 CREDITS
MAGT	416	PROJECT MANAGEMENT	3	0	3	MAGT 121 AND COMPLETION OF AT LEAST 90 CREDITS

TOTAL PER SEMESTER

12

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
INTD	499	PROJECT IN INTERIOR DESIGN	0	6	3	IDRM 498
INTD	4XX	Major Elective II	X	X	3	
MAGT	424	Entrepreneurship & Innovation	3	0	3	MAGT 121 AND COMPLETION OF AT LEAST 90 CREDITS
XXXX	XXX	Free Elective II	X	X	4	

TOTAL PER SEMESTER

12

PROGRAMME ELECTIVES

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
INTD	312	HUMAN FACTORS IN DESIGN	3	0	3	INTD 220
INTD	315	GARDEN & LANDSCAPE DESIGN	1	4	3	INTD 220
INTD	329	BUILDING INFORMATION MODELING (BIM) II	1	4	3	INTD 309
INTD	343	DIGITAL PRESENTATION AND COMMUNICATION	1	4	3	INTD 214
INTD	412	DESIGN PSYCHOLOGY	3	0	3	INTD 229
INTD	419	INTRODUCTION TO VIRTUAL REALITY	2	2	3	INTD 350
INTD	427	SIGNAGE & WAYFINDING SYSTEMS	2	2	3	INTD 327
INTD	435	EXHIBIT DESIGN AND INSTALLATION	2	2	3	INTD 320

*BSID students take one major elective at the 300-level and one major elective at the 400-level with the caveat that if the student elects a theoretical course (3-0-3) at the 300-level, it is incumbent on the BSID student to take a practical course [(1-4-3) (2-2-3)] at the 400-level; conversely, if the student elects a practical course [(1-4-3)(2-2-3)] at the 300-level, it is incumbent on the BSID student to take a theoretical course (3-0-3) at the 400-level.

MASS COMMUNICATION AND PUBLIC RELATIONS (BSMCPR)

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 behaviour.

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 instil 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 Facts:

- The programme is of 4 years duration
- The language of instruction is approximately 60% Arabic - 40% English.
- The programme consists of 134 credit hours covering 45 courses
- The programme is accredited by Higher Education Council.
- The programme achieved "Adequate Progress" in (2019) by The Education and Training Quality Authority.
- The BSMCPR programme is in process to be placed on the National Qualifications Framework (NQF).
- The programme offers a great opportunity for self-development through internship.

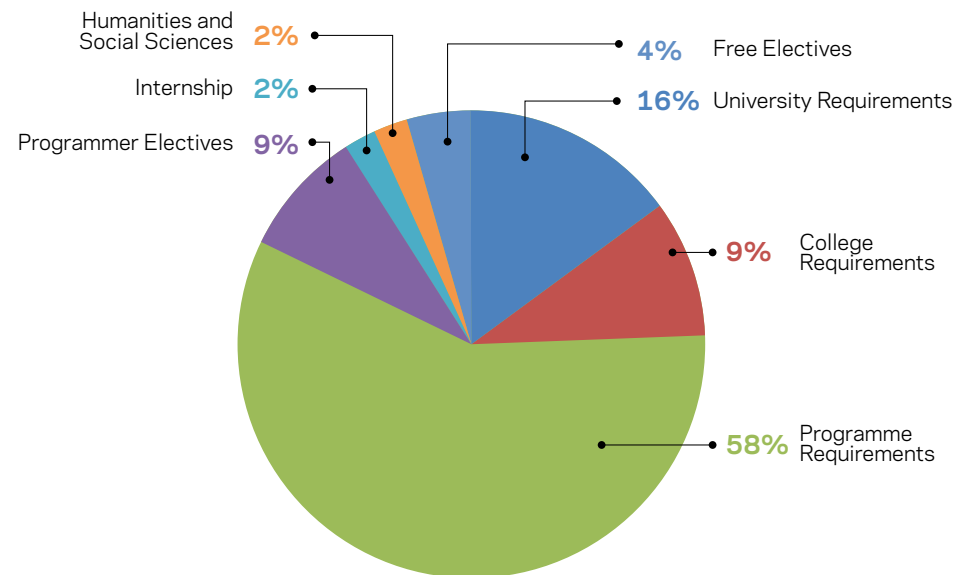
Programme Aims:

The aim of the programme is to:

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

PROGRAMME COMPONENTS

COURSE TYPE	NO. OF CREDIT-HOURS	NO. OF COURSES
UNIVERSITY REQUIREMENTS	20	7
COLLEGE REQUIREMENTS	12	4
PROGRAMME REQUIREMENTS	78	26
PROGRAMME ELECTIVES	12	4
INTERNSHIP	3	1
HUMANITIES AND SOCIAL SCIENCES	3	1
FREE ELECTIVES	6	2
TOTAL	134	45



LIST OF COURSES

UNIVERSITY REQUIREMENTS

COURSE	CODE	COURSE TITLE	NO. OF CREDIT-HOURS
ARAB	101	COMPOSITION FOR NATIVE SPEAKERS OF ARABIC I	3
ENGL	101	ACADEMIC ENGLISH I	3
ITCS	101	INTRODUCTION TO COMPUTERS & IT	3
ENGL	102	ACADEMIC ENGLISH II	3
HUMR	101	PRINCIPLES OF HUMAN RIGHTS	2
HIST	121	MODERN HISTORY OF BAHRAIN	3
STAT	101	INTRODUCTION TO STATISTICS	3
TOTAL	7 COURSES		20 CREDIT-HOURS

COLLEGE REQUIREMENTS

COURSE	CODE	COURSE TITLE	NO. OF CREDIT-HOURS
MATH	103	MATHEMATICS I	3
MATH	104	MATHEMATICS II	3
ENGL	201	ACADEMIC ENGLISH III	3
ENGL	202	ACADEMIC ENGLISH IV	3
TOTAL	4 COURSES		12 CREDIT-HOURS

PROGRAMME REQUIREMENTS

COURSE	CODE	COURSE TITLE	NO. OF CREDIT-HOURS
MCPR	101	INTRODUCTION TO COMMUNICATION	3
MAGT	121	FUNDAMENTALS OF MANAGEMENT	3
PREL	121	INTRODUCTION TO PUBLIC RELATIONS & ADVERTISING	3
ARAB	201	INTRODUCTION TO MODERN ARABIC LITERATURE	3
MAKT	201	PRINCIPLES OF MARKETING	3
MCPR	232	THEORIES OF MASS COMMUNICATION	3
ITMS	205	INTERNET APPLICATIONS AND SERVICES	3
MCPR	206	MEDIA GRAPHICS	3
MCPR	243	NEWS REPORTING & WRITING	3
PREL	268	PR & ADVERTISING CAMPAIGNS	3
SOCI	101	SOCIOLOGY	3
ETHC	397	MEDIA LAW AND ETHICS	3
MASC	309	JOURNALISM WRITING	3
MASC	310	DIGITAL JOURNALISM	3

MASC	340	RADIO PRODUCTION	3
MASC	355	DIGITAL PHOTOGRAPHY & VIDEO PRODUCTION	3
ITMS	307	MULTIMEDIA SOFTWARES I	3
MASC	322	NEWSPAPER & MAGAZINE LAYOUT	3
MASC	328	SCRIPT WRITING	3
PREL	340	INTEGRATED MARKETING COMMUNICATION	3
MASC	411	MEDIA TRANSLATION	3
MASC	432	TV PRODUCTION I	3
PREL	447	MEDIA PRODUCTION FOR PR	3
PREL	485	WRITING FOR PR	3
PMRM	498	RESEARCH METHODS IN MASS COMMUNICATION & PUBLIC RELATIONS	3
MASC/PREL	499	PROJECT IN MASC OR PREL	3
TOTAL	26 COURSES		78 CREDIT-HOURS

PROGRAMME ELECTIVES

COURSE	CODE	COURSE TITLE	NO. OF CREDIT-HOURS
MASC	419	MEDIA EDITING IN ENGLISH	3
MASC	438	RADIO & TV PRESENTING	3
MASC	455	TV PRODUCTION II	3
MASC	464	DOCUMENTARY FILMS	3
MASC	468	SPECIALIZED JOURNALISM	3
MASC	474	SOCIAL MEDIA	3
PREL	422	PUBLIC OPINION & ITS MEASUREMENT	3
PREL	439	STRATEGIC COMMUNICATION IN PUBLIC RELATIONS	3
PREL	464	PROTOCOL & EVENT MANAGEMENT	3
PREL	475	ADVERTISING COPY WRITING & DESIGN	3
PREL	476	PUBLIC RELATIONS MANAGEMENT	3
PREL	484	DIGITAL PUBLIC RELATIONS	3
TOTAL	ANY FOUR OF THE ABOVE COURSES		12 CREDIT-HOURS

INTERNSHIP

COURSE	CODE	COURSE TITLE	NO. OF CREDIT-HOURS
INTR	471	BSMCPR INTERNSHIP	3
TOTAL	1 COURSE		3 CREDIT-HOURS

HUMANITIES AND SOCIAL SCIENCES

COURSE	CODE	COURSE TITLE	NO. OF CREDIT-HOURS
ANTH	101	INTRODUCTION TO ANTHROPOLOGY	3
ARAB	102	COMPOSITION FOR NATIVE SPEAKERS OF ARABIC II	3
ARAB	201	INTRODUCTION TO MODERN ARABIC LITERATURE	3
CHIN	101	INTRODUCTION TO CHINESE I	3
CULT	101	INTRODUCTION TO CULTURE	3
CULT	102	ISLAMIC CULTURE	3
ENGL	215	READINGS IN ENGLISH LITERATURE	3
ENGL	216	READINGS LITERATURE II	3
ENGL	218	WORKPLACE WRITING SKILLS	3
ENGL	221	INTRODUCTION TO TRANSLATION	3
ETHC	391	ETHICS AND PROFESSIONAL PRACTICE IN BUSINESS	3
ETHC	392	ETHICS AND PROFESSIONAL PRACTICE IN IT AND ENGINEERING	3
ETHC	393	ETHICS AND PROFESSIONAL PRACTICE IN MASS COMMUNICATION AND PUBLIC RELATIONS	3
ETHC	394	ETHICS AND PROFESSIONAL PRACTICE IN INTERIOR DESIGN	3
FREN	101	FRENCH I	3
FREN	102	FRENCH II	3
GERM	101	GERMAN LANGUAGE & CULTURE I	3
GERM	102	GERMAN LANGUAGE & CULTURE II	3
HIST	101	MODERN HISTORY OF THE MIDDLE EAST & NORTH AFRICA	3
IREL	101	INTERNATIONAL RELATIONS	3
KORN	101	INTRODUCTION TO KOREAN LANGUAGE I	3
KORN	102	INTRODUCTION TO KOREAN LANGUAGE II	3
LAW	101	INTRODUCTION TO LEGAL SYSTEMS & LEGAL REASONING	3
PSYC	101	INTRODUCTION TO PSYCHOLOGY	3
SOCI	101	SOCIOLOGY I	3
SOCI	102	SOCIOLOGY II	3
SPAN	101	INTRODUCTION TO SPANISH I	3
SPAN	102	INTRODUCTION TO SPANISH II	3
TOTAL	ANY ONE OF THE ABOVE COURSES		3 CREDIT-HOURS

FREE ELECTIVES

STUDENT CAN TAKE ANY TWO COURSES (6 CREDIT-HOURS) AS FREE ELECTIVES

DETAILED STUDY PLAN (BSMCPR)

FIRST YEAR (35 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ARAB	101	اللغة العربية 1 COMPOSITION FOR NATIVE SPEAKERS OF ARABIC I	3	0	3	
ENGL	101	اللغة الإنجليزية ACADEMIC ENGLISH I	3	0	3	(ENGL 052 AND ENGL 055) OR PASSING PLACEMENT TEST
HUMR	101	مبادئ حقوق الإنسان PRINCIPLES OF HUMAN RIGHTS	2	0	2	
ITCS	101	مقدمة في الحاسب الآلي وتكنولوجيا المعلومات INTRODUCTION TO COMPUTERS & IT	2	2	3	
MCPR	101	مدخل إلى الإتصال INTRODUCTION TO COMMUNICATION	3	0	3	
MATH	103	رياضيات 1 MATHEMATICS I	3	0	3	(MATH 053) OR PASSING PLACEMENT TEST
TOTAL PER SEMESTER					17	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
STAT	101	مقدمة في الإحصاء INTRODUCTION TO STATISTICS	3	0	3	(MATH 053) OR PASSING PLACEMENT TEST
ENGL	102	اللغة الإنجليزية 2 ACADEMIC ENGLISH II	3	0	3	ENGL 101
MCPR	102	التغطية والكتابة الإخبارية NEWS REPORTING AND WRITING	2	2	3	MCPR 101
MATH	104	رياضيات 2 MATHEMATICS II	3	0	3	MATH 103
HIST	121	تاريخ البحرين الحديث MODERN HISTORY OF BAHRAIN	3	0	3	
PREL	121	مدخل إلى العلاقات العامة والإعلان INTRODUCTION TO PUBLIC RELATIONS AND ADVERTISING	3	0	3	
TOTAL PER SEMESTER					18	

SECOND YEAR (36 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ARAB	201	مدخل إلى الأدب العربي الحديث INTRODUCTION TO MODERN ARABIC LITERATURE	3	0	3	ARAB 101
ENGL	201	اللغة الإنجليزية 3 ACADEMIC ENGLISH III	3	0	3	ENGL 102
MASC	205	وسائل الإعلام في البحرين MEDIA OUTLETS IN BAHRAIN	3	0	3	
MASC	206	الكتابة للإذاعة والتلفزيون WRITING FOR TV AND RADIO	2	2	3	MCPR 102
MAGT	121	أساسيات الإدارة FUNDAMENTALS OF MANAGEMENT	3	0	3	
MCPR	232	نظريات الإعلام THEORIES OF MASS COMMUNICATION	3	0	3	MCPR 101
TOTAL PER SEMESTER					18	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
MAKT	201	مبادئ التسويق PRINCIPLES OF MARKETING	3	0	3	MAGT 121
ENGL	210	كتابة التقارير التقنية TECHNICAL REPORT WRITING	3	0	3	ENGL 201
MCPR	208	التصوير الرقمي DIGITAL PHOTOGRAPHY	2	2	3	ITCS 101
MASC	209	الإعلام والمجتمع MASS MEDIA AND SOCIETY	3	0	3	
MCPR	211	الاعلام الجرافيكي MEDIA GRAPHICS	1	4	3	ITCS 101
PREL	268	حملات العلاقات العامة والإعلان PR & ADVERTISING CAMPAIGNS	2	2	3	PREL 121
TOTAL PER SEMESTER					18	

THIRD YEAR (36 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
ETHC	397	تشريعات الإعلام وأخلاقياته MEDIA LAW AND ETHICS	3	0	3	MASC 206 AND COMPLETION OF AT LEAST 66 CREDITS
PREL	301	الاتصال الدولي INTERNATIONAL COMMUNICATION	3	0	3	
PREL	302	الكتابة للعلاقات العامة WRITING FOR PUBLIC RELATIONS	2	2	3	PREL 268
MASC	311	الصحافة الروائية FEATURE WRITING	2	2	3	MASC 206
MASC	340	الإنتاج الإذاعي RADIO PRODUCTION	2	2	3	MASC 209
MASC	341	الإنتاج التلفزيوني TV PRODUCTION	2	2	3	MCPR 208
TOTAL PER SEMESTER					18	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
MCPR	300	تصميم وإخراج الصحف المطبوعة والرقمية MEDIA DESIGN AND LAYOUT	2	2	3	MCPR 211
MASC	342	الإخراج الإذاعي والتلفزيوني RADIO AND TV DIRECTING	1	4	3	
MASC	343	الصحافة الرقمية وصحافة الموبايل DIGITAL AND MOBILE JOURNALISM	1	4	3	MASC 311
MASC	344	التحرير الإعلامي بالإنجليزية 1 MEDIA EDITING IN ENGLISH I	2	2	3	ENGL 210
HU/SS	XXX	العلوم الإنسانية والاجتماعية HUMANITIES & SOCIAL SCIENCES	3	0	3	
TOTAL PER SEMESTER					15	

SUMMER SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
INTR	471	التدريب العملي BSMCPR INTERNSHIP	0	0	3	COMPLETION OF AT LEAST 90 CREDITS AND MINIMUM CGPA 2
TOTAL PER SEMESTER					3	

FOURTH YEAR (27 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
XXX	XXX	مقرر اختياري من التخصص MAJOR ELECTIVE I	X	X	3	
PREL	412	الاتصالات التسويقية المتكاملة INTEGRATED MARKETING COMMUNICATION	3	0	3	MAKT 101
PMRM	498	مناهج البحث في الإعلام والعلاقات العامة RESEARCH METHODS IN MASS COMMUNICATION AND PUBLIC RELATIONS	2	2	3	ETHC 397 AND COMPLETION OF AT LEAST 90 CREDITS
XXXX	XXX	اختياري حر 1 FREE ELECTIVE I	X	X	3	
TOTAL PER SEMESTER					12	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
PREL	484	العلاقات العامة الرقمية DIGITAL PUBLIC RELATIONS	2	2	3	PREL 302
XXXX	XXX	مقرر اختياري من التخصص 2 MAJOR ELECTIVE II	X	X	3	
PREL	447	إنتاج المواد الإعلامية للعلاقات العامة MEDIA PRODUCTION FOR PR	2	2	3	MCPR 211
MASC/ PREL*	499	مشروع في الإعلام أو العلاقات العامة PROJECT IN MASC OR PREL	X	X	3	PMRM 498
XXXX	XXX	اختياري حر 2 FREE ELECTIVE II	X	X	3	
TOTAL PER SEMESTER					15	

LIST OF MAJOR ELECTIVE COURSES

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
MASC	411	الترجمة الإعلامية MEDIA TRANSLATION	2	2	3	MASC 311 & MASC 344
PREL	422	الرأي العام وطرق قياسه PUBLIC OPINION AND ITS MEASUREMENT	3	0	3	MCP 232 & STAT 101
MASC	439	فنون الإلقاء والمهارات الإقناعية PRESENTING AND PERSUASION SKILLS	1	4	3	MASC 206 & ETHC 397
PREL	439	الاتصال الاستراتيجي في العلاقات العامة STRATEGIC COMMUNICATION IN PUBLIC RELATIONS	3	0	3	MCP 300
MASC	444	التحرير الإعلامي بالإنجليزية 2 MEDIA EDITING IN ENGLISH II	2	2	3	MASC 344
MASC	456	المونتاج الإذاعي والتلفزيوني TV AND RADIO EDITING	1	4	3	MASC 342
MASC	464	الأفلام الوثائقية DOCUMENTARY FILMS	2	2	3	MASC 341
PREL	464	البروتوكول وادارة الفعاليات PROTOCOL AND EVENT MANAGEMENT	2	2	3	MCP 300
MASC	467	الصحافة المتخصصة SPECIALIZED JOURNALISM	2	2	3	MASC 311
MASC	474	وسائل التواصل الاجتماعي SOCIAL MEDIA	2	2	3	MASC 343
PREL	475	تحرير وتصميم الإعلان ADVERTISING COPY WRITING AND DESIGN	2	2	3	MCP 211 & MCP 300
PREL	477	اعلام الأزمات CRISIS COMMUNICATIONS	3	0	3	PREL 301 & PREL 302

LIST OF MASC/PREL* 499 COURSES:

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
MASC	499	مشروع في الإعلام PROJECT IN MASC* ¹	0	6	3	PMRM 498
PREL	499	مشروع في العلاقات العامة PROJECT IN PUBLIC RELATIONS* ²	0	6	3	PMRM 498

Overview

The Master's Degree in Mass Communication and 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 individual experience.

The programme aims also to bridge theory and practice in a dynamic interplay; to develop a wide-ranging portfolio of skill-sets, providing students with modernized educational and communicational environment based on the collaboration between the students of the department, its staff members and the 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 public relation fields.

Programme Facts:

- The programme is of 2 years duration
- The language of instruction is approximately 80% Arabic -20% English
- The programme consists of 36 credit hours
- The programme is accredited by Higher Education Council.

Programme Aims:

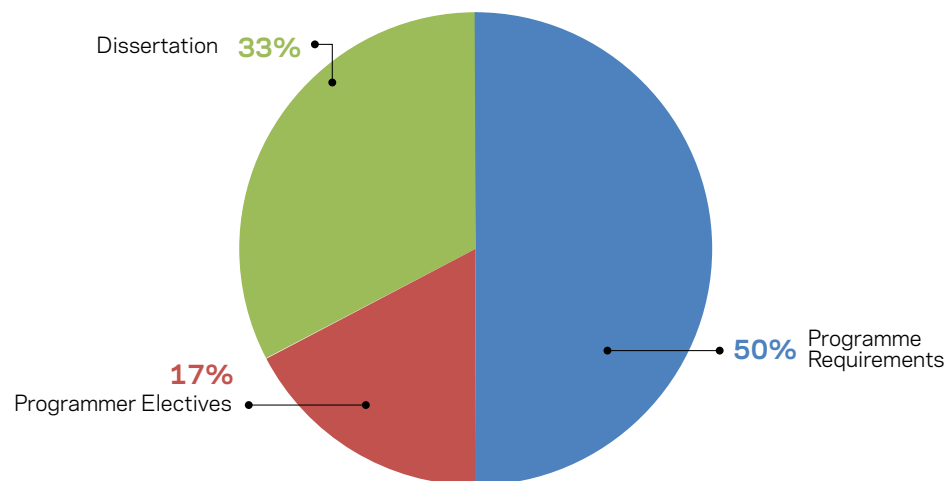
The programme aim is to:

- Demonstrate knowledge of the subject and the historical and socio-cultural context of theory and research in mass communication and public relation fields. Students advance their knowledge of the theories, methodologies and approaches used for studying the subject.
- Demonstrate critical in-depth knowledge and understanding of current perspectives, theoretical concepts, research methodologies and research findings in areas of mass communication and public relations. Students are provided with both theoretical and practical knowledge.
- Mastery of theoretical and historical material, information retrieval, bibliography and research skills and methods and skills in critical writing.
- Ability to analyse, compare and contrast, and critically assess a variety of complex conceptual, theoretical and historical issues. Ability to assess the relevance and quality of a substantial range of primary and secondary literature and sources.

PROGRAMME COMPONENTS

COURSE TYPE	NO. OF CREDIT-HOURS	NO. OF COURSES
FOUNDATION COURSES (IF REQUIRED)*	6*	2*
PROGRAMME REQUIREMENTS	18	6
PROGRAMME ELECTIVES	6	2
DISSERTATION	12	1
TOTAL	36	9

*Not counted towards the 36 credit-hours necessary for the Master's Degree in Mass Communication and Public Relations.



LIST OF COURSES

FOUNDATION COURSES* (IF REQUIRED)

COURSE	CODE	COURSE TITLE	NO. OF CREDIT-HOURS
MASC	502	BASIC CONCEPTS IN MASS COMMUNICATION	3
PREL	502	BASIC CONCEPTS IN PUBLIC RELATIONS	3
TOTAL	2 COURSES	6 CREDIT-HOURS	

*

1. If any student registered for foundation course(s) according to the admission requirements, he /she must receive a grade of B or more in all foundation courses he/she registered.
2. The grade of the foundation courses are not considered in the CGPA
3. These courses are not considered as part of the MSMCPR

PROGRAMME REQUIREMENTS

COURSE	CODE	COURSE TITLE	NO. OF CREDIT-HOURS
MCPR	511	CONTEMPORARY TRENDS IN COMMUNICATION & PR THEORIES	3
MASC	516	ADVANCED WRITING FOR JOURNALISM	3
PREL	516	MEDIA PRODUCTION FOR PUBLIC RELATIONS	3
MCPR	520	RESEARCH METHODS IN MASS COMMUNICATION & PR	3
MASC	562	TECHNIQUES OF RADIO & TELEVISION PRODUCTION	3
MCPR	565	SEMINAR IN CONTEMPORARY COMMUNICATION RESEARCH	3
TOTAL	6 COURSES	18 CREDIT-HOURS	

PROGRAMME ELECTIVES

COURSE	CODE	COURSE TITLE	NO. OF CREDIT-HOURS
MASC	517	NEWSPAPER DESIGN & LAYOUT	3
MASC	518	NEW TRENDS IN NEW MEDIA STUDIES	3
MASC	563	ADVANCED RADIO & TV PRODUCTION	3
PREL	521	MARKETING & ADVERTISING IN DIGITAL MEDIA	3
PREL	564	ADVANCED WRITING IN MEDIA AND PR	3
PREL	515	PUBLIC RELATIONS & INFORMATION CAMPAIGNS	3
TOTAL	ANY TWO OF THE ABOVE COURSES	6 CREDIT-HOURS	

DISSERTATION

COURSE	CODE	COURSE TITLE	NO. OF CREDIT-HOURS
DMMC/DMPR	599	DISSERTATION IN MASS COMMUNICATION OR PUBLIC RELATIONS	12
TOTAL	1 COURSE	12 CREDIT-HOURS	

DETAILED STUDY PLAN (MSMCPR)

FOUNDATION COURSES* (6 CREDITS)

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
MASC	502	مفاهيم أساسية في الاتصال الجماهيري BASIC CONCEPTS IN MASS COMMUNICATION	3	0	3	
PREL	502	مفاهيم أساسية في العلاقات العامة BASIC CONCEPTS IN PUBLIC RELATIONS	3	0	3	
TOTAL PER SEMESTER					6	

1. If any student registered foundation course(s) according to the admission requirements, he/she must receive a grade of B or more in all foundation courses he/she registered.
2. The grades of the foundation courses are not considered in the CGPA. 3. These courses are not considered as part of the MSMCPR program.

FIRST YEAR (18 CREDITS)

FIRST SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
MCPR	511	الاتجاهات المعاصرة في نظريات الإعلام والعلاقات العامة CONTEMPORARY TRENDS IN COMMUNICATION & PR THEORIES	3	0	3	
MASC	519	الاتجاهات الحديثة في الصحافة الرقمية NEW TRENDS IN DIGITAL JOURNALISM	2	2	3	
PREL	519	العلاقات الإستراتيجية وإدارة الأزمات STRATEGIC COMMUNICATION AND CRISIS MANAGEMENT	3	0	3	
TOTAL PER SEMESTER					9	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
MASC	522	تحليل الخطاب الإذاعي والتلفزيوني ANALYSIS OF RADIO AND TV DISCOURSE	3	0	3	
MCPR	521	مناهج البحث في الإعلام والعلاقات العامة RESEARCH METHODS IN MASS COMMUNICATION AND PUBLIC RELATIONS	3	0	3	COMPLETION OF AT LEAST 9 CREDITS
PREL	526	العلاقات العامة الرقمية DIGITAL PUBLIC RELATIONS	2	2	3	
TOTAL PER SEMESTER					9	

SECOND YEAR (18 CREDITS)

FIRST SEMESTER

- Students who want to do their dissertation in Public Relations must take 2 of the Public Relations electives from the list of major electives.
- Students who want to do their dissertation in Mass Communication must take 2 of the Mass Communication electives from the list of major electives.

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
MASC/PREL	5XX	ELECTIVE I	X	X	3	
MASC/PREL	5XX	ELECTIVE II	X	X	3	
TOTAL PER SEMESTER					6	

SECOND SEMESTER

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
DMMC/DMPR	599	DISSERTATION IN MASC OR PREL	X	X	12	COMPLETION OF AT LEAST 21 CREDITS INCLUDING MCPR 521*
TOTAL PER SEMESTER					12	

* A student can register in the dissertation course DMMC/DMPR 599 if the following conditions are satisfied: the student (1) completed successfully at least 21 credit hours including MCPR 521. (2) received a grade of B or more in MCPR 521, and (3) attained a GPA of at least 3.0 (4) completed the two major electives.

LIST OF MAJOR ELECTIVE COURSES

COURSE	CODE	COURSE TITLE	LEC.	LAB	CRE.	PREREQUISITE
MASC	521	كتابة وإدارة المحتوى الإلكتروني WRITING AND MANAGING THE ELECTRONIC CONTENT	2	2	3	
MASC	534	وسائل التواصل الاجتماعي والثقافة الرقمية SOCIAL MEDIA AND DIGITAL CULTURE	3	0	3	
MASC	523	صحافة البيانات DATA JOURNALISM	2	2	3	
MASC	537	الصحافة الإستقصائية INVESTIGATIVE JOURNALISM	2	2	3	
MASC	524	الدراما والنقد في الإذاعة والتلفزيون DRAMA AND CRITIQUE IN RADIO AND TV	3	0	3	
MASC	539	الكتابة للإذاعة والتلفزيون WRITING FOR RADIO AND TV	3	0	3	
PREL	538	إدارة وتخطيط الحملات الإعلانية PLANNING AND MANAGEMENT OF ADVERTISING CAMPAIGNS	2	2	3	

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COURSE DESCRIPTIONS

COURSE CODE	COURSE TITLE	LEC CREDITS	LAB CREDITS	CREDIT HOURS
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COLLEGE OF ARTS & SCIENCE

ANTH 101	INTRODUCTION TO ANTHROPOLOGY	3	0	3
This course consists of a history of thought of anthropology and accordingly delves into the theories, schools, concepts and contemporary trends in this field including an understanding of research methods. Special attention is focused on the ethnography of the Arabian Peninsula particularly and on the Arab World generally.				
ARAB 101	COMPOSITION FOR NATIVE SPEAKERS OF ARABIC I اللغة العربية I	3	0	3
يقدم المقرر لغة عملية تهدف إلى تطوير مهارات الكتابة لدى الناطقين باللغة العربية. تطور الدورة مهارات مثل الكتابة الصحفية وكتابة الرسائل وتولي اهتماما خاصا لتطوير الأسلوب الشخصي.				
A practical language course that aims at developing the writing skills of native speakers of Arabic. The course develops skills such as journalistic writing and letter writing and pays special attention to the development of personal style.				
ARAB 102	COMPOSITION FOR NATIVE SPEAKERS OF ARABIC II	3	0	3
A refinement of writing skills introduced in the previous course designed to acquaint the student with literary essay writing.				
ARAB 110	ARABIC FOR NON-ARABIC SPEAKING STUDENTS I	3	0	3
A beginners' level course in modern classical Arabic for non-Arabic speaking students. The course develops the students ability in the four skills and focuses on the use of the language in daily communicative situations.				
ARAB 120	ARABIC FOR NON-ARABIC SPEAKING STUDENTS II	3	0	3
A continuation of ARAB 110, offering further practice in using the Arabic language in daily communicative situations.				
ARAB 201	INTRODUCTION TO MODERN ARABIC LITERATURE	3	0	3
This course is intended to help the students appreciate literary texts and generally develop their reading skills. The course will also attempt to acquaint the students with relevant background information pertaining to such major literary epochs and trends through the study of texts from each of these schools such as the Renaissance, Romanticism, Realism and Modernism.				
CHIN 101	INTRODUCTION TO CHINESE I	3	0	3
A Chinese language primer, the first in a series of three elementary courses. A practical language course which aims at familiarizing students with the basic rules of pronunciation, reading, speaking, writing, and listening comprehension of Chinese language. The course material focuses on developing students' ability to understand and express Chinese in daily conversations.				
CULT 101	INTRODUCTION TO CULTURE	3	0	3
This course facilitates students' understanding of the notions of civilization and culture, especially the Arab Islamic culture and civilization, and allows students to demonstrate that understanding of culture through their analysis, synthesis, and comparisons of predominant themes and ideas over historical eras.				

Please refer to the program study plan to identify the prerequisite for the courses listed in this document.

COURSE CODE	COURSE TITLE	LEC CREDITS	LAB CREDITS	CREDIT HOURS
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CULT 102	ISLAMIC CULTURE	3	0	3
This course aims to give students the opportunity to explore a variety of themes on the topic of Islamic Culture. Diverse issues discussed include: the definition of Islamic culture in terms of Qur'anic studies and Prophetic traditions; the contrasting views of classical and modern Islamic scholars; the impact of Islamic theology on cultural aspects in Islamic society; and the general principles of Islam in different areas of life.				
DMMC 599	DISSERTATION IN MASS COMMUNICATION رسالة في الإعلام	0	24	12
ينجز الطالب رسالة علمية في أحد مجالات الإعلام حول إحدى الظواهر الإعلامية أو المشكلات التي تواجه الممارسة العملية والمهنية في مجالات الإعلام المختلفة، وتتضمن إطارا منهجيا يوضح منهجيات الرسالة وإطارا نظريا واستعراضا للأدبيات السابقة القريبة من موضوع الرسالة وجزء أساسيا يستعرض فيه الطالب النتائج العامة للدراسة، ويمثل إضافة علمية في مجال الاتصال بفروعه المختلفة.				
The student completes a scientific dissertation in the communication field on one of the media phenomena or the problems facing practical and professional practice in the various fields of communication. The dissertation includes a methodological framework that explains the methodologies of the thesis and a theoretical framework and a review of previous related literature and an essential part in which the student reviews the general results of the study, and represents a scientific addition to the field of communication in its various branches.				
DMPR 599	DISSERTATION IN PUBLIC RELATIONS رسالة في العلاقات العامة	0	24	12
ينجز الطالب رسالة علمية في إحدى الظواهر العلمية المرتبطة بمجال العلاقات العامة أو يقوم بدراسة المشكلات التي تواجه الممارسة العملية والمهنية في مجال العلاقات العامة والاتصال الاستراتيجي، وتتضمن إطارا منهجيا يوضح منهجيات الرسالة وإطارا نظريا واستعراضا للأدبيات السابقة القريبة من موضوع الرسالة وجزء أساسيا يستعرض فيه الطالب النتائج العامة للدراسة، ويمثل إضافة علمية في مجال العلاقات العامة.				
The student completes a scientific dissertation in one of the scientific phenomena related to the field of public relations or studies the problems facing practical and professional practice in the field of public relations and strategic communication. The dissertation includes a methodological framework that explains the methodologies of the dissertation, a theoretical framework and a review of previous related literature and an essential part in which the student reviews the general results of the study and represents a scientific addition to the field of public relations.				
ENGL 052	READING AND WRITING	3	0	0
The course offers extensive reading practice at beginners to pre-intermediate level and develops reading strategies required for university study. It also introduces different aspects of writing at the sentence as well as paragraph level.				
ENGL 055	GRAMMAR AND VOCABULARY	3	0	0
The course offers a review of Basic English structures and provides students with extensive practice in order to achieve accuracy in using the language. It also aims to expand students' vocabulary related to both everyday life situations as well as academic study.				
ENGL 101	ACADEMIC ENGLISH اللغة الإنجليزية I	3	0	3
يطور هذا المقرر قدرة الطالب على استخدام اللغة للدراسة الأكاديمية وكذلك في مواقف الحياة اليومية. يقدم ممارسة في فهم القراءة والقواعد وبناء المفردات وكتابة النصوص القصيرة. (المتطلب السابق: (ENGL 052 & ENGL 055) أو اجتياز اختبار تحديد المستوى).				
This course develops the student's ability to use the language for academic study as well as in everyday situations. It offers practice in reading comprehension, grammar, vocabulary-building, and writing short texts. (Prerequisite: (ENGL 052 & ENGL 055) or passing placement test).				

Please refer to the program study plan to identify the prerequisite for the courses listed in this document.

COURSE CODE	COURSE TITLE	LEC CREDITS	LAB CREDITS	CREDIT HOURS
ENGL 102	ACADEMIC ENGLISH II اللغة الإنجليزية 2	3	0	3
<p>هذا المقرر هو استمرار لمقرر ENGL 101. كما أنه يطور مهارات القراءة والكتابة والاستماع والتحدث لدى الطلاب اللازمة للدراسة الأكاديمية والتواصل اليومي (المتطلب السابق: ENGL 101).</p> <p>This course is a continuation of ENGL 101. It further develops students' reading, writing, listening, and speaking skills needed for academic study and everyday communication (Prerequisite: ENGL 101).</p>				
ENGL 201	ACADEMIC ENGLISH III اللغة الإنجليزية 3	3	0	3
<p>هذا المقرر هو الثالث في سلسلة من الدورات اللغوية المتكاملة لتطوير كفاءة الطالب في استخدام اللغة للدراسة الأكاديمية والتواصل اليومي. يتم التركيز على تطوير قدرة الطالب على قراءة النصوص الطويلة وكتابة نصوص متعددة الفقرات بالإضافة إلى مهارات التحدث. (المتطلب السابق: ENGL 102).</p> <p>The third is in a series of integrated language courses to develop the student's proficiency in using the language for academic study and everyday communication. Emphasis is placed on developing the student's ability to read longer texts and write multi-paragraph texts as well as speaking skills. (Prerequisite: ENGL 102).</p>				
ENGL 202	ACADEMIC ENGLISH IV	3	0	3
<p>The fourth in the series of integrated language courses to develop the students' proficiency in using the language of business communication. The writing component offers practice in the conventions and style of business communications of various types including short reports. Particular emphasis is placed on developing the students' ability to read longer business-related texts extensively.</p>				
ENGL 210	TECHNICAL REPORT WRITING كتابة التقارير التقنية	3	0	3
<p>يوفر هذا المقرر المهارات اللازمة لتخطيط وكتابة التقارير الفنية باللغة الإنجليزية لمختلف التخصصات. تغطي الدورة أيضا الهياكل اللغوية الأساسية والمفردات بما يتماشى مع معايير إجادة اللغة الإنجليزية المطلوبة عادة لكتابة التقارير الفنية الفعالة. في نهاية هذه الدورة، سيتمكن المتعلم من التواصل عن طريق كتابة التقارير الفنية باستخدام المرنينات وتخطيطات الورق الفني. (المتطلب السابق ENGL 201)</p> <p>This course provides skills needed for planning, structuring, and writing technical reports in English for various specializations. The course also covers essential language structures and vocabulary in line with English proficiency standards commonly required for efficient technical report writing. At the end of this course the learner will be able to communicate by writing technical reports with the use of visuals and technical paper layouts. (Prerequisite ENGL 201)</p>				
ENGL 215	READINGS IN ENGLISH LITERATURE	3	0	3
<p>The course introduces students to English literature and focuses on readings and discussion of selected short stories. It aims at familiarizing students with the nature of literature through the study of character, plot, theme, point of view, style, and figurative language.</p>				
ENGL 216	READINGS LITERATURE II	3	0	3
<p>After being introduced to short fiction in ENGL 205, the students are required to do further readings not only in works of fiction but also in selected works of poetry and drama. The aim of the course is to develop extensive reading skills and encourage a better understanding and appreciation of literature through the study of character, plot, theme, setting, structure, style, and figurative language.</p>				

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COURSE CODE	COURSE TITLE	LEC CREDITS	LAB CREDITS	CREDIT HOURS
ENGL 218	WORKPLACE WRITING SKILLS	3	0	3
<p>This course introduces students to the trends of written communication in a professional context. It focuses on e-mail, memo, and short report writing. Students will be required to study a variety of workplace correspondence in order to produce their own samples.</p>				
ENGL 221	INTRODUCTION TO TRANSLATION	3	0	3
<p>The course introduces students to basic techniques of translation and develops their skill in translating a variety of short written texts from English to Arabic and vice versa. Materials include short descriptive passages, letters, announcements, advertisements, newspaper news items and readers' views. Typical problems involved in such translation are highlighted and discussed.</p>				
ETHC 394	ETHICS AND PROFESSIONAL PRACTICE IN INTERIOR DESIGN	3	0	3
<p>The purpose of the course is to introduce ethical dimension of management to prospective professionals in the field of Interior Design & Architecture. Emphasis is on applying ethical standards to a range of business practices that the practitioner might likely encounter in the business of architecture and interior design. Ethical aspects of doing business impinge on a range of services provided by architectural and design professionals including but not limited to: business management, marketing, contracts, negotiations, design cost analysis/control and human resources. As part of the learning process students will be expected to participate in class discussion as well as to analyze cases designed to develop critical thinking skills in ethics.</p>				
ETHC 397	MEDIA LAW AND ETHICS تشريعات الإعلام وأخلاقياته	3	0	3
<p>يهدف المقرر إلى إلمام الطالب بحقوقه وواجباته القانونية والأخلاقية وكيفية جمع ونشر المعلومات دون انتهاك القواعد القانونية والأخلاقية. يتناول المقرر مفهوم الأخلاق والقواعد الأخلاقية والمبادئ المنظمة لحرية الرأي والتعبير، مفهوم الأخلاقيات المهنية، مفهوم ومبادئ القانون وتشريعات الإعلام والأطر القانونية والتشريعية المنظمة للإعلام، موانع الشرف الصحفي والإعلامي، حقوق ممارسي الإعلام وواجباتهم، جرائم النشر والعلانية، قواعد وأخلاقيات نشر الجريمة حقوق الملكية الفكرية والقواعد القانونية والأخلاقية المنظمة لحق المؤلف، أخلاقيات الممارسة المهنية في مجال العلاقات العامة، الضوابط القانونية والأخلاقية للإعلام الجديد. (متطلب سابق: MASC 206 ، إكمال ما لا يقل عن 66 ساعة معتمدة).</p> <p>The course aims to familiarize students with their legal and moral rights and duties and how to collect and disseminate information without violating legal and ethical rules. The course deals with the concept of morality and ethics, the principles of freedom of opinion and expression, the concept of professional ethics, the concept and principles of law, media law, legal and legislative frameworks regulating the media, journalism and media codes of ethics, and media practitioners' rights and duties. The course also covers criminal liability and publication, rules and ethics of crime data dissemination, intellectual property rights, legal and ethical rules regulating copyright, ethics of professional practice in public relations, and legal and ethical controls for new media (Prerequisite: MASC 206 and completion of at least 66 credits).</p>				
FREN 101	FRENCH I	3	0	3
<p>A French language primer, first in a series of two elementary courses, offering a familiarization with its components (pronunciation, reading and listening comprehension, writing and basic rules of grammar). Students develop competence in understanding and expression of basic everyday language by holding conversation in French with others.</p>				
FREN 102	FRENCH II	3	0	3
<p>A French language primer, second in a series of two elementary courses, offering a detailed introduction to structure of French tenses paying particular attention to irregular verbs in everyday use. Students develop greater facility in reading, listening comprehension, writing and conversation.</p>				

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COURSE CODE	COURSE TITLE	LEC CREDITS	LAB CREDITS	CREDIT HOURS
GERM 101	GERMAN LANGUAGE & CULTURE I	3	0	3
The course introduces the German language to students and promotes a general understanding of cultures and traditions in the German speaking regions of Central Europe. It is designed to enable students to communicate meaningfully in German on basic topics dealing with everyday events and situations. Students develop skills in reading, listening, speaking, and writing, and attain mastery of the basic structures (grammar) of the German language.				
GERM 102	GERMAN LANGUAGE & CULTURE II	3	0	3
A continuation of GERM 101 that provides the students with the opportunity not only to develop an ability to communicate in German on a variety of subjects but also to gain awareness of contemporary German society and the cultural traditions which inform it.				
HIST 101	MODERN HISTORY OF THE MIDDLE EAST & NORTH AFRICA	3	0	3
This course overviews the political and economic history of the Middle East and North Africa from the Nineteenth Century to the present with an emphasis on the historical origins of the contemporary problems confronting the region. After examining the political map of the Middle East and North Africa after the imposition of European colonialism, the post-colonial political challenges that these newly independent states faced are analyzed. The latter part of the course explores major contemporary issues such as: the rise of OPEC, the Arab-Israeli conflict; the Iran-Iraq war and the intervention of the United States in the region.				
HIST 121	MODERN HISTORY OF BAHRAIN تاريخ البحرين الحديث	3	0	3
يركز هذا المقرر على أهمية الموقع الاستراتيجي لمملكة البحرين. تاريخ البحرين منذ أوائل عام 1600؛ العتوب وصعود الزبارة. بداية عهد آل خليفة. البحرين تحت الحماية والاستقلال البريطاني وبناء الدولة الحديثة. تحديث النظم السياسية والإدارية والقانونية؛ التنمية الاقتصادية والاجتماعية في البحرين.				
This course focuses on the importance of the strategic location of the Kingdom of Bahrain; Bahrain's history since early 1600; Al-Utoobs and the rise of Zubara; the beginning of the Al-Khalifa era; Bahrain under the British protection & independence and the building of the modern state; modernization of the political-administrative and legal systems; economic and social development in Bahrain.				
HUMR 101	PRINCIPLES OF HUMAN RIGHTS مبادئ حقوق الإنسان	2	0	2
يغطي المقرر المبادئ الأساسية لحقوق الإنسان من خلال التعريف بحقوق الإنسان ونطاقها مع التركيز على الاتفاقيات الدولية لحقوق الإنسان، والتي تتضمن الوثائق التالية: ميثاق الأمم المتحدة، الإعلان العالمي لحقوق الإنسان، الدولية ملانمة للحقوق المدنية والسياسية، الدولية ملانمة للحقوق الاقتصادية والاجتماعية والثقافية واتفاقية مناهضة التعذيب وغيره من ضروب المعاملة أو العقوبة القاسية أو اللاإنسانية أو المهينة، المعاملة أو العقوبة اللاإنسانية أو المهينة. كما يغطي آلية الحماية والإدارة المؤسسية للحقوق والحريات العامة في مملكة البحرين.				
The course covers the basic principles of human rights through the definition of human rights and their scope with a focus on International Conventions of Human Rights, which includes the following documents: United Nations Charter, Universal Declaration of Human Rights, International Convention for Civil and Political Rights, International Convention for Economic, Social and Cultural Rights and Convention against Torture and Other Cruel, Inhuman or Degrading Treatment or Punishment. It also covers the protection mechanism and institutional administration of rights and general freedoms in the Kingdom of Bahrain.				

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COURSE CODE	COURSE TITLE	LEC CREDITS	LAB CREDITS	CREDIT HOURS
IDRM 498	RESEARCH METHODS IN INTERIOR DESIGN	3	0	3
This is a foundation course for INTD 499 Final Design Project. A thorough study of the actual site proposed should include the followings; the surrounding buildings and context, orientation and environment, and access and outlets. Students explore building regulations that have to be implemented in the project design. Students achieve an analytical research study about a diversity of similar case studies and their context. At the end of the semester, students should present their project to a jury of professional designers and academics.				
ITCS 101	INTRODUCTION TO COMPUTERS & IT مقدمة في الحاسب الآلي وتكنولوجيا المعلومات	2	2	3
هذا المقرر مقدمة في الحاسوب وتكنولوجيا المعلومات. الهدف من المقرر هو تقديم أجهزة الكمبيوتر (استخداماتها وتطويرها ومكوناتها وأجهزتها وبرامجها) للطلاب وتعليمهم كيفية استخدام MS Office.				
This course is an introduction to computer and information technology. The aim of the course is to introduce computers (their uses, development, components, hardware, and software) to the students and to teach them how to use MS Office.				
INTD 100	ENGINEERING DRAWING	1	4	3
This course is an introduction to manual architectural drawing. The objective of the course is to develop the necessary manual dexterity and knowledge of drafting fundamentals and to create orthographic and pictorial technical drawings freehand and using equipment. Topics covered include: drawing instruments, lettering techniques, line work, scale drawings, simple geometric constructions and dimensioning.				
INTD 111	BASIC DESIGN I	1	4	3
Introduces students to the elements and principles of visual design and develops mental and manual skills to deal with visual values for structuring and expressing two-dimensional spatial compositions in different environments. Among the targets: to gain the ability to use visual and verbal design language; to introduce abstract thinking; to introduce and discuss the conceptual, visual, relational, and practical elements of basic design with their geometric definitions and relationships, and rhythm, balance, emphasis, dynamism, hierarchy, unity, etc.				
INTD 112	BASIC DESIGN II	1	4	3
This course intends to develop students' mental and manual skills in making use of the principles of design taken in INTD 111 such as rhythm, balance, emphasis, hierarchy, etc., and explore the principles of visual perception of form, space, function, mass to examine the relationship between human factor and spatial organization in developing three-dimension design compositions.				
INTD 113	COLOUR AND RENDERING TECHNIQUES	1	4	3
This course aims to provide the students with a background in colour theories as it relates to interior design including colour schemes, as well as rendering techniques of 2D and 3D interior design and architectural drawings using manual and digital techniques reflecting materials, colours, textures, and their reaction to light and shadow in interior environment.				
INTD 214	SOFTWARE TECHNOLOGIES FOR INTERIOR DESIGN	1	4	3
The course aims to provide students with the specialist knowledge to develop computer-aided drafting skills using, primarily, the latest release of CAD software to develop attractive interior drawings (plans, elevations, sections, etc.) in conjunction with Adobe Photoshop. In addition, students are introduced to 3D Max, Rhino and Form Z.				

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COURSE CODE	COURSE TITLE	LEC CREDITS	LAB CREDITS	CREDIT HOURS
INTD 218	MATERIALS AND FINISHES IN INTERIOR DESIGN	2	0	2
Materials and their properties are studied in this course. A focus is placed on the appropriate selection, specification, and use of construction and finishing materials in interior design.				
INTD 219	HISTORY OF ARCHITECTURE, ART, AND DESIGN	2	0	2
The course is designed to give students the specialized knowledge and analyses they need to comprehend the development of architecture, art, and design within a chronological framework from the ancient civilizations to the early 21st century such as sculptures, paintings, graphic designs, and furniture. Emphasis is placed on environmental, technological, economic, and social factors contributing to the development of interior design and architecture over time.				
INTD 220	RESIDENTIAL INTERIOR DESIGN STUDIO	1	4	3
This course focuses on designing small size projects of residential facilities such as flats, villas, chalets, and penthouses. Students are expected to learn the basics of programming, functional analysis, anthropometrics and ergonomics, module, space requirements, and circulation, furniture selection and basic understanding of finishing materials.				
INTD 224	INTERIOR LIGHTING AND ACOUSTICS	3	0	3
The course aims to introduce students to lighting design and the creation of specifications' legends, as well as themes such as decorative luminaires and energy efficiency. The course investigates the physical effects of light on colour. In-depth mathematical calculations are utilized to assess the amount of natural and artificial lighting and acoustic treatment required to suit various functions and clients' needs. Several sound and vibration control elements are also incorporated to better understand acoustic behaviour in interior spaces.				
INTD 228	TEXTILES FOR INTERIOR DESIGN	2	0	2
This course aims to give students a broad understanding of technical and functional properties of interior textiles. The course content includes characteristics, use and production of textile materials used in interior design; the physical, mechanical, and chemical properties of textile products; end use of the textiles considering their favourable properties; and ornament or embellishment techniques of textile surfaces.				
INTD 229	THEORY OF INTERIOR DESIGN	2	0	2
This course introduces the student to theories of visual perception and conceptualization. Through lectures, discussion and studio exploration students will discover the fundamentals of design, the design process, and creative thinking. Theories pertaining to human factors will be explored including proxemics, anthropometrics, and ergonomics.				
INTD 230	DIGITAL VISUALIZATION IN INTERIOR DESIGN I	1	4	3
This course serves as a primer on computer-aided visualization techniques that enable students to gain facility in creating layouts for digital and printed presentations; integrating media and presentation techniques; and using software technologies to elaborate design concepts. Students will be exposed to the digital models and data structures in the built environment.				
INTD 240	RETAIL INTERIOR DESIGN STUDIO	1	4	3
This course focuses on designing medium size / medium complexity projects of retail facilities such as, shopping units, bank branches, and service agencies (i.e., travel, insurance, etc.). Students are expected to develop a design criterion, design concept, functional relationships, spatial planning, and circulation, while considering the structure of a given building, ergonomics, and branding.				

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COURSE CODE	COURSE TITLE	LEC CREDITS	LAB CREDITS	CREDIT HOURS
INTD 306	BUILDING SYSTEM & INTERIOR CODES	3	0	3
This course examines various interior assemblies on non-load-bearing and, load-bearing walls, floors, stairs, elevators, fireplaces, ceilings, doors, interior windows, frames, millwork, and fire-related construction. Emphasis is placed on building codes, construction materials, visual qualities, technical characteristics and applications of the common materials and finishes: floor coverings, wall coverings, textiles, ceiling, and sustainable materials. Related fire, health, and safety codes, as well as maintenance and life cycle costs, receive attention.				
INTD 309	BUILDING INFORMATION MODELING (BIM) I	1	4	3
The course objectives focus on fundamentals of Building Information Modeling (BIM) as a construction documentation system, introduces concepts and features of BIM. It includes software structure and features, modeling and editing techniques, and sheet creation and organization. It focuses on applying BIM software to develop a set of construction documents.				
INTD 312	HUMAN FACTORS IN DESIGN	3	0	3
Building on precepts garnered on the elementary level in the Theory of Interior Design (INTD105), this course primarily explores in depth concepts of human factors, the anthropometric aspects of ergonomics, that applies in the utilitarian design of interior spaces involving diverse topical matter as efficient design of workspaces, optimal deployment of safety equipment and security features as well as a more general consideration of how differences in the characteristics, abilities, and physical limitations of human bodies impinge on interior design solutions.				
INTD 315	GARDEN & LANDSCAPE DESIGN	1	4	3
The course introduces students to principles of landscape design including culture, ecological, spatial, environmental aspects to be considered in planning and designing the landscape areas. This course also focus on design of attractive and functional gardens as a very important part in built environment. Students undertake a site survey and frame a conceptual design consonant with client needs, selecting appropriate hard and soft landscaping materials, with a view to modeling the created design of garden.				
INTD 318	BAHRAIN TRADITIONAL INTERIOR DESIGN	2	0	2
An introductory course on the survey and Research of Bahraini traditional interior architecture, including examples from well-known historic buildings and monuments in Bahrain such as Bait Siyadi, Al Jasrah House, Al Khamis Mosque, Bahrain Fort, and Shaikh Salman bin Ahmed Al Fatih fort. Topics addressed include an overview of the evolution of Bahraini architectural styles, Islamic ornamentation, and calligraphy across time.				
INTD 320	HOSPITALITY INTERIOR DESIGN STUDIO	1	4	3
This course focuses on designing medium size / medium complexity projects of hospitality facilities such as hotels, restaurants, and tourism related services (i.e., Gallery, museum etc.). Students are expected to develop a design criteria, design concept, functional relationships, spatial planning, and circulation, while considering the structure of a given building, sustainability solutions, luxury selection of interior finishes, textiles, furniture and styles. Custom furniture and interior surface treatments.				

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COURSE CODE	COURSE TITLE	LEC CREDITS	LAB CREDITS	CREDIT HOURS
INTD 327	DESIGN AND SOCIETY	2	0	2
<p>This course confronts students with the key social issues facing contemporary society and the response of design and visual communication practices to them. Topical content includes the design of interior environments in relation to cultural norms, gender differences, design for the disabled, the elderly, and children, as well as the notion of universal design. The course is designed to enable students to think about design and visual culture in a critically engaged way through a case-study approach tailored to illumine cross-cultural differences as a driver of contemporary designed environments. In this course, students are also encouraged to approach their own design practices in a societally reflective manner.</p>				
INTD 328	FURNITURE DESIGN AND DETAILS	1	4	3
<p>This course has an emphasis on furniture design, focusing on issues such as the aesthetics of furniture, functionality, ergonomics, methods of construction, sustainability, technology, and technical aspects. The course allows students to study the history of design, then utilize the knowledge to formulate their original designs starting with a conceptual idea, then communicating the idea, and eventually fabricating quality pieces based on their own custom design idea.</p>				
INTD 329	BUILDING INFORMATION MODELING (BIM) II	1	4	3
<p>This course endows students with the knowledge and professional level skills for generating a Building Information Model (BIM) using industry -standard Revit software. Students obtain a comprehensive overview of and employ BIM concepts in building projects involving planning and design of residential and commercial facilities across a range of modeling building elements.</p>				
INTD 340	EDUCATIONAL INTERIOR DESIGN STUDIO	1	4	3
<p>This course focuses on designing large size / high complexity projects of educational facilities such as schools, colleges, training centres, or specialized craft institution (i.e., photography, pottery, etc.). Students are expected develop a functional and aesthetical eco-friendly space with an emphasis on technical issues of lighting and ventilation.</p>				
INTD 343	DIGITAL PRESENTATION AND COMMUNICATION	1	4	3
<p>Students exhibit proficiency in the application of advanced 3-dimensional modelling and digital rendering techniques using current industry standard software. As part of a suite of project presentation materials, students acquire advanced skills in digital illustration using Photoshop to create photo-realistic images of interiors in a professional presentation of an interior design project.</p>				
INTD 350	DIGITAL VISUALIZATION IN INTERIOR DESIGN II	1	4	3
<p>This course serves as an advanced level on computer-aided visualization techniques that enable students to create realistic images of the design concepts and animated videos, using walkthroughs and virtual reality; integrating advanced technologies and software; and using rendering engines to elaborate design concepts. Students will be exposed to customized digital modelling and advanced data structures in the built environment.</p>				
INTD 403	WORKING DRAWING & DOCUMENTATION	1	4	3
<p>Introduces the production of a comprehensive set of construction documents and an architectural working drawings of interior constructions, such as floor plans, elevations, sections, finish schedules, reflected ceiling plans, interior partitions, stairs, fireplaces, doors, windows, and details. Emphasis is placed on the selection, specification and illustration of appropriate materials, assemblies and components. Students prepare a full suite of documentation (client's brief, conceptual design, work drawings, material planning) in support of a selected interior construction to professional standard.</p>				

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COURSE CODE	COURSE TITLE	LEC CREDITS	LAB CREDITS	CREDIT HOURS
INTD 412	DESIGN PSYCHOLOGY	3	0	3
<p>Drawing on environmental psychology relevant to spatial design, students, employing theoretical and analytical methods, gain insight into ways in which the individual and the built environment interact, influencing behavior and experience. In this course, students gain an appreciation of the complex interaction and impact of the built environment on human behavior examined through the prism of social, behavioral, cultural and environmental variables. Issues of social and cultural context, gender, health and well-being are examined through environmental factors and characteristics of the built environment.</p>				
INTD 413	SUSTAINABLE DESIGN	3	0	3
<p>This course is designed to provide students with the essential knowledge to understand the principles of "green" design. It covers an analysis of sustainable or "green" building through the practice of designing, constructing, operating, maintaining, and removing buildings in ways that conserve natural resources and reduce their impact on climate change.</p>				
INTD 419	INTRODUCTION TO VIRTUAL REALITY	2	2	3
<p>This course introduces the basic concepts and technologies of Virtual Reality (VR) focusing on different ways to move around. Students will be introduced to creating 3D panoramic environments for immersive communication.</p>				
INTD 420	HEALTHCARE INTERIOR DESIGN STUDIO	1	4	3
<p>This course focuses on designing large size / high complexity projects of health care facilities such as general hospitals, specialized clinics, special care centres (i.e., elderly, paediatric, cognitively/mentally impaired etc.). Students are expected develop a comprehensive design with emphasis on socio-cultural and technical issues such as buildability, acoustics, safety, and hygiene, while maintaining sustainable design measures.</p>				
INTD 427	SIGNAGE & WAYFINDING SYSTEMS	2	2	3
<p>Wayfinding functions to inform people of the surroundings in unfamiliar built environments with a view to highlighting information at strategic points to guide people into the right directions to overcome the fact that complex structures in the built environment are interpreted and stored by the human memory vary such that distances, locations and time are remembered differently than as they appear to be in reality. Students gain insight into landmarks, orientation and navigation as key inputs in strategizing wayfinding designs. Students integrate signage systems in a design grid used to integrate information in the context of four sub-types of signage: Informational signs, directional signs, identification signs and warning signs.</p>				
INTD 435	EXHIBIT DESIGN AND INSTALLATION	2	2	3
<p>This course emphasizes the aesthetic and functional importance of form and space in exhibit design in commercial and non-commercial settings. Synthesizing multiple design disciplines that come together to communicate objects, information and themes across a range of threedimensional environments, students, in exhibit design, communicate to target publics through environmental experiences that inform, entertain, and inspire. The discipline considers the exhibition from the perspectives of communication, design and fabrication that involve a mastery of spatial planning, image manipulation, narrative, color, lighting, and multimedia, and working knowledge of structures, typography, combined with an understanding of audience and human factors, to shape storytelling experiences across multiple exhibition venues. Students engage in planning of interior-design environments and scenography for trade exhibitions as well as as well as for a range of festivities, museums, cultural and theatrical events. Students will gain insight into the staging of representative and experiential spaces; for a variety of exhibitions and by means of case studies and attendance at exhibitions, where they will gain firsthand knowledge of the role of such factors as lighting, sound and multimedia effects in installation of exhibit designs.</p>				

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COURSE CODE	COURSE TITLE	LEC CREDITS	LAB CREDITS	CREDIT HOURS
INTD 499	PROJECT IN INTERIOR DESIGN	0	6	3
This course explores the concept of a space. Students investigate site and client analysis, and then formulate design proposals from sketch scheme to final solution. The project is chosen by the student and subject to approval by a senior project advisor and coordinator. Advanced study, research, and data collection leading to the development of the graphic and three dimensional materials are required to illustrate the design process and the project solution.				
INTR 470	BSID INTERNSHIP	0	0	3
This course provides practical training experience, off-campus on a job site, for BSID students to facilitate transition from the classroom to a professional work environment facilitating their seamless integration into the work force upon graduation as interior designers. This course aims to provide students with first-hand experience of the day-to-day functions and duties of and operations undertaken by interior designers and to integrate knowledge and skills learned in the classroom with competencies required by the workplace				
INTR 471	BSMCPR INTERNSHIP التدريب العملي	0	0	3
يوفر مقرر التدريب الميداني (INTERNSHIP) للطلاب فرصة لدمج المهارات الأكاديمية المكتسبة داخل الجامعة مع المهارات المهنية والشخصية التطبيقية، وكذلك تطوير مهارات الطلاب حتى يتمكنوا من اكتساب خبرات التعلم العملية المخطط لها لتمكينهم من دمج معارفهم المكتسبة من خلال التعلم الصفي مع الكفاءات والمهارات العملية المتاحة من خلال الممارسة في بيئة مهنية حقيقية. يتطلب برنامج التدريب الميداني المهني أن يقضي الطالب 240 ساعة على الأقل من التدريب على رأس العمل، يتم خلالها تقييم الطالب من قبل مشرفين مهنيين وأكاديميين لتقييم نجاحه في تلبية متطلبات التدريب الميداني (المتطلب السابق: إكمال ما لا يقل عن 90 ساعة معتمدة والحد الأدنى من المعدل التراكمي 2).				
The field training course (Internship) provides students with an opportunity to integrate the academic skills acquired within the university with applied professional and personal skills, as well as developing student's skills so that they can acquire planned practical learning experiences to enable them to integrate their acquired knowledge through classroom learning with the practical competencies and skills available through practice in the real professional environment. The professional field training program requires that the student spend at least 240 hours of on-the-job training, during which the student will be assessed by professional and academic supervisors to evaluate his/her success in meeting the field training requirements (Completion of at least 90 credits and minimum CGPA 2).				
IREL 101	INTERNATIONAL RELATIONS	3	0	3
This course examines the theory of the nature and uses of power through coverage of the development of the nation-state system focusing on specific problems in international relations in the world today. The course covers a wide variety of topics. Basically it tackles elements of national power, sources of international conflict, the nature of war and strategy in the twentieth century, measures to resolve conflicts, and prospects for the future. The course concludes with an analysis of foreign policies and the role of Middle Eastern states in world politics and problems of, and prospects for, the Middle East in the light of international political developments.				
KORN 101	INTRODUCTION TO KOREAN LANGUAGE I	3	0	3
KORN 101 is an introductory course designed for students with no previous knowledge of the Korean language. Students will learn the Korean alphabet (Hanguel) in order to discern the sound of each alphabet. Furthermore, the course will teach students to speak basic Korean by teaching the basic sentence structure and vocabulary of the Korean Language through dialogues of real life situations. The course strives to teach the usage of 20 grammatical rules and 150 Korean words				

Please refer to the program study plan to identify the prerequisite for the courses listed in this document.

COURSE CODE	COURSE TITLE	LEC CREDITS	LAB CREDITS	CREDIT HOURS
KORN 102	INTRODUCTION TO KOREAN LANGUAGE II	3	0	3
The KORN 102 course is designed for students who have come across learning basic grammatical rules, expressions and structures. It focuses on acquiring communication skills by learning further complex grammatical structures and expanded vocabulary used within a daily life by carrying out speaking, listening, reading and writing tasks. Students will be able to use honorific forms, to express wish and to talk about hobbies, taste, transportation, and the appearance as well. This course aims at expanding the students' vocabulary with 200 words and 20 grammatical rules.				
LAW 101	INTRODUCTION TO LEGAL SYSTEMS & LEGAL REASONING	3	0	3
The first half of this course consists of an introduction to theories of the nature, functions and origins of law and legal systems including: sources of law, the nature of courts and selected other legal institutions, a comparison of legal systems, and the special nature and sources of international law. Students gain exposure to legal reasoning including both statutory interpretation and case-law reasoning in the second half of the course.				
MASC 205	MEDIA OUTLETS IN BAHRAIN وسائل الإعلام في البحرين	3	0	3
يتعرف الطالب على مراحل ظهور وتطور الإعلام في مملكة البحرين في جميع مجالات الاتصال (المصحف - الإذاعة والتلفزيون - السينما - وسائل التواصل الاجتماعي) ويركز على أهمية وسائل التواصل هذه مع مسيرة التنمية الاجتماعية والثقافية والسياسية والتنمية في مملكة البحرين وأثرها الملحوظ على المجتمع البحريني.				
The student learns about the stages of emergence and development of media in the Kingdom of Bahrain in all fields of communication (newspapers - radio and television - cinema - social media) and focuses on the importance of these means of communication with the march of social, cultural, political and developmental development in the Kingdom of Bahrain and their remarkable impact on Bahraini society.				
MASC 206	WRITING FOR TV AND RADIO الكتابة للإذاعة والتلفزيون	2	2	3
يهدف هذا المقرر إلى التعرف على مفهوم الكتابة للإذاعة والتلفزيون وخصائص ومزايا كل منهما، وفهم إدراك الفرق بين الكتابة للإذاعة والتلفزيون، وتزويد الطلاب بأهم تقنيات الكتابة للبرامج الإذاعية والتلفزيونية وفقاً لتقنيات القالب (توك شو - دراما - نشرة إخبارية - إعلان... الخ)، وتزويد الطلاب بأنواع النصوص المستخدمة في البرامج الإذاعية والتلفزيونية، والإمام بخطوات التحرير للبرامج الثقافية والإخبارية والترفيهية والدرامية، وفهم العلاقة بين رموز وسائل الإعلام والسياسة التحريرية للمؤسسات الإذاعية والتلفزيونية. (متطلب سابق: MSCP 102)				
This course aims to identify the concept of writing for radio and TV and the characteristics and advantages of each, understand and realize the differences between writing for radio & TV, provide students with the most important writing techniques for radio and TV programs according to the techniques of the template (talk show - drama - newsletter - advertisement... etc.), provide students with the types of script which are used in radio and television programs, get familiar with the steps of editing for cultural, news, entertainment and drama programs and understand the relationship between media codes and the editorial policy of radio and TV institutions. (Prerequisite: MSCP 102).				

Please refer to the program study plan to identify the prerequisite for the courses listed in this document.

COURSE CODE	COURSE TITLE	LEC CREDITS	LAB CREDITS	CREDIT HOURS
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MASC 209	MASS MEDIA AND SOCIETY الإعلام والمجتمع	3	0	3
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يركز المقرر على تطورات وسائل الإعلام التقليدية والجديدة (الصحف والإذاعة والتلفزيون والإنترنت) وانعكاساتها على المجتمع. يسلط المقرر الضوء بدقة على الدور الذي تلعبه وسائل الإعلام في إبراز المجتمع وإعادة تشكيل ثقافته. من خلال تغطية نظريات وسائل الإعلام التقليدية والحديثة، يشجع المقرر الطلاب على تشريح الديناميات القوية للمؤسسات الإعلامية وتأثيرها على الجماهير. يكتسب الطالب في الاتجاه المعاكس أيضاً دور الجماهير في التأثير على هذه الكيانات القوية.

The course focuses on the developments of conventional and new media outlets (newspapers, radio, television and the Internet) and their implications on society. The course thoroughly highlights the role that media plays in projecting society and reshaping its culture. Through covering traditional as well as modern media theories, the course encourages students to dissect the powerful dynamics of media institutions and their influence on audiences. The course in reverse also examines the role of audiences in affecting these powerful entities.

MASC 309	JOURNALISM WRITING	2	2	3
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This course includes the rules and skills of investigative reporting, press reports, press interviews, types and methods, interviewing skills, types of interviews, types of questions, methods of formulating and constructing them. The course also includes studying the rules and skills of writing articles of all kinds, writing reports, and expository as well as critical essays of works of art and literature. It also looks at the use of modern approaches to writing (narrative style, descriptive styles, personalization technique, and precision journalism). The course is based on practical field training on planning, implementation, and writing for the arts and forms journalism taught to the student.

MASC 310	DIGITAL JOURNALISM	2	2	3
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The course deals with the concept of online journalism on the Internet, its types, its main features, interactivity in online journalism on the Internet, levels of interactivity, the role of readers in contributing to the editing of online journalism and technical templates for editing online journalism. The course also is concerned with the design of online journalism, the future scenarios regarding the mutual influence between online and printed journalism, advertisements in online journalism as well as practical applications of editing and design of electronic journalism.

MASC 311	FEATURE WRITING الصحافة الروائية	2	2	3
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يعرض المقرر للطلاب مهارات كتابة التقارير الصحفية الإنسانية ومقابلات البروفائيل المتعمقة ومقالات الرأي. يتدرب الطلاب على استخدام الأساليب الصحفية ورواية القصص - من خلال التكتيفات - لإنتاج تقارير أصيلة. يدرّب الطالب على تغطية الحدث بدقة، من خلال جمع الحقائق، والتحقق، والتحرير، وإعداد التقارير، وإجراء المقابلات، وتقنيات السرد، حتى يتمكن الطلاب من قيادة مشاريعهم الصحفية بثقة. (المتطلب السابق: MASC 206).

The course introduces students to feature journalism including profiles, immersive reportage, in-depth interviews, and opinion pieces. The course trains students on using journalistic and storytelling methods to - through assignments- produce original features. The course thoroughly covers research, fact-gathering, investigating, editing, reporting, interviewing, structuring, and narrating techniques, so students can confidently share and lead their journalistic projects (features) (Prerequisite: MASC 206).

Please refer to the program study plan to identify the prerequisite for the courses listed in this document.

COURSE CODE	COURSE TITLE	LEC CREDITS	LAB CREDITS	CREDIT HOURS
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MASC 322	NEWSPAPER & MAGAZINE LAYOUT	2	2	3
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The course aims to provide the student with the skills of design and production of newspapers and magazines. The course deals with the concept of journalistic output and its functions, design concepts, basic theories and its components, and visual and aesthetic variables that govern it. The student also learns about the typographic and graphic elements and how to utilize them in press production, in addition to the methods and techniques of artistic production of newspapers, referring to the differences between the output of a newspaper and a magazine. The course also familiarizes the student with the methods and techniques of the front, back pages and inside pages, as well as tabloid newspapers and magazines. During the course, the student is trained in the journalistic production using the most popular software used in production.

MASC 328	SCRIPT WRITING	3	0	3
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The course aims to train the student on practical ways of preparing and writing the script. The student will be introduced to the fundamentals of script writing, beginning with studying the theory of script and the methods of drama building, and the forms of the scenario (sequential, parallel and overlapping), followed by the components and characteristics of each form. The student is then introduced to the literary script writing stage, including its various aspects such as its philosophical nature, technical treatment, arrangement of scenes, leading up to the whole Scenario work, theme unit, division of information and events, artistic form, character, plot, conflict and development and ways of excitement and thrill. This is accompanied by analyzing, critiquing and deconstructing selected models from global scenarios, thus enhancing student writing skills. The course also includes writing exercises for many scenes to write a shooting script and how to prepare it. The student then presents a project for a short film scenario.

MASC 340	RADIO PRODUCTION الإنتاج الإذاعي	2	2	3
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يتناول هذا المقرر كافة مراحل الإنتاج للإذاعة حيث يطلع الطالب على مراحل إعداد البرامج وكيفية تجهيزها كما يتعرض المقرر إلى تقنيات كتابة السيناريو الدرامي للبرامج الدرامية ومنها التمثيلية الإذاعية كذلك يتعرض إلى أدوات المخرج وعناصر الإنتاج الإذاعي والأجهزة والمعدات المستخدمة في الإنتاج الإذاعي، كما يتناول أيضاً أقسام الاستوديو الإذاعي وحرقيات الإخراج الإذاعي والمونتاج في مجالات الإعلان والأخبار والبرامج والحرقيات المطلوبة في معالجة مثل هذه البرامج. (المتطلب السابق: MASC 206).

This course deals with all stages of production for radio, where the student learns about the stages of preparation of programs. The course also deals with the techniques of writing radio scripts for drama programs. It also deals with the director's tools, radio production elements, and equipment's used in radio production. Radio and audio directing and editing in the areas of advertising, news, programs, and crafts required in the treatment of such programs (Prerequisite: MASC 206).

MASC 341	TV PRODUCTION الإنتاج التلفزيوني	2	2	3
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يهدف هذا المقرر إلى تعريف الطلاب بمراحل الإنتاج التلفزيوني وكذلك كيفية ترجمة النصوص أو النصوص المكتوبة إلى قول تلفزيونية، بالإضافة إلى فهم أدوار ومسؤوليات فريق التلفزيون (مدير، رئيس تحرير، كاتب السيناريو، مدير التصوير، المصمم، مدير الاستوديو، إلخ). إلى جانب تزويد الطلاب بالمكونات الأساسية لاستوديو التلفزيون، فإن المقرر يزودهم أيضاً بمهارات إعداد المواقع والتخطيط لمراحل التصوير، بالإضافة إلى فهم الاختلافات بين تقنيات التصوير ليلًا ونهارًا وأنواع الإضاءة المستخدمة لكل منها وكيف يتم توزيعها، وكيف تختلف حسب النموذج التلفزيوني، وكذلك الفروق بين الإنتاج التلفزيوني المباشر والمسجل. (المتطلب السابق: MJCPR 208).

The key objective of this course is to introduce students to the stages of television production as well as how to translate scripts or written texts into television templates, as well as understanding the roles and responsibilities of the television team (director, editor-in-chief, scriptwriter, shooting manager, decorator, studio manager, etc.). Besides providing students with the basic components of a television studio, this course also provides them with the skills for setting up locations and planning shooting stages, as well as understanding the differences between day and night shooting techniques, the types of lighting used for each, how they are distributed, and how they differ according to the television template, as well as the differences between live and recorded television production. (Prerequisite: MJCPR 208).

Please refer to the program study plan to identify the prerequisite for the courses listed in this document.

COURSE CODE	COURSE TITLE	LEC CREDITS	LAB CREDITS	CREDIT HOURS
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MASC 342	RADIO AND TV DIRECTING الإخراج الإذاعي والتلفزيوني	1	4	3
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يهدف هذا المقرر إلى التعريف بمهام المخرج ومساعدته أثناء إنتاج البرامج الإذاعية والتلفزيونية، وفهم وإدراك كيفية تنفيذ السيناريو في محتوى سمعي أو مرئي بالتعاون مع رئيس التحرير ومدير التصوير، وتعريف الطلاب بمرحلة التصوير التلفزيوني أو التسجيل الإذاعي، وتحقيق تقنيات الإخراج الإذاعي، والتعرف على أنواع الميكروفونات واستخداماتها، والتعرف على أهم البرامج المستخدمة في عملية الإنتاج الإذاعي، والإمام بأساليب تكوين الصورة التلفزيونية، وفهم تقنيات الإضاءة، والتعرف على الاختلافات بين مكونات الديكور وفقاً لطبيعة قلب التلفزيون، والتعرف على أنواع الكاميرات وأجزائها، الحركة وأحجام اللقطات، والتعرف على أنواع العدسات وخصائصها وتأثيرها على منظور الصورة.

This course aims to introduce knowledge of the director's and his/her assistant's tasks during the production of radio and TV programs, understanding and realizing how to implement the script into audio or visual content in cooperation with the editor-in-chief and shooting manager, provide students with information about the stage of television shooting or radio recording, realizing the techniques of radio directing, identify the types of microphones and their uses, identify the most important programs used in the radio production process, get familiar with the basics of television image formation, understand the lighting techniques, identify the differences between the components of the decor according to the nature of the television template, identify the types of cameras, their parts, movement and shot sizes and identify the types of lenses and their characteristics and impact on the perspective of the image.

MASC 343	DIGITAL AND MOBILE JOURNALISM الصحافة الرقمية وصحافة الموبايل	1	4	3
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يشرح المقرر مفهوم الصحافة الإلكترونية وأنواعها وميزاتها وتقنياتها. ويسلط الضوء على دور الجماهير (مستخدمي الإنترنت) في المساهمة في مستويات المحتوى والتفاعل. يناقش المقرر كذلك أوجه التشابه والاختلاف بين الصحافة الرقمية وصحافة الهاتف المحمول من حيث طرق إعداد التقارير ورواية القصص والتصميم والإعلان وعملية الإنتاج. كما يقوم المقرر بتدريب الطلاب على استخدام الهواتف الذكية / التطبيقات لكتابة وتحرير وإنتاج المواد الصحفية. (المتطلب السابق: MASC 311).

The course explains the concept, types, features, and techniques of online journalism. It highlights the role of audiences (Internet users) in contributing to its content and interactivity levels. The course discusses further the similarities and differences between the techniques of digital journalism and mobile journalism in terms of reporting methods, storytelling, design, advertisement, and production process. The course also trains students in utilizing smartphones/applications to write, edit and produce journalistic material. (Prerequisite: MASC 311).

MASC 344	MEDIA EDITING IN ENGLISH I التحرير الإعلامي بالإنجليزية I	2	2	3
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يهدف هذا المقرر إلى تطوير مهارات الطلاب في كتابة وتحرير الفنون المختلفة وأشكال الصحافة والمعلومات باللغة الإنجليزية مثل الأخبار والتقارير والمقالات وغيرها. يغطي المقرر القواعد التحريرية للمحتوى الإعلامي باللغة الإنجليزية ويوفر للطلاب الفرصة لتقديم تطبيقات عملية وموضوعات إعلامية في قالب وأشكال مختلفة باللغة الإنجليزية (المتطلب السابق: ENGL 210).

This course aims at developing students' skills in writing and editing the various arts and forms of journalism and information in English such as news, reports, articles, etc. The course covers editorial rules of the media content in English and provides students with the opportunity to submit practical applications and media topics in various templates and forms in English (Prerequisite: ENGL 210).

COURSE CODE	COURSE TITLE	LEC CREDITS	LAB CREDITS	CREDIT HOURS
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MASC 355	DIGITAL PHOTOGRAPHY & VIDEO PRODUCTION	2	2	3
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In its theoretical part, this course explores the concepts and knowledge associated with digital video and the various stages of its production by presenting models of films and documentaries. The practical aspect, however, includes teaching students the artistic and technical skills of each phase of digital video production. Practical training includes the basics of using a video camera to carry out the production of video and television content. In this course, the student learns the concepts, principles and techniques and aesthetics associated with photojournalism. He/she learns about the basic uses of photography in the field of journalism, including the use of the camera to produce a press report in conformity with artistic and technical conditions and criteria (modulation, lighting, depth of the field of image, composition ...) The student is introduced to the use of software for editing, processing digital images, printing along with the use of images use in design and advertising, as well as in some other technical and educational. The main aim of the course is to teach the main photographic skills that enable the student to tell stories visually and in a manner that reflects a high sense of commitment to ethical standards.

MASC 411	MEDIA TRANSLATION الترجمة الإعلامية	2	2	3
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يهدف هذا المقرر إلى تزويد الطالب بالمهارات الاحترافية اللازمة لترجمة المحتوى الإعلامي. خلال المقرر، يقوم الطالب، من خلال الممارسة التطبيقية، بترجمة العديد من النصوص المنشورة بالصحف والمجلات والمواقع الإعلامية ووكالات الأنباء، كما يتيح المقرر للطالب اكتساب حصيلته واسعة من المصطلحات والتعبيرات الاصطلاحية والاختصاصات المتداولة في وسائل الإعلام وتنمية مهارته على نقل هذه التعبيرات إلى اللغة العربية، فضلاً عن القدرة على تحرير النصوص المترجمة بما يسمح بنشرها في لغة إعلامية سليمة. (المتطلب السابق: MASC 311 & MASC 344)

This course aims at providing the student with the professional skills needed to translate media content. During the course, the student, through practical practice, translates several texts published in newspapers, magazines, media sites and news agencies. The course helps the student to acquire a wide range of terminology, idiomatic expressions and abbreviations used in the media and to develop his/her skill in translating these expressions into Arabic, as well as the ability to edit translated texts to reflect sound media language that can render them publishable (Prerequisite: MASC 311 & MASC 344).

MASC 419	MEDIA EDITING IN ENGLISH	2	2	3
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This course aims at developing students' skills in writing and editing the various arts and forms of journalism and information in English such as news, reports, articles, etc. The course covers editorial rules of the media content in English and provides students with the opportunity to submit practical applications and media topics in various templates and forms in English.

MASC 432	TV PRODUCTION I	2	2	3
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The course deals with the basics of television production, starting with the development of student's capabilities in the field of television innovations and production tools, as well as providing the basics of video shooting including angles and movements. The student will also be able to develop the ground plans for directing solutions in locations by practicing his/her skills in a short group project, emphasizing technical and craft concepts such as the sizes, basic shots, derived clips, the relationship between the angle and the subject based on the angles of the base of the triangle, as well as camera movements and the procedures used in the art works. At the end of the course, the student will be able to lead a team to produce a joint project with a number of students, which will polish as student's personality and reveal leadership features in leading successful teamwork.

COURSE CODE	COURSE TITLE	LEC CREDITS	LAB CREDITS	CREDIT HOURS
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MASC 438	RADIO & TV PRESENTING	3	0	3
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On this course, the student learns the preparation and presentation of the radio texts of the various formats and as well as the responsibilities, tasks and skills of the announcer, including the art of dealing with the camera, the microphone and the various artistic production processes. The student also introduced to presenting news, talk shows and interviews. Special attention will be paid to voice, speech, pronunciation, discourse and some basic language skills for broadcasters. Training in this regard deals with pause marks and their purposes, methods of sentence stress, casting methods, types and factors of its success, in addition to specificities of both radio and television. The course will provide students with the terms, concepts and production skills required in accordance with professional standards for radio and television performance.

MASC 439	PRESENTING & PERSUASION SKILLS فنون الإلقاء والمهارات الإقناعية	1	4	3
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يهدف المقرر إلى التعرف على أسس ومهارات الإلقاء والإقناع المستخدمة إعلامياً، وفهم العلاقة بين إجادته الإلقاء ومدى تحقيق الإقناع لدى المستمعين، عن طريق التعرف بمخارج الحروف الصحيحة وتسخير مكونات الجهاز الصوتي مع لغة الجسد لتحقيق الإقناع للمشاهدين أو المستمعين، وأيضا التعرف على مهارات وتقنيات الدوبلاج وكيفية استخدام طبقات الصوت المختلفة حسب سمات الشخصية الموضحة بالسيناريو (المتطلب السابق):

) MASC 206 & ETHC 39

This course introduces the foundations and skills of recitation and phonemes. Students will learn the basics of persuasion and persuasive methods used in the media to determine how recitation proficiency relates to listeners' willingness to be persuaded. Students will also learn how to deliver and harness the components of the vocal apparatus with body language to persuade viewers and listeners. Additionally, it enables them to understand dubbing skills and techniques, and how to utilize the different layers of voice according to the scenario's personality traits (prerequisite: MASC 206 & ETHC 397)

MASC 444	MEDIA EDITING IN ENGLISH II التحرير الإعلامي بالإنجليزية 2	2	2	3
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يهدف المقرر إلى تطوير مستوى عال من مهارات الاتصال اللفظي والكتابي باللغة الإنجليزية للطلاب من خلفيات غير ناطقة باللغة الإنجليزية، لذلك يقوم بتدريب الطلاب على كيفية إجراء وكتابة المقابلات الصحفية باللغة الإنجليزية. كما يعرف المقرر الطلاب بالأساليب والهيكل وتقنيات الكتابة المستخدمة في المقالات والتقارير الاستقصائية ومقالات الرأي المنشورة في وسائل الإعلام الإنجليزية (المتطلب السابق: MASC 344).

The course aims at developing a high level of verbal and written communication skills in English, for students from non-native English-speaking backgrounds. It therefore trains students on how to conduct as well as write journalistic interviews in English. The course also introduces students to the styles, structures and writing techniques used in features, investigative reports, and opinion pieces published in English media outlets (Prerequisite: MASC 344).

MASC 455	TV PRODUCTION II	2	2	3
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The course aims to provide the student with the technical and professional knowledge that enable the student to understand the production and technical processes in all stages and requirements according to the requirements of the photography sites. It also provides him/her with the skills of craftsmanship and technology through which he/she can find the solution and overcome the technical problems encountered in the photography and editing processes. In addition, the course enables the student to develop his/her creative abilities and artistic and personal visions that qualify him/her to deal with technicians and artists on various photography sites. The course includes practical applications within the training studio in the University according to the relative weight of the applied hours of the course.

COURSE CODE	COURSE TITLE	LEC CREDITS	LAB CREDITS	CREDIT HOURS
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MASC 456	TV & RADIO EDITING المونتاج الإذاعي والتلفزيوني	1	4	3
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يهدف المقرر إلى التعرف على مفهوم المونتاج وتقنياته الحديثة في فهم أسس تحرير ملفات الصوت والفيديو والامام بمصطلحات المونتاج (الصوت والفيديو)، بالإضافة إلى التعرف على أساسيات وأبعاد الصورة وفهم وإدراك نظرية الألوان وطبيعتها. بالإضافة إلى التعرف على أسس تحرير ملفات الصوت والفيديو وكيفية التعامل معها والتعرف على كيفية استخدام التأثيرات والانتقالات بين المقاطع الصوتية والفيديو، مما يمكن الطالب بالامام بالفرق بين تحرير الفيديو وتصديره للبيث عبر المحطات الإذاعية والتلفزيونية أو كافة المنصات الاجتماعية والمواقع الإلكترونية (المتطلب السابق: MASC 342)

This course aims to introduce the concept of video and audio editing and its modern techniques, focusing on the basics and dimensions of the image, color theory, the use of effects and transitions between audio and video clips, and exporting the image to radio and TV channels as well as different social media sites (Prerequisite: MASC 342).

MASC 464	DOCUMENTARY FILMS الأفلام الوثائقية	2	2	3
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يتعرض المقرر إلى تحديد مفهوم الفلم الوثائقي وماهيته مراحل تطوره، ثم كيفية تناول الفكرة أو الموضوع في واقع متحرك، معالجة المادة الواقعية، تحديد الأسلوب الذي يقدم الموضوع، بناء وتنظيم واختيار المادة المطلوبة وترتيبها، تقديم رؤية القائم بالاتصال في الموضوع للجمهور المستهدف، إعداد المعالجة السينمائية الأنواع الفرعية: (نوع المضمون، أنواع المعالجة، أنواع البنائية، الأفلام الوثائقية الشعرية، تحديد خطة العمل، وتحديد جماليات التجريب في الفيلم القصير (تحليل نماذج لروبرت فلاهرتي وجريسون)، الشكل الفلمي، وإستراتيجيات التعبير البصري، إستراتيجيات التعبير من خلال التعليق والحوار، إستراتيجيات التعبير من خلال المونتاج التعبيري، كما يتعلم الطالب في هذا المقرر إنتاج البرامج للتلفزيون بدءاً بجمع الأخبار من الأرشيف والإنترنت وتوظيفها في وحدة بنائية وكيفية ربطها بمادة مصورة يتم تسييقها، كما يكتسب مهارات التصوير في واقع متغير، ويتدرب الطالب على استخدام الأجهزة خارج الاستوديو من كاميرات فيديو ومايكروفونات، إضافة إلى تجهيزات الاستوديو ويقدم في نهاية المقرر مشروعاً مصوراً. (المتطلب السابق: MASC 341)

This course introduces the definition of the concept of the documentary film, its essence, the stages of its development, how to deal with the idea or subject in changeable reality, the treatment of factual material, determining the method of presenting the subject, building, organizing, selecting and arranging the required material, presenting the film-maker's vision of the content to the target audience, and preparing the cinematic treatment. Subcategories include types of content, types of treatment, types of constructivism, poetic documentaries, determining the work plan, identification of the aesthetics of the experimental trends in the short film (model analysis of Robert Flaherty and Grierson), film format and visual expression strategies, expression strategies through commentary and dialogue, and expression strategies through symbolic montage. In this course, the student learns to produce television programs, starting with collecting news from the archives and the Internet, using it in as a unified constructional unit and linking it with premade footage to create its own context. The student also learns skills of changeable reality photography and receives training in the use of external (outside the studio) video cameras and microphones, in addition to the use of internal studio equipment. The student submits a project at the end of the course (Prerequisite: MASC 341).

COURSE CODE	COURSE TITLE	LEC CREDITS	LAB CREDITS	CREDIT HOURS
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MASC 467	SPECIALIZED JOURNALISM الصحافة المتخصصة	2	2	3
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يركز هذا المقرر على دراسة أساليب ومبادئ ولغة التغطية والكتابة للصحافة المتخصصة فيدرس الطالب مفهوم وأنماط الصحف والمجلات المتخصصة كما يدرس الطالب بشكل تطبيقي أسس ومهارات التغطية والكتابة الصحفية المتخصصة في مجالات عدة تشمل: الصحافة السياسية، الصحافة الرياضية، الصحافة الاقتصادية، الصحافة الصحية والعلمية والبيئية، الصحافة الثقافية والفنية، صحافة المرأة والطفل، ويقدم الطالب تغطيات وكتابات صحفية في عدد مختار من هذه المجالات تحت إشراف أساتذة المقرر، ويتضمن هذا المقرر قواعد ومهارات وشروط إعداد التحقيقات والتقارير الصحفية والأخبار الصحفية، وأنواعها وأساليبها وأساليب إجراء المقابلات الصحفية وأنواع المقابلات وأنواع الأسئلة وطرق صياغتها وبناء فحاش الأسئلة. ويقوم المقرر على التدريب العملي التطبيقي على التخطيط والتنفيذ الميداني والكتابة للتحقيقات والتقارير والأخبار. (المتطلب السابق: MASC 311)

This course focuses on the study of the methods, principles and language of specialized press writing and coverage, and examines the concepts and patterns of specialized newspapers and magazines. The student studies, in a practical way, the basics and skills of specialized journalistic writing and coverage in a variety of areas including political, sports, economics, health, scientific, environmental, cultural, artistic, women and child journalism. The student submits press coverage and written assignments related to a selected number of these areas under the supervision of the course instructor. Further, the course introduces rules, skills and conditions for the preparation of press investigations, reports and interviews, their types and methods, techniques and skills of interviewing, types of interviews, types of questions and techniques of question formulation and building question traps. The course is based on practical training in planning, field implementation and writing for investigations, reports and other press texts (Prerequisite: MASC 311).

MASC 468	SPECIALIZED JOURNALISM	3	0	3
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This course focuses on the study of the methods, principles and language of specialized press writing and coverage, and examines the concepts and patterns of specialized newspapers and magazines. The student studies, in a practical way, the basics and skills of specialized journalistic writing and coverage in a variety of areas including: political, sports, economics, health, scientific, environmental, cultural, artistic, women and child journalism. The student submits press coverage and written assignments related to a selected number of these areas under the supervision of the course instructor. Further, the course introduces rules, skills and conditions for the preparation of press investigations, reports and interviews, their types and methods, techniques and skills of interviewing, types of interviews, types of questions and techniques of question formulation and building question traps. The course is based on practical training in planning, field implementation and writing for investigations, reports and other press texts.

MASC 474	SOCIAL MEDIA وسائل التواصل الاجتماعي	2	2	3
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يتناول المقرر مفهوم شبكات التواصل الاجتماعي، وخصائصها وأبرز النماذج العلمية التي تفسر ظاهرة الإعلام الجديد، وشبكات التواصل الاجتماعي، كما يعرف المقرر بأبرز هذه الشبكات التعريف ببيجياتها وسليبياتها على الأفراد والمجتمعات، توظيفها في الحملات الإعلامية، وآليات التأثير على الرأي العام من خلالها، مهارات بناء الخطط الاستراتيجية في شبكات التواصل الاجتماعي، واستخداماتها في مجال العلاقات العامة مع التدريب التطبيقي على هذه المهارات (المتطلب السابق: MASC 343)

The course deals with the concept of social networks, their characteristics, of these most prominent scientific models that explain new media phenomenon, social networking, the most prominent of the networks, the identification of their positive and negative impacts on individuals and communities, their use in media campaigns, the mechanisms in which they influence public opinion, the skills of building strategic plans in social networks and their uses in the field of public relations. The course offers practical training in these skills (Prerequisite: MASC 343).

COURSE CODE	COURSE TITLE	LEC CREDITS	LAB CREDITS	CREDIT HOURS
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MASC 499	PROJECT IN MASC	0	6	3
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The graduation project course in Mass Communication aims at providing the student with the opportunity to prepare and implement an integrated media project that reflects the various knowledge and skills acquired during the study of the programme, based mainly on independent self-learning. It provides an opportunity to obtain practical experience in his/her field of specialization as well demonstrate independence and originality, planning and implementation skills, leadership and organizational capabilities, time and resource management. The course also allows the student to develop his/her intellectual and practical capabilities in the service of the community through media and communication experiences. The graduation project is conducted in through group or individual work and through direct guidance from the project supervisor.

MASC / PREL 499	PROJECT IN MASC OR PREL مشروع في الإعلام أو العلاقات العامة	0	6	3
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يهدف مقرر مشروع التخرج في الاتصال الجماهيري إلى إتاحة الفرصة للطلاب لإعداد وتنفيذ مشروع إعلامي متكامل يعكس مختلف المعارف والمهارات التي اكتسبها الطالب خلال دراسة البرنامج، والقائم بشكل أساسي على التعلم الذاتي المستقل. يوفر المقرر فرصة للطلاب للحصول على خبرة عملية في مجال تخصصه بالإضافة إلى إظهار الاستقلالية والأصالة ومهارات التخطيط والتنفيذ والقدرات القيادية والتنظيمية والوقت وإدارة الموارد. كما يتيح المقرر للطلاب تطوير قدراته الفكرية والعملية في خدمة المجتمع من خلال الخبرات الإعلامية والتواصلية. يتم تنفيذ مشروع التخرج من خلال العمل الجماعي أو الفردي ومن خلال توجيه المبتدئين من مشرف المشروع (المتطلب السابق: PMRM 498).

The graduation project course in mass communication aims at providing the student with the opportunity to prepare and implement an integrated media project that reflects the various knowledge and skills acquired by the student during the study of the program, based mainly on independent self-learning. It provides an opportunity to obtain practical experience in his/her field of specialization as well demonstrate independence and originality, planning and implementation skills, leadership and organizational capabilities, time, and resource management. The course also allows the student to develop his/her intellectual and practical capabilities in the service of the community through media and communication experiences. The graduation project is conducted in group or through individual work and under direct guidance from the project supervisor (Prerequisite: PMRM 498).

MASC 502	BASIC CONCEPTS IN MASS COMMUNICATION مفاهيم أساسية في الاتصال الجماهيري	3	0	3
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يتناول المقرر مفاهيم الاتصال الجماهيري ونماذج وأنواعه، وأهم وسائل الاتصال الجماهيري ومميزات وخصائص كل منها، وأهم العناصر التي تتكون منها العملية الاتصالية، ونظريات تأثير الاتصال الجماهيري، وأبرز الفنون الإعلامية التي يتم توظيفها لإحداث تأثير على الجماهير، والتعرف على أبرز المهارات الإعلامية اللازمة للقائم بالاتصال في وسائل الاتصال الجماهيري كالصحافة والراديو والتلفزيون.

The course introduces the concepts, models and types of mass communications. It focuses on the mediums of mass communication as well as their features and characteristics. It also focuses on the elements of communication process, theories of media effects, and the media techniques that can influence audiences. It enables students to gain the required communication skills for working in Mass media, such as press, radio and television.

MASC 516	ADVANCED WRITING FOR JOURNALISM مقرر كتابة صحفية متقدمة	2	2	3
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يركز المقرر على تنمية معارف ومهارات طلاب مرحلة الماجستير في مجال كتابة الفنون والقولب الصحفية التي تستلزم مهارات صحفية ولغوية وإبداعية متقدمة، ويشمل المقرر إعداد وتحرير التقارير والتحقيقات الاستقصائية وموضوعات وتقارير الفيتشر والموضوعات والقصص الإنسانية وكتابة البروفيل وتطبيق المدخل الإنساني في الكتابة واستخدام المداخل الدرامية والبناء الدرامي في القصص الصحفية، وتبني مداخل صحافة البيانات، وسرد القصص الصحفية في بيئة الصحافة الرقمية. فضلا عن مهارات الإبداع في الكتابة الصحفية. ويتضمن المقرر تطبيقات عملية وورش للكتابة، وكتابات يقدمها ويعددها الطالب من خلال التنفيذ الميداني أثناء المقرر.

COURSE CODE	COURSE TITLE	LEC CREDITS	LAB CREDITS	CREDIT HOURS
MASC 517	NEWSPAPER DESIGN & LAYOUT مقرر الإخراج الصحفي	2	2	3
يركز المقرر على إكساب الطالب المهارات الاحترافية المتقدمة في مجال تصميم الصحف والمجلات باستخدام برامج التصميم، فيدرس كيفية عمل خطة إخراجية للصحيفة وعملية توزيع العناصر التيبوغرافية على صفحة الجريدة أو المجلة، ومدارس وأسس الإخراج الصحفي وتصميم أغلفة المجلات وصفحاتها الداخلية، وأسس إخراج الصور والرسوم والعناصر الجرافيكية، ونظرية اللون وتوظيف الألوان إخراجيا، وفي نهاية المقرر يقدم الطالب مشروعا متكاملًا لصحيفة أو مجلة مطبوعة باستخدام برمجيات التصميم الصحفي.				
MASC 518	NEW TRENDS IN NEW MEDIA STUDIES مقرر اتجاهات حديثة في دراسات الإعلام الجديد	3	0	3
يتناول المقرر التعرف على الاتجاهات المعاصرة في دراسات الإعلام الجديد وصحافة الإنترنت وصحافة البيانات وشبكات التواصل الاجتماعي، كما يتناول آليات دراسة المحتوى الشبكي المتوفر في شبكة الويب، مثل المواقع الإلكترونية المعتمدة على الوسائط المتعددة، ودراسات جمهور الإعلام الجديد وتفضيلاتهم ودوافعهم، بالإضافة إلى التعرف على أبرز النماذج العلمية التي تفسر الظواهر المرتبطة ببيئة الاتصال الرقمي.				
MASC 519	NEW TRENDS IN DIGITAL JOURNALISM الاتجاهات الحديثة في الصحافة الرقمية	3	0	3
يتناول المقرر معالم التطور الرقمي في البنية الأساسية للإعلام والاتصال على شبكة الإنترنت، يستعرض الصحافة الرقمية وخصائصها وأشكالها ومستوياتها، ويتناول التجربة العملية للصحفيين والمحررين في صحافة الشبكات، تصميم وتحرير الصحف الإلكترونية، استعراض اقتصاديات وإدارة الصحف الإلكترونية، استخدام تطبيقات الحاسب الآلي في مجال النشر الإلكتروني، التعرف على التقنيات الحديثة في مجال الصحافة الرقمية، إنشاء صحيفة الكترونية بكامل محتوياتها.				
The course deals with the features of digital development in the infrastructure of media and communication on the Internet, reviews digital journalism and its characteristics, forms and levels, deals with the practical experience of journalists and editors in network journalism, design and editing of electronic newspapers, review of the economics and management of electronic newspapers, the use of computer applications in the field of electronic publishing, getting acquainted with modern technologies in the field of digital journalism, and creating an electronic newspaper with its full contents.				
MASC 521	WRITING AND MANAGING THE ELECTRONIC CONTENT كتابة وإدارة المحتوى الإلكتروني	3	0	3
يتعرف الطالب على الاتجاهات الحديثة في الإنتاج الرقمي من حيث الأبعاد العملية المتمثلة في التطور المستمر لعمليات الإنتاج الرقمي، والأبعاد العلمية المتمثلة في اهتمام الدراسات العلمية الحديثة بأدوات وتقنيات الإنتاج الرقمي في بناء الرسالة الإعلامية وتأثيراتها في الجمهور. يتطلب هذا المقرر إنتاج محتوى إعلامي بمشروع جماعي تطبق فيه التقنيات والإدارة الرقمية الحديثة، فيما يخص التحرير، الاعلان، والتسويق.				
The student learns about recent trends in digital production in terms of the practical dimensions of the rapid development of digital production processes, and the scientific dimensions represented by the interest of modern scientific studies in the roles of digital production techniques in building the media message and its effects on the public. This course requires the production of media content in a group project that applies modern digital technologies and management, with regard to editing, advertising, and marketing.				

Please refer to the program study plan to identify the prerequisite for the courses listed in this document.

COURSE CODE	COURSE TITLE	LEC CREDITS	LAB CREDITS	CREDIT HOURS
MASC 522	ANALYSIS OF RADIO AND TV DISCOURSE تحليل الخطاب الإذاعي والتلفزيوني	3	0	3
يؤسس المقرر مدخلا نظريا لمفهوم الخطاب وممارسته من خلال المرور على العديد من المؤسسات الفكرية والمعرفية والفلسفية التي تناولته وتبنته واستت له، كالفلسفة الفرنسية والألمانية واساطير الخطاب الأمريكي، ثم يتفرغ بالتركز على تحليل الخطاب في التلفزيون، متعرضا لتحليل الصورة على وفق منهجين هما المقاربة اللسانية والمقاربة الحديثة عبر مدخل منهجي يهتم بالتحليل السيميائي للنصوص ذات الصلة بمحتوى المقرر بكافة أشكالها وأنواعها وأجناسها ومسمياتها المختلفة عبر تحليل نظامها العلاماتي في بنيتها المسموعة والمرئية في فضائي المبني والمتن.				
The course establishes a theoretical introduction to the concept of discourse and its practice by going through many intellectual, cognitive and philosophical bodies that dealt with it, adopted it and established it, such as the French and German theory and the masters of American discourse. Through a methodological approach concerned with the semiotic analysis of texts related to the content of the course in all its forms, types, and different nomenclature through the analysis of its sign system in its audio-visual structures in the space of the building and the text.				
MASC 523	DATA JOURNALISM صحافة البيانات	3	0	3
ينمي المقرر مهارات الطالب على جمع البيانات الرقمية الضخمة، وتحليلها، وتبسيطها ليتمكن الجمهور المستهدف من فهمها واستيعابها. سيتعرف الطالب على أدوات جمع البيانات الرقمية، والتعامل مع الجداول والإحصاءات، وإعادة كتابتها. كما يدرّب الطالب على كيفية الاستفادة من التقنيات المتاحة في استخلاص وكشف القصص المخفية بين الأرقام والتعامل مع الوثائق، وإنتاجها على هيئة قوالب صحفية تقليدية كالقصاص الإخبارية، والتقارير، والتحقيقات.				
The course develops the student's skills in collecting, analyzing, and simplifying large digital data so that the target audience can understand and assimilate it. The student will become familiar with the tools for collecting digital data, working with tables and statistics, and rewriting them. The student will also be trained on how to take advantage of the available techniques in extracting and revealing hidden stories between numbers and dealing with documents and producing them in the form of traditional press templates such as news stories, reports, and investigations.				
MASC 524	DRAMA AND CRITIQUE IN RADIO AND TV الدراما والنقد في الإذاعة والتلفزيون	3	0	3
يتعرض المقرر لنظرية الدراما مفهوماً واتساعاً وأنواعاً، وصولاً إلى التعرف على أبرز الفروقات لأجناسها المختلفة، كما يؤسس لبناء قاعدة معرفية وثقافية لتقنيات النقد التطبيقي التحليلي مروراً بأشهر المدارس والنظريات الحديثة في ممارسة العمليات النقدية، كما يفتح مجالاً واسعاً في ممارسة العمليات النقدية من خلال عدد من التطبيقات والتدريبات المعمقة على نصوص دراماتيكية تهدف إلى تنمية القدرات والمهارات النقدية في ضوء المعايير اللازمة لكل من الوسيطين.				
The course covers the concept, breadth, and types of drama theory, in order to identify the most prominent differences of its different types. It also establishes a knowledge and cultural base for the techniques of applied and analytical criticism through the most famous schools and modern theories in the practice of criticism operations. It also opens a wide field in the practice of criticism operations through a number of applications. In-depth exercises on dramatic texts aim at developing critical abilities and skills in light of the standards necessary for each of the two mediators.				

Please refer to the program study plan to identify the prerequisite for the courses listed in this document.

COURSE CODE	COURSE TITLE	LEC CREDITS	LAB CREDITS	CREDIT HOURS
MASC 534	SOCIAL MEDIA AND DIGITAL CULTURE وسائل التواصل الاجتماعي والثقافة الرقمية	3	0	3
<p>يقوم الطالب ببناء تصور ثقافي عن الإنترنت والإعلام الرقمي ويبحث هذا المقرر في تأثير وسائل التواصل الاجتماعي على الثقافة في العالم الحديث. تحليل الأبعاد الاجتماعية والثقافية والسياسية والتعليمية في وسائل التواصل الاجتماعي، وتقديم دراسة تبين هذا التصور وتشمل المواضيع التي يتم التطرق إليها: عناصر وسائل الإعلام، تقنيات وسائل الإعلام، الصناعات الإعلامية، التحويل الإعلامي، بناء الأخبار، توسيع وتحويل الإعلان، الإعلام والمجال العام، ومجتمع الشبكة.</p> <p>The student builds a cultural perception of the Internet and digital media. This course examines the impact of social media on culture in the modern world. Analyzing the social, cultural, political, and educational dimensions of social media, and presenting a study showing this perception. Topics covered include media elements, media technologies, media industries, media transformation, building news, expanding and transforming advertising, media and the public sphere, and network society.</p>				
MASC 537	INVESTIGATIVE JOURNALISM الصحافة الاستقصائية	3	0	3
<p>يُدرَّب المقرر الطلاب على كيفية البحث عن قصة استقصائية وإنشاءها وتقديمها باستخدام المهارات والتقنيات الصحفية المهنية. يشتمل المقرر على تعليم أساليب التحقيق والإستقصاء المختلفة، بما في ذلك مهارات الحصول على المعلومات من المصادر الرسمية وغير الرسمية، إجراء المقابلات، واستخدام السجلات والمستندات العامة، وإجراء البحوث.</p> <p>The course trains students on how to research, create, and present an investigative story using professional journalistic skills and techniques. The course includes teaching various investigative techniques, including the skills of obtaining information from formal and informal sources, conducting interviews, using public records and documents, and conducting research.</p>				
MASC 539	WRITING FOR RADIO AND TV الكتابة للإذاعة والتلفزيون	3	0	3
<p>يُهتم المقرر ببناءات المهارات المعرفية للطالب في مجال الحرفيات وتقنيات الكتابة للإذاعة والتلفزيون، حيث يقوم الطالب باعتماد نظرية الهندسة العكسية في تشريح وتفكيك نماذج من الوسيطيين التعبيريين ومن ثم يقوم بتبني تعارضات أسلوبية للنماذج لإنجاز نماذج في البرامج المتنوعة في المجال السمعي والمرئي، ويقدم في نهاية المقرر مشروعا يحقق فيه مهاراته المعرفية.</p> <p>The course is concerned with building the student's cognitive skills in the field of craftsmanship and writing techniques for radio and television. The student adopts the theory of reverse engineering in slicing and deconstructing models from the two expressive media, and then adopts stylistic contradictions of the models to complete models in various programs in the audio-visual field. At the end of the course, the student presents a project to demonstrate the cognitive skills acquired.</p>				
MASC 562	TECHNIQUES OF RADIO & TELEVISION PRODUCTION مقرر تقنيات الإنتاج الإذاعي والتلفزيوني	2	2	3
<p>يتعرض المقرر لأهم تقنيات البناء الفني في البرامج المتنوعة في حفل الإذاعة والتلفزيون باعتبارهما من أهم وسائل الاتصال الجماهيري تأثيرا في الجماهير والرأي العام، مروراً بمراحل التطور التقني الذي رافق حفل الراديو والتلفزيون، ويقوم المقرر بتعريف الطلاب بأهم الأساليب الحديثة المتبعة في الإنتاج البرامجي والدرامي في كل من الراديو والتلفزيون، وأبرز الإشكاليات، التي تواجه المؤسسات الإذاعية والتلفزيونية في العصر الحدي ث</p>				

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COURSE CODE	COURSE TITLE	LEC CREDITS	LAB CREDITS	CREDIT HOURS
MASC 563	ADVANCED RADIO & TV PRODUCTION مقرر الإنتاج المتقدم للإذاعة والتلفزيون	2	2	3
<p>ويتناول هذا المقرر أهم طرق الإنتاج الحديثة ودور إدارات الإنتاج وما يتصل بها، كما يتناول أثر التقدم التقني الحديث في مجالات البث الفضائي والفضاء الإلكتروني، ويتناول طرائق الإنتاج البرامجي والإخباري والترفيهي لإذاعات الإنترنت، وقنوات الويب التي تنتشر بشكل كبير في الوقت الراهن، ويتم تدريب الطلاب على أنماط الإنتاج الإذاعي والتلفزيوني المختلفة من خلال الاستوديو الإذاعي والتلفزيوني، ويقدم مشاريع إنتاجية ضمن المساق.</p>				
MATH 053	BASIC MATHEMATICS	3	0	3
<p>MATH 053 is an introduction to numbers, equations, and functions. Students will learn how to manipulate with numbers, solve equations, and cope with mathematical functions. Students will also learn about exponential and logarithmic functions as well as matrices.</p>				
MATH 101	CALCULUS I	3	0	3
<p>Math 101 Calculus I, which is a university requirement for the BSc programme in Engineering, IT, Multimedia, and Physiotherapy. This course covers limits and continuity, and differentiation of algebraic and transcendental functions with different rules, which involve multiplication, division, and chain rules. Applications of differentiation such as extrema (maxima and minima), optimization, and mean value theorem are also covered in this course. Assignments of various problems are handed to the students to solve to prepare them for the exams.</p>				
MATH 102	CALCULUS II	3	0	3
<p>Math 102 (Calculus II) is a university requirement for the BSc programme in Engineering, IT, Multimedia, and Physiotherapy. This course is a continuation of Calculus I with emphasis on integration methods and techniques followed by further integration and applications. Taylor and Maclaurin theorems, power series, infinite series and polar coordinates are all covered in this course. Assignments are also handed to the learners to solve and get prepared for the exam.</p>				
MATH 103	MATHEMATICS I رياضيات 1	3	0	3
<p>الرياضيات 103 هي مقدمة للتحليل الرياضي التمهيدي للأعمال والاقتصاد والحياة والعلوم الاجتماعية. سيتعلم الطلاب كيفية كتابة وحل نظام المعادلات الخطية باستخدام حذف غاوس والمعادلات الرباعية وعدم المساواة الخطية (تحليليا وبيانيا) والقيم المطلقة والوظائف المركبة والدوال العكسية والدوال الأسية والدوال اللوغاريتمية. سوف يتعلمون أيضا كيفية تحديد الفائدة المركبة والقيمة الحالية والمستقبلية والمعادلات السنوية. سيكونون قادرين على تطوير مصفوفة ومصفوفة معكوسة واستخدام العمليات مع المصفوفات لحل الأنظمة الخطية. يتم تكليف الطلاب بمهام لحلها لإعدادهم لامتحانات. تغطي الواجبات والامتحانات جميع المواد (المتطلبات المسبقة: MATH 053 أو اجتياز اختبار تحديد المستوى).</p> <p>Math 103 is an introduction to introductory mathematical analysis for business, economics, life, and social sciences. Students will learn how to write and solve the system of linear equations using Gauss elimination, quadric equations, linear inequalities (analytically and graphically), absolute values, functions, composite functions, inverse functions, exponential functions, and logarithmic functions. They will also learn how to determine compound interest, present and future value, and annuities. They will be able to develop a matrix and an inverse matrix and use operations with matrices to solve linear systems. The students are assigned assignments to solve to prepare them for the exams. Assignments and exams cover all material (Prerequisite: MATH 053 or passing placement test).</p>				

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COURSE CODE	COURSE TITLE	LEC CREDITS	LAB CREDITS	CREDIT HOURS
MATH 104	MATHEMATICS II رياضيات 2	3	0	3
<p>الرياضيات 104 هو مقرر حساب التفاضل والتكامل مصممة للطلاب الذين يدرسون الأعمال والاقتصاد والبرامج الأخرى المتعلقة بالأعمال. إلى جانب طلاب الأعمال، يأخذ طلاب وسائل الإعلام والتصميم الداخلي هذه الدورة أيضا. يتضمن هذا المقرر حدود وتفاضل وتكامل مجموعة متنوعة من الدوال، مثل الدوال الجبرية البسيطة، وكذلك الدوال الأسية واللوغاريتمية. ويشمل أيضا تطبيق التمايز والتكامل للمشاكل المتعلقة بالأعمال مثل التكاليف الحدية والتكاليف الإجمالية، بالإضافة إلى السعر والإيرادات الحدية والإيرادات. (المتطلبات المسبقة: MATH 103 أو اجتياز اختبار تحديد المستوى).</p> <p>Math 104 is a calculus course designed for students studying business, economics, and other business-related programs. Besides business students, mass media and interior design students also take this course. This course involves limits, differentiation, and integration of a variety of functions, such as simple algebraic functions, as well as exponential and logarithmic functions. It also includes the application of differentiation and integration for business-related problems such as marginal costs and total costs, as well as price, marginal revenue, and revenue (Prerequisite: MATH 103 or passing placement test).</p>				
MATH 201	DISCRETE MATHEMATICS	3	0	3
<p>An integrated course that permits the student to learn how to formulate and express engineering and technology problems in terms of discrete mathematics. The course covers the fundamental concepts of discrete mathematics that are widely used in information engineering. The topics covered are logic and mathematical reasoning, sets, functions, counting and combinatorial techniques, graphs and trees.</p>				
MATH 202	CALCULUS III	3	0	3
<p>This course will build on the previous two calculus courses, Calculus I and II. The course emphasis will be on topics such as vectors, partial derivatives and multiple integrations, ordinary differential equations and Laplace transforms.</p>				
MATH 205	DIFFERENTIAL EQUATIONS	3	0	3
<p>An integrated course that permits the student to learn how to formulate and express engineering and technology problems in terms of differential equations. It covers classification, methods and techniques of solutions. Included are: exact and separable types, linear and second- and higher-order equations with constant coefficients: non-homogeneous and homogeneous ones; use of power series and Laplace transform methods. Some applications of differential equations are also considered.</p>				
MATH 221	LINEAR ALGEBRA	3	0	3
<p>MATH 221 is an introduction to Linear Algebra. It covers linear systems, matrix algebra, vector spaces, linear transformations, eigenvalues and eigenvectors and norms and inner products.</p>				
MATH 311	COMPLEX ANALYSIS	3	0	3
<p>MATH 311 is an introduction to Complex Analysis. This course covers complex number system, Cauchy-Riemann conditions, analytic functions and their properties, special analytic functions such as linear fractional transformations, roots, exponential, logarithmic, and trigonometric and hyperbolic functions of a complex variable. It also includes complex integration and line integrals, Cauchy representation, Taylor and Laurent Series expansions</p>				

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COURSE CODE	COURSE TITLE	LEC CREDITS	LAB CREDITS	CREDIT HOURS
MAKT 201	PRINCIPLES OF MARKETING مبادئ التسويق	3	0	3
<p>بعد هذا المقرر بمثابة مقدمة للتسويق بشكل عام، وعملية التسويق. سيقيم الطلاب بتطوير فهم شامل لمفهوم / عملية التسويق، والسوق، والاختلافات بين أسواق المستهلك والأعمال. سيتعلمون أيضا كيفية تصميم استراتيجية تسويق يحركها العملاء توظف المزيج التسويقي، مع مواكبة تطورات العصر الرقمي المرتبطة بأنشطة التسويق (المتطلب السابق: MAGT 121).</p> <p>This course serves as an introduction to marketing in general, and the marketing process. Students will develop a thorough understanding of the marketing concept/process, the marketplace, and the differences between consumer and business markets. They will also learn how to design a customer-driven marketing strategy that employs the marketing mix, whilst keeping pace with digital age developments linked to marketing activities (Prerequisite: MAGT 121).</p>				
MCPR 101	INTRODUCTION TO COMMUNICATION مدخل إلى الاتصال	3	0	3
<p>يهدف هذا المقرر إلى تزويد الطلبة بالمعارف الأساسية اللازمة في مجال الإعلام والعلاقات العامة حيث يشتمل المقرر على دراسة عناصر عملية الاتصال ووسائل الاتصال وأشكال الاتصال وأنماطه المختلفة. كما يعرض المقرر لمفهوم الاتصال وتأثيراته المختلفة، ويهتم المقرر كذلك بتقديم المعارف الأساسية حول نشأة وتطور وسائل الإعلام المعاصرة، والعوامل المؤثرة - فيها، وتحديد الوظائف التي تؤديها وسائل الاتصال الجماهيري في المجتمع. ويعتبر المقرر مدخل أساسي لدراسة الإعلام والعلاقات العامة.</p> <p>This course provides students with the necessary basic knowledge in the field of mass communication and public relations. It includes a study of the elements of the communication process, the means, and forms of communication as well as its different patterns. The course presents the concept of communication and its various influences, in addition to providing basic knowledge about the emergence and development of contemporary media, the factors influencing it and the identification of the functions performed by mass media in society. This course is an essential introduction to the study of media and public relations.</p>				
MCPR 102	NEWS REPORTING AND WRITING التغطية والكتابة الإخبارية	2	2	3
<p>يركز المقرر على تزويد الطلاب بالمعرفة والمهارات العملية اللازمة لتغطية وكتابة الأخبار لمختلف وسائل الإعلام المطبوعة والمسموعة والمرئية والرقمية. كما يقدم المعارف والمهارات العملية المتعلقة بالمفهوم العلمي للأخبار وطرق اختيار وجمع وتغطية الأخبار، والتعامل مع مصادر الأخبار، والتحقق من المعلومات، وطرق صياغة الأخبار، ولغة الأخبار، وكتابة النماذج، وقواعد إعداد وتنفيذ التقارير الإخبارية، وأخلاقيات كتابة ونشر الأخبار. خلال المقرر، سيقيم الطالب بتغطية وكتابة الأخبار بأشكال وصيغ وتنسيقات وسائط مختلفة. (متطلب سابق: MCPR 101)</p> <p>The course focuses on providing the students with the knowledge and practical skills required to cover and write the news for the various print, audio-visual and digital media. The course provides knowledge and practical skills related to the scientific concept of the news and methods of selection, collection, and coverage of news, dealing with news sources, verification of information, methods of drafting news, news language, writing forms, rules for preparing and implementing news reports, and ethics of writing and publishing news. During the course, the student will cover and write news in different forms, formulas, and media formats (Prerequisite: MCPR 101).</p>				
MCPR 206	MEDIA GRAPHICS	2	2	3
<p>The course aims to identify the most important elements and principles in graphic design and the techniques of attracting the audience to graphic designs, in addition the foundations of graphic design used in the field of media, both theoretical and applied. The course aims to provide students with the skills of editing pictures, lines, colors, shapes, texts and drawings through training on the methods of dealing with graphic design programmes such as Adobe Photoshop, Adobe InDesign and Adobe Premier and others to reach innovative artistic designs providing elements of good design by strengthening the student's ability to be creative and innovative. The course also encourages and promotes student's self-initiated creativity in expressing his/her ideas through the preparation of a variety of designs that are supposed to be dealt with creatively and solving design challenges with high efficiency by employing different tools in these programmes.</p>				

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COURSE CODE	COURSE TITLE	LEC CREDITS	LAB CREDITS	CREDIT HOURS
MCPR 208	DIGITAL PHOTOGRAPHY التصوير الرقمي	2	2	3
<p>مقدمة معرفية وتطبيقية لفنون التصوير الفوتوغرافي، يتم في إطارها تدريب الطالب على استخدام الكاميرا، مع التركيز على الإعدادات والتقنيات الموجودة في الكاميرا حيث يتعرف على (مثلث التعرض - توازن اللون الأبيض - البعد البؤري - قاعدة التركيز وغيرها)، بالإضافة إلى تحرير الصور بواسطة الفوتوشوب من أجل تطوير مهاراته في التصوير الصحفي. (متطلب سابق: ITCS 101)</p> <p>A cognitive and applied introduction to the arts of photography, within the framework of which the student is trained in the use of the camera, focusing on the settings and techniques in the camera where he recognizes (exposure triangle - white balance - focal length - installation base and others), in addition to editing images by Photoshop in order to develop his/her skills in photojournalism (Prerequisite: ITCS 101).</p>				
MCPR 211	MEDIA GRAPHICS الإعلام الجرافيكي	1	4	3
<p>يهدف المقرر إلى التعرف على أهم العناصر والمبادئ الأساسية في التصميم الجرافيكي وفتيات جذب الجمهور للتصميمات الجرافيكية، وأسس التصميم الجرافيكي المستخدمة في مجال الإعلام على الصعيدين النظري والتطبيقي، كما يهدف المقرر إلى إكساب الطلاب مهارات معالجة الصور، الخطوط، الألوان، الأشكال، النصوص، والرسوم من خلال التدريب على أساليب التعامل مع برامج التصميم الجرافيكي مثل الفوتوشوب وإن ديزاين وبرنامج ادوبي بريمر وغيرها للوصول إلى تصميمات فنية مبتكرة يتحقق فيها عناصر التصميم الجيد من خلال تدعيم قدرة الطالب على الإبداع والابتكار، وتنشيط وتنمية قدرة الطالب على الإبداع الذاتي في التعبير عن أفكاره وذلك من خلال إعداد العديد من التصميمات المتنوعة التي يقتض التعامل معها بشكل خلاق وحل التحديات التصميمية بفعالية عالية من خلال توظيف الأدوات المختلفة في هذه البرامج. (متطلب سابق: ITCS 101)</p> <p>The course aims to identify the most important elements and principles in graphic design and the techniques of attracting the audience to graphic designs, in addition to the foundations of graphic design used in the field of media, both theoretical and applied. The course aims to provide students with the skills of editing pictures, lines, colors, shapes, texts and drawings through training on the methods of dealing with graphic design programs such as Adobe Photoshop, Adobe InDesign and Adobe Premier and others to reach innovative artistic designs providing elements of good design by strengthening the student's ability to be creative and innovative. The course also encourages and promotes student's self-initiated creativity in expressing his/her ideas through the preparation of a variety of designs that are supposed to be dealt with creatively and solving design challenges with high efficiency by employing different tools in these programs (Prerequisite: ITCS 101).</p>				
MCPR 232	THEORIES OF MASS COMMUNICATION نظريات الاتصال	3	0	3
<p>يستهدف هذا المقرر تزويد الطلاب بخلفية علمية عن النظريات العلمية المتعلقة بظاهرة الاتصال الجماهيري، وذلك من خلال عرض ودراسة لبعض نظريات الاتصال، ويتم تناول النظريات المتعلقة بتأثير الاتصال ومفهوم الجمهور النشط والتفاعل مع وسائل الإعلام والنظريات التي تفسر آلية عمل وسائل الإعلام التقليدية والحديثة، والقائم بالاتصال، كما يستهدف مواكبة الطالب للمستحدثات الاتصالية من خلال التعرف على تقنيات الاتصال الحديثة، والتعرف على النظريات العلمية المفسرة لها، وكيفية استفادة الطلبة من تطبيق فروض نظريات الاتصال في بحوث دراسات الإعلام. (متطلب سابق: MCPR 101).</p> <p>This course provides students with a scientific background of the scientific theories related to the mass communication phenomenon through the presentation and study of some theories of communication. It addresses the theories related to the impact of communication, the concept of the active audience, interaction with the media and the theories that explain the mechanism of traditional and modern media. The course also aims at enabling students to keep up with the latest communication innovations through learning about modern communication techniques, identifying & underlying scientific theories, and how to benefit from the application of theories of communication in media research and studies (Prerequisite: MCPR 101).</p>				

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COURSE CODE	COURSE TITLE	LEC CREDITS	LAB CREDITS	CREDIT HOURS
MCPR 243	NEWS REPORTING & WRITING	2	2	3
<p>The course focuses on providing the students with the knowledge and practical skills required to cover and write the news for the various print, audio-visual and digital media. The course provides knowledge and practical skills related to the scientific concept of the news and methods of selection, collection and coverage of news, dealing with news sources, verification of information, methods of drafting news, news language, writing forms, rules for preparing and implementing news reports, and ethics of writing and publishing news. During the course, the student will cover and write news in different forms, formulas and media formats.</p>				
MCPR 300	MEDIA DESIGN AND LAYOUT تصميم وإخراج الصحف المطبوعة والرقمية	2	2	3
<p>يهدف المقرر إلى إكساب الطالب مهارات التصميم والإخراج الصحفي للجراند والمجلات، فيتناول المقرر مفهوم الإخراج الصحفي ووظائفه، ومفاهيم التصميم ونظرياته الأساسية وعناصره والمتغيرات البصرية والجمالية التي تحكمه، كما يتعرف الطالب على العناصر التيبوغرافية والجرافيكية وكيفية الاستفادة منها وتوظيفها في الإخراج الصحفي، وأساليب الإخراج الفني للصحف، مع الإشارة إلى الفروق بين إخراج الجريدة والمجلة الورقية والالكترونية مع ضرورة إلمام الطالب بأساليب وطرق إخراج الصفحة الأولى والمجلات. (المتطلب السابق: MCPR 211).</p> <p>The course aims to provide students with the skills of both print and digital media design. The course also deals with the concept of design, basic theories, and visual and aesthetic variables that govern it. Students will learn about the typographic and graphic elements and how to utilize them in press production. The course also familiarizes students with the most popular software used in print and digital design as well as production (Prerequisite: MCPR 211).</p>				
MCPR 511	CONTEMPORARY TRENDS IN COMMUNICATION & PR الاتجاهات المعاصرة في نظريات الإعلام والعلاقات العامة	3	0	3
<p>مقرر الاتجاهات المعاصرة في نظريات الإعلام والعلاقات العامة يتناول المقرر النظريات المعاصرة واتجاهاتها الحديثة في مجال الإعلام والعلاقات العامة، ومكانتها في المجتمعات المعاصرة، وإحاطة الطلاب بالنظريات المعاصرة فيما يختص بدراسة تأثير الإعلام على الأنظمة الاجتماعية وحراك الأفراد والعلاقات فيما بينهم ووسائل الاتصال، وكذلك النظريات الحديثة في مجال العلاقات العامة والاتصال الاستراتيجي، ويتناول أيضا آليات توظيف النظريات العلمية في البحوث والدراسات في كل من الاتصال الجماهيري والشبكي والعلاقات العامة.</p> <p>The course deals with contemporary theories and their modern trends in the field of media and public relations, and their place in contemporary societies, and briefing students with contemporary theories regarding the study of the impact of media on social systems, the mobility of individuals and the relations among them and the means of communication, as well as modern theories in the field of public relations and strategic communication, and also deals with the mechanisms of employing scientific theories in research and studies in both mass and network communication and public relations.</p>				
MCPR 520	RESEARCH METHODS IN MASS COMMUNICATION & PR	3	0	3
<p>This course covers qualitative and quantitative methodologies for research in the field of mass communications and public relations. It covers commonly used methods of social research applicable to the field and focuses on developing skills to evaluate research critically and to empower the student to conduct his/her own major research project. Among the techniques imparted are search strategies and techniques for accessing information sources (both electronic and print) and for evaluating the outcomes of such searches. In addition to topics of research design and scientific logic, the course introduces a variety of statistical methods of analysis with a view to focusing on collecting, organizing, and using data as an aid to assessing information systematically. Research and information gathering methods span research design, data mining, data interpretation, reporting and strategic use of research findings.</p>				

Please refer to the program study plan to identify the prerequisite for the courses listed in this document.

COURSE CODE	COURSE TITLE	LEC CREDITS	LAB CREDITS	CREDIT HOURS
MCPR 521	RESEARCH METHODS IN MASS COMMUNICATION & PUBLIC RELATIONS مناهج البحث في الإعلام والعلاقات العامة	3	0	3
<p>يغطي هذا المقرر مناهج البحث العلمي الكمية والكيفية في مجال الإعلام والعلاقات العامة لاستقصاء أحدث الدراسات والأبحاث. ويغطي أساليب البحث الاجتماعي الشائعة الاستخدام المطبقة في هذا المجال ويركز على تطوير المهارات لتقييم البحث بشكل نقدي وتمكين الطالب من إجراء مشروع بحثي رئيسي خاص به. ومن التقنيات التي يتم تناولها هي استراتيجيات وتقنيات البحث للوصول إلى مصادر المعلومات (الإلكترونية والمطبوعة على حد سواء) ولتقييم نتائج عمليات البحث. بالإضافة إلى موضوعات تصميم البحث والمنطق العلمي، يقدم المقرر مجموعة متنوعة من الأساليب الإحصائية للتحليل بهدف التركيز على جمع البيانات وتنظيمها واستخدامها كأداة مساعدة لتقييم المعلومات بشكل منهجي. تشمل أساليب البحث وجمع المعلومات تصميم البحث واستخراج البيانات وتفسير البيانات وإعداد التقارير والاستخدام الاستراتيجي لنتائج البحث.</p> <p>This course covers qualitative and quantitative methodologies for research in the field of mass communications and public relations. It covers commonly used methods of social research applicable to the field and focuses on developing skills to evaluate research critically and to empower the student to conduct his/her own major research project. Among the techniques imparted are search strategies and techniques for accessing information sources (both electronic and print) and for evaluating the outcomes of such searches. In addition to topics of research design and scientific logic, the course introduces a variety of statistical methods of analysis with a view to focusing on collecting, organizing, and using data as an aid to assess information systematically. Research and information gathering methods span research design, data mining, data interpretation, reporting and strategic use of research findings.</p>				
MCPR 565	SEMINAR IN CONTEMPORARY COMMUNICATION RESEARCH	3	0	3
<p>The course offers a survey of research in mass communication and public relations and discusses the various trends in the two fields. In particular, it focuses on the most recent developments in the field of communication research in order to help students to use the modern theories in the writing of research papers.</p>				
PHOT 101	INTRODUCTION TO DIGITAL PHOTOGRAPHY	2	2	3
<p>The course introduces the art and craft of digital photography. Students will practice how to use and get the best from their cameras and the main menu features. Emphasis is placed upon improving the quality of the image produced within the camera by expanding the user's awareness of the camera functions and the possibilities provided by a sound knowledge of the features and basic imaging theory.</p>				
PHYS 101	GENERAL PHYSICS I	3	0	3
<p>This course covers units and measurements, vectors, Newton's laws of motion, projectile motion, work and energy, impulse and momentum, rotational dynamics, equilibrium of a rigid body and periodic motion.</p>				
PHYS 102	PHYSICS II	2	2	3
<p>This course introduces principles of electricity and magnetism and circuits. Topics include: electric charges and fields, Coulomb's and Gauss's laws, electric potential, capacitors, direct current circuits, Kirchhoff's rules, magnetic field and flux, ampere's law, induced emf, Lenz's law, mutual and self-inductance, AC circuits, and RLC circuit. Learners will apply these concepts in laboratory experiments.</p>				
PHYS 321	ELECTROMAGNETIC THEORY	3	0	3
<p>The course begins with a review of vector calculus and coordinate transformations. It covers fundamental concepts of electrostatics, magneto statics, electromagnetic induction and electromagnetic waves. Students gain knowledge of Maxwell's Equations and learn how to apply them to solve practical electromagnetic field problems. Other concepts such as waveguides, resonant cavities, antennas and radiation patterns are also introduced in this course.</p>				

Please refer to the program study plan to identify the prerequisite for the courses listed in this document.

COURSE CODE	COURSE TITLE	LEC CREDITS	LAB CREDITS	CREDIT HOURS
PMRM 498	RESEARCH METHODS IN MASS COMMUNICATION & PUBLIC RELATIONS مناهج البحث في الإعلام والعلاقات العامة	2	2	3
<p>يهدف المقرر إلى تعريف الطلبة بالبحث العلمي وأهميته في مجال الإعلام والعلاقات العامة، وإكساب الطلبة المهارات المرتبطة بالبحث العلمي، مثل استخدام المكتبة والمراجع وتصميم الأدوات العلمية لجمع المعلومات في بحوث الإعلام، وإعداد الخطة البحثية والتعرف على أنواع البحوث والمناهج المستخدمة في البحث العلمي في مجال الإعلام والعلاقات العامة، وآلية صياغة الفروض والتساؤلات العلمية وكتابة تقرير البحث العلمي ومهارات تقديم العروض التقديمية لعرض نتائج البحوث العلمية (المتطلب السابق: ETCH 397 وإكمال ما لا يقل عن 90 ساعة معتمدة).</p> <p>The course aims to introduce students to scientific research and its importance in the field of media and public relations. It also provides students with the skills related to scientific research, such as the use of library and references, designing scientific tools for collecting data in media research, preparing a research plan, and identifying the types of research and methods used in scientific research in the field of Media and public relations. It deals with the mechanism of formulating hypotheses and scientific questions, writing a scientific research report, and presentation skills to present the results of scientific research (Prerequisite: ETHC 397 and Completion of at least 90 credits).</p>				
PREL 121	INTRODUCTION TO PUBLIC RELATIONS & ADVERTISING	3	0	3
<p>The course presents the basic concepts related to the public relations discipline. It also focuses on the roles, responsibilities and functions of public relations in various institutions, both governmental and private. It also examines the importance of planning of public relations programmes, conducting public surveys and identifying the difference between public relations and other marketing activities, such as advertising and promotions used by public relations, including brochures, flyers and other advertising materials, as well as the use of the Internet in the field of public relations and advertising for organizations. The course also emphasizes the importance of the ethical component of the practice of public relations.</p>				
PREL 268	PUBLIC RELATIONS & ADVERTISING CAMPAIGNS حملات العلاقات العامة والإعلان	2	2	3
<p>يتعرف الطالب في هذا المقرر على مفهوم حملات العلاقات العامة والحملات الاعلانية وأهميتها ودورها في أداء وظائف العلاقات العامة في المؤسسات المختلفة، كما يتيح هذا المقرر الفرصة للطلاب لتعلم المفاهيم والأسس النظرية والخطوات العلمية والمهارات التخطيطية والتحليلية الضرورية لتطوير وإعداد وتخطيط حملات علاقات عامة وحملات اعلانية ناجحة، عبر الخطوات المتتالية لتخطيط الحملة بدءاً من مرحلة وضع الخطة الأولية وانتهاءً بالتنفيذ والتقييم العام لنتائجها. (متطلب سابق: PREL 121)</p> <p>In this course, students will learn about the concept of public relations and advertising campaigns, and their importance and role in the performance of public relations functions in different institutions. This course also provides students with the opportunity to learn the concepts, theoretical foundations, scientific steps, and planning and analytical skills necessary to develop and plan successful public relations campaigns and advertising campaigns, all through successive steps of planning the campaign from the stage of developing the initial plan to the implementation and general evaluation of its results (Prerequisite: PREL 121).</p>				

Please refer to the program study plan to identify the prerequisite for the courses listed in this document.

COURSE CODE	COURSE TITLW	LEC CREDITS	LAB CREDITS	CREDIT HOURS
PREL 301	INTERNATIONAL COMMUNICATION الاتصال الدولي	3	0	3
<p>يهدف هذا المقرر إلى التعريف بمفهوم منظومة الإعلام العالمي المعاصر ومكوناته الأساسية، والتعرف على النظريات التي تفسر ظاهرتي الاتصال والإعلام الدولي، وكذلك فهم وإدراك الدور الذي تلعبه وسائل الاتصال الدولية (وكالات الأنباء الدولية، الصحافة الدولية، الإذاعة الدولية، القنوات الفضائية الدولية، صناعة الدبلوماسية والعلاقات). يسعى هذا المقرر إلى تعميق المعرفة بالاتجاهات، وتوازنات واستراتيجية التدفق الإعلامي في التغطية الدولية للصرعات وصناعة الإعلان الدولية.</p> <p>This course aims to introduce the concept of the contemporary global media system and its basic components, and to identify the theories that explain the phenomena of communication and international media, as well as understanding and realizing the role played by international means of communication (international news agencies, international press, international radio, international satellite channels, making diplomacy and relations). This course seeks to deepen knowledge of the trends, balances and strategy of media flow in international coverage of conflicts and the international advertising industry.</p>				
PREL 302	WRITING FOR PUBLIC RELATIONS الكتابة للعلاقات العامة	2	2	3
<p>يتناول هذا المقرر مفهوم أساليب الكتابة للعلاقات العامة، كتابة البيان الاخباري الصحفي والأداعي، وإعلان الخدمة العامة، وكتابة الرسائل والمذكرات والتقارير وكتابة الكلمات الخطابية والكتابة للمطويات والنشرات والكتابة لوسائل الاتصال التفاعلية، كتابة إعلانات العلاقات العامة، كما يستهدف المقرر تعريف الطالب بأنماط وأشكال الرسائل الإعلامية التي تستخدمها العلاقات العامة، وعناصر الكتابة الناجحة للعلاقات العامة. (المتطلب السابق: PREL 268).</p> <p>This course deals with the concept of writing styles for public relations, writing press and radio news releases, public service announcements, writing letters, memos, and reports, writing speeches and writing for pamphlets and flyers, writing for interactive media and public relations announcement. The course also familiarizes the student with the patterns and forms of media messages used by public relations and the elements of successful public relations writing (Prerequisite: PREL 268).</p>				
PREL 340	INTEGRATED MARKETING COMMUNICATION	3	0	3
<p>On this course, students learn about the concept of integrated marketing communications, the principles of integrated marketing communication, the marketing communication process, levels of marketing communication, marketing mix elements, marketing communication strategy and planning. The course also deals with the elements to be analyzed in planning marketing communications, marketing communication budget planning, the factors influencing the selection of marketing communication mix, communication relevance to marketing mix elements, marketing communication campaign components, and the role of the Internet in marketing communications.</p>				
PREL 412	INTEGRATED MARKETING COMMUNICATION الاتصالات التسويقية المتكاملة	3	0	3
<p>يتعرف الطالب في هذا المقرر على مفهوم الاتصالات التسويقية المتكاملة ومبادئ الاتصالات التسويقية المتكاملة، عملية الاتصالات التسويقية، مستويات الاتصالات التسويقية، عناصر المزيج التسويقي، إستراتيجية وتخطيط الاتصالات التسويقية، العناصر التي يجب تحليلها عند القيام بعملية التخطيط للاتصالات التسويقية، تخطيط ميزانية الاتصال التسويقي، العوامل المؤثرة في اختيار مزيج الاتصال التسويقي، علاقة الاتصال بعناصر المزيج التسويقي، مكونات حملات الاتصال التسويقي، ودور الإنترنت في الاتصالات التسويقية. (المتطلب السابق: MAK201).</p> <p>On this course, students learn about the concept of integrated marketing communications, the principles of integrated marketing communication, the marketing communication process, levels of marketing communication, marketing mix elements, marketing communication strategy and planning. The course also deals with the elements to be analyzed in planning marketing communications, marketing communication budget planning, the factors influencing the selection of marketing communication mix, communication relevance to marketing mix elements, marketing communication campaign components, and the role of the Internet in marketing communications (Prerequisite: MAK201).</p>				

Please refer to the program study plan to identify the prerequisite for the courses listed in this document.

COURSE CODE	COURSE TITLE	LEC CREDITS	LAB CREDITS	CREDIT HOURS
PREL 422	PUBLIC OPINION & ITS MEASUREMENT الرأي العام وقياسه	3	0	3
<p>يستهدف المقرر دراسة ظاهرة الرأي العام كظاهرة اجتماعية وإحصائية وتنمية مهارات الطلاب في مجال قياس واستطلاع الرأي العام، فيتعرض المقرر لمفاهيم الرأي العام والتعرف على أنواعه المختلفة، وتطوره في المجتمعات الحديثة ودراسة العوامل المؤثرة في تشكيله ودور وسائل الإعلام التقليدية والحديثة في تشكيل الرأي العام، والدور الذي يمارسه الرأي العام في المجتمعات، كما يتناول الأساليب والإجراءات والخطوات العلمية لقياس الرأي العام باتباع الأسس العلمية والإحصائية المختلفة التي توظف في هذا الشأن. (المتطلب السابق: M CPR 232 & STAT 101)</p> <p>The course aims to study the phenomenon of public opinion as a social and communicative phenomenon and develop students' skills in the field of measuring and surveying public opinion. The course presents the concepts of public opinion, its different types, its development in modern societies, the study of factors influencing its formation, and the role of traditional and modern media in forming public opinion. It also deals with the role played by public opinion in societies, as well as the scientific methods, procedures and steps to measure public opinion by following the various scientific and statistical techniques employed in this regard (Prerequisite: M CPR 232 & STAT 101).</p>				
PREL 439	STRATEGIC COMMUNICATION IN PUBLIC RELATIONS الاتصال الاستراتيجي في العلاقات العامة	3	0	3
<p>يتناول هذا المقرر مبادئ الاتصال الاستراتيجي، كما يتناول نشأة المفهوم وطرق الاتصال بالجمهور وتفعيل دوره بعدة أشكال من الاتصال تشمل الإعلان والعلاقات العامة والتسويق المباشر والتسويق الإلكتروني والسلع والأفكار، كما يتناول النظريات والنماذج التي تمارس الاتصال الاستراتيجي في العلاقات العامة (تشمل نماذج بروم و دوزبير ونماذج جرونق وهنت والنظريات الأخرى في العلاقات العامة، إضافة إلى المدارس المختلفة في العلاقات العامة). يحلل الطلاب العلاقة بين الاتصال الاستراتيجي، العلاقات العامة ووسائل الإعلام، ويقوم الطلاب برسم الاستراتيجيات وتكتيكات الاتصال ومواجهة الأزمات والتعامل مع وسائل الإعلام والعلاقات العامة الدولية. (المتطلب السابق: PREL 340)</p> <p>This course deals with the principles of strategic communication. It also tackles the emergence of this concept, methods of communicating with the public and activating its role in various forms such as advertising, public relations, direct marketing and e-marketing of goods and ideas. The course also deals with theories and models that practice strategic communication in public relations (including 'Broome and Dozier models, Grunig and Hunt models and other theories in public relations, as well as various schools of public relations). Students analyze the relationship between strategic communication in public relations and media, and draw strategies and tactics of communication, crisis response, and handling of media and international public relations (Prerequisite: PREL 340).</p>				

Please refer to the program study plan to identify the prerequisite for the courses listed in this document.

COURSE CODE	COURSE TITLE	LEC CREDITS	LAB CREDITS	CREDIT HOURS
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PREL 447	MEDIA PRODUCTION FOR PR إنتاج المواد الإعلامية للعلاقات العامة	2	2	3
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يهدف المقرر إلى تهيئة الطالب لعملية التخطيط التحريري والمالي والفني للإنتاج الإعلامي في العلاقات العامة حسب الجمهور المستهدف مع التركيز على الأساليب والمكونات والمرحلة الفنية لإنتاج المواد الإعلامية المختلفة المطبوعة والمسموعة والمرئية، كما يهدف هذا المقرر أيضا إلى تقديم المهارات اللازمة في مجال إخراج مطبوعات العلاقات العامة، ويتناول بالدراسة الأسس الفنية والعلمية لإخراج المطبوعات وإنتاجها، والعناصر التيبوغرافية، وإخراج الصور والعاونين وإخراج الصفحة الأولى والصفحات الداخلية والإعلانات في مطبوعات العلاقات العامة ويهدف المقرر إلى تصميم وإنتاج نماذج متقدمة من المواد المطبوعة، مثل صحيفة المؤسسة ومجلتها، وإنتاج الكتيبات والتقارير السنوية، كما يهدف المقرر إلى إكساب الطالب القدرة على تخطيط وإنتاج المواد الإعلامية والاتصالية في مجال العلاقات العامة مع التركيز على المواد المسموعة والمرئية التي تستخدمها العلاقات العامة وتشمل البرامج الإذاعية والتلفزيونية والبرامج المسجلة والأفلام الوثائقية وعروض وتطبيقات الوسائط المتعددة، ذات الطابع الدعائي أو الترويجي. (المتطلب السابق: PREL 402).

The course aims at preparing the student for the process of the financial, literary and artistic planning for media production in public relations according to the target audience with a focus on the methods, components and technical stages to produce various print media and audio-visual materials. This course also aims at providing the necessary skills in the field of public relations publications. The course deals with the technical and scientific bases for directing and producing publications, typographical production of images and titles, production of the front page, inside pages and advertisements in public relations publications. The course aims to design and produce advanced printed forms such as newsletters and magazines establishment and production of brochures and annual reports. The course also aims to provide the student with the ability to plan and produce media and communication materials in the field of public relations, with a focus on audio-visual materials used by public relations, including radio and television programs, recorded programs, documentaries, multimedia presentations and applications of an advertising or promotional nature. (Prerequisite: PREL 402).

PREL 464	PROTOCOL & EVENT MANAGEMENT البروتوكول وإدارة الفعاليات	2	2	3
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يهدف المقرر إلى إكساب الطلبة مهارات معرفة كيفية إعداد وتخطيط الاتصال الفعال للمناسبات الخاصة وتنمية المهارات الاتصالية (السمعية والشفوية) وتعلم التصرف في المناسبات وقواعد البروتوكول فيما يخص الشخصيات الهامة والتعرف على قواعد البروتوكول التي لها علاقة بأنشطة العلاقات العامة والتي يتم إتباعها في المناسبات الخاصة. (المتطلب السابق: PREL 340)

The course aims at providing students with the knowledge and skills to prepare and plan effective communication for special events, develop communicative skills (audio and oral), learn the code of conduct during events and the protocol rules concerning VIPs, and learn protocol rules related to public relations activities that are followed in special occasions (Prerequisite: PREL 340).

PREL 475	ADVERTISING COPY WRITING & DESIGN	2	2	3
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The course aims to build, develop and refine the skills of editing, design and production of advertising. The student will study the basics, principles and skills of advertising innovation, aesthetic values and creativity in the advertising business, whether print, audio, visual or digital. The course also focuses on the skills of editing and design of brand and advertising logo, editing and writing of headlines, editing of the advertising message, print design, editing and design of radio and television ads, as well as design and production of Internet advertising.

COURSE CODE	COURSE TITLE	LEC CREDITS	LAB CREDITS	CREDIT HOURS
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PREL 476	PUBLIC RELATIONS MANAGEMENT	3	0	3
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In this course, the student learns about the public relations strategy as an administrative activity, the organizational structures of the public relations department in the various institutions, the modern methods of managing them and its role in shaping the mental image of the institutions. The student also examines the concept of leadership, its objectives. The course focuses on the elements of the administrative process in the field of public relations. It deals with the planning process in this field, its importance and its various stages, and then tackles the aspect of the organization, its steps, its benefits and its elements, & public relations activities. It also sheds light on the principles and types of organization and the factors influencing the selection of the appropriate organizational structure, the stages of preparation and organization of the organizational structure and its models. The course finally highlights the control of public relations activities and decision-making in the field of public relations.

PREL 477	CRISIS COMMUNICATIONS اعلام الأزمات	3	0	3
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في هذا المقرر يتعرف الطالب على مفهوم إدارة الأزمات من حيث مفهومها وأبعادها وخصائصها وأنواعها ودور إدارة العلاقات العامة في حلها وفق استراتيجيات وخطط مدروسة وفقا لمراحل تطور هذه الأزمات، بالإضافة إلى دراسة طرق التفاوض في الأزمات. (المتطلب السابق: PREL 301 & PREL 302)

In this course, the student gets introduced to the concept of crisis management in terms of concept, dimensions, characteristics, types and the role of public relations management in solving them according to strategies and plans studied addressing the stages of development of these crises. In addition to studying ways to negotiate in crises (Prerequisite: PREL 301 & PREL 302).

PREL 484	DIGITAL PUBLIC RELATIONS العلاقات العامة الرقمية	2	2	3
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يهدف المقرر إلى استخدام الإنترنت كوسيلة من وسائل الاتصال في مجال العلاقات العامة ومعرفة إلى أي مدى تستفيد هذه المواقع من إمكانيات الإنترنت في تسهيل تواصلها مع المواطنين، ومع وسائل الإعلام والبيانات تبني نموذج الحوار الإلكتروني في التواصل مع جماهيرها المستهدفة واستخدام العلاقات العامة لتقنيات ووسائل التواصل التفاعلية والاستراتيجيات الاتصالية التي تتبعها العلاقات العامة على الإنترنت، ونوعية أدوات العلاقات المستخدمة وطرق الترويج المتبعة وسمات المحتوى المقدم وتقنيات التواصل المستخدم، وأبرز عناصر تصميم مواقعها، وطبيعة النموذج النظري الذي ينطبق على الممارسات الاتصالية المتبعة في هذه المواقع. (المتطلب السابق: PREL 302)

The purpose of the course is to use the Internet as a mean of communication in the field of public relations and to know to what extent these sites benefit from the possibilities of the Internet to facilitate their communication with citizens & the media, and the mechanisms of adopting the model of electronic dialogue in communication with their target audiences and the use of technologies, interactive communication methods, communication strategies followed by public relations on the Internet, the quality of the tools used, the promotion methods followed, the features of the content provided, the communication techniques used, the most important elements of their design, the nature of the theoretical model & the communication practices used in these sites (Prerequisite: PREL 302).

PREL 485	WRITING FOR PR	2	2	3
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This course deals with the concept of writing styles for public relations, writing press and radio news releases, public service announcements, writing letters, memos and reports, writing speeches and writing for pamphlets and flyers, writing for interactive media and public relations announcement. The course also familiarizes the student with the patterns and forms of media messages used by public relations and the elements of successful public relations writing.

COURSE CODE	COURSE TITLE	LEC CREDITS	LAB CREDITS	CREDIT HOURS
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PREL 499	PROJECT IN PUBLIC RELATIONS	0	6	3
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The graduation project course in Public Relations aims at providing the student with the opportunity to prepare and implement an integrated media project that reflects the various knowledge and skills acquired by during the study of the programme, based mainly on independent self-learning. It provides an opportunity to obtain practical experience in his/her field of specialization as well demonstrate independence and originality, planning and implementation skills, leadership and organizational capabilities, time and resource management. The course also allows the student to develop his/her intellectual and practical capabilities in the service of the community through media and communication experiences. The graduation project is conducted in through group or individual work and through direct guidance from the project supervisor.

PREL 502	BASIC CONCEPTS IN PUBLIC RELATIONS مفاهيم أساسية في العلاقات العامة	3	0	3
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يشتمل المقرر على عدة مواضيع تشرح مفهوم العلاقات العامة والمفاهيم المرتبطة به وأهم أهداف العلاقات العامة ووظائفها، ومقومات النجاح في إدارة العلاقات العامة في منظمات الأعمال والنور الهام الذي تلعبه في تشكيل الرأي العام وإدارته، كما يوضح المقرر بحوث العلاقات العامة والاتجاهات الحديثة في إدارة العلاقات العامة وتشكيل صورة ذهنية وسمعة طيبة لمنظمات الأعمال والكيفية التي يتم من خلالها إدارة العلاقة مع الزبائن كأحد التوجهات الهامة في إدارة العلاقات العامة.

The course focuses on several topics that explain the concept of public relations, its objectives, functions, and the factors of success while managing PR departments in business organizations. It also focuses on the important role that PR plays in affecting and shaping public opinions. The course sheds light on public relations research as well as recent trends in managing PR and helping business organizations form a good mental image and relationships with their customers.

PREL 515	PUBLIC RELATIONS & INFORMATION CAMPAIGNS	3	0	3
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This course provides a comprehensive overview of concepts, analytical techniques and methods to assess audiences, target markets and vital trends requisite to develop a public relations strategy in the context of a complex and rapidly changing world and media environment. The course explores contrasting public relations strategies in international settings employed by multinational corporations, governments and interest groups. Students apply communication and public relations methodologies to plan public relations campaigns.

PREL 516	MEDIA PRODUCTION FOR PUBLIC RELATIONS	2	2	3
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This course covers the basic media techniques in print and broadcast productions for public relations. It deals with production of documentaries, brochures, pamphlets and films and focuses on the use of web site and online media, such as electronic mail, to promote the organization's image and enhance its relations with the public.

COURSE CODE	COURSE TITLE	LEC CREDITS	LAB CREDITS	CREDIT HOURS
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PREL 519	STRATEGIC COMMUNICATION AND CRISIS MANAGEMENT العلاقات الاستراتيجية وإدارة الأزمات	3	0	3
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يتناول المقرر دور الأنشطة في المنظمات المعاصرة خاصة في مرحلة الأزمات التي أصبحت أمرا واقعا مما دفع مختلف المنظمات للعناية بالاتصال باعتباره من بين الأسس التي يعتمد عليها في القيام بمختلف الأعمال والنشاطات، كما يتناول المقرر تدريب الطلاب على التطبيق العملي للنظريات والاستراتيجيات والتكتيكات من منظور العلاقات العامة والتي تركز على دور العلاقات العامة في الاتصال، كما سيقيم الطالب بتحليل أزمات الشركات والمؤسسات لفهم استراتيجيات الاتصال عن طريق استخدام دراسات الحالة والتدريبات التشاركية، كما يهتم المقرر بتدريب الطلاب على كيفية استخدام الاستراتيجيات الاتصالية في الشركات والمؤسسات المختلفة على أزمات مماثلة تواجه المجتمع في الوقت الحالي.

The course covers the role of activities in contemporary organizations, especially in the crisis stage, which has become a fait accompli, which prompted various organizations to take care of communication, as it is among the foundations upon which to do various work and activities. The course also deals with training students on the practical application of theories, strategies and tactics from the perspective of public relations, which focuses on the role of public relations in communication. The student will analyze the crises of companies and institutions to understand communication strategies through the use of case studies and participatory exercises. The course is also focused on training students on how to use communication strategies in different companies and institutions on similar crises facing society at the present time.

PREL 521	MARKETING & ADVERTISING IN DIGITAL MEDIA مقرر التسويق والإعلان في الإعلام الرقمي	2	2	3
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يتعرف الطالب في هذا المقرر على الخطوات والمراحل التي تمر بها الإعلان والتسويق الإلكتروني، ابتداءً من تحديد أهدافهما، ويتعرف كذلك على أبرز المشكلات البحثية المتعلقة بالإعلان، والاستراتيجيات الإعلانية والتسويقية، في الفضاء الرقمي.

PREL 526	DIGITAL PUBLIC RELATIONS العلاقات العامة الرقمية	3	0	3
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يهدف المقرر إلى التعريف بالعلاقات العامة الرقمية وأهميتها وأساليب ممارستها سواء على المواقع الإلكترونية ومواقع التواصل الاجتماعي، وإكساب الطلاب المهارة نحو تحليل أساليب الممارسة وكيفية اختيار مواقع التواصل الاجتماعي والمواقع الإلكترونية والوسائط الرقمية، ودور هذه الوسائل في التواصل مع أصحاب المصلحة ووسائل الإعلام والجمهور، كما يهتم المقرر بتدريب الطلاب على كيفية توظيف الإنترنت ومواقع التواصل الاجتماعي في العلاقات العامة، وتطبيق نظريات العلاقات العامة السائدة في العصر الرقمي.

The course aims to introduce digital public relations, its importance and methods of practicing it, both on websites and social networking sites, and to provide students with the skill towards analyzing practice methods and how to choose social networking sites, websites and digital media, and the role of these means in communicating with stakeholders, the media and the public. By training students on how to employ the Internet and social networking sites in public relations, and to apply the theories of public relations prevailing in the digital age.

COURSE CODE	COURSE TITLE	LEC CREDITS	LAB CREDITS	CREDIT HOURS
PREL 538	PLANNING AND MANAGEMENT OF ADVERTISING CAMPAIGNS إدارة وتخطيط الحملات الإعلانية	3	0	3
<p>يتناول المقرر كيفية تخطيط الحملات الإعلامية والإعلانية في ظل الدور الكبير الذي يلعبه فن التسويق بمختلف أنواعه في الترويج. كما يتناول مميزات الحملات الإعلامية والإعلانية وتحديد الأهداف الإعلانية، وأهمية تخطيط الحملات الإعلانية وأنواع التخطيط للحملات من حيث البعد الزمني ودرجة الشمول والبعد الجغرافي ودرجة المركزية، وأهم المتغيرات والعوامل المؤثرة عند إعداد الحملات الإعلانية، وأهم الاعتبارات الخاصة بالفكر التسويقي للمؤسسة، و مراحل وأسس والبيات تخطيط وإدارة الحملات الإعلامية والإعلانية، وتدريب الطلاب على كيفية تحليل وتقييم العناصر المختلفة التي تحتوي عليها الحملات الإعلانية، وكيفية التصميم والتخطيط لحملات إعلانية ناجحة.</p> <p>The course deals with how to plan media and advertising campaigns in light of the great role that the art of marketing of all kinds plays in promotion. It also deals with the advantages of media and advertising campaigns, defining advertising goals, the importance of planning advertising campaigns and types of campaign planning in terms of time dimension, degree of comprehensiveness, geographical dimension and degree of centralization, the most important variables and factors influencing when preparing advertising campaigns, the most important considerations for the marketing thought of the organization, stages, foundations and mechanisms of planning and management of media and advertising campaigns, and training students on how to analyze and evaluate the different elements contained in advertising campaigns, and how to design and plan successful advertising campaigns.</p>				
PREL 564	ADVANCED WRITING IN MEDIA & PR مقرر الكتابة المتقدمة للعلاقات العامة	2	2	3
<p>يتناول هذا المقرر مفهوم الكتابة للعلاقات العامة وأهميتها، والفرق بينها وبين فنون الكتابة الأخرى، والعوامل التي تحكم الكتابة للعلاقات العامة، واستراتيجية الكتابة للعلاقات العامة وأساليبها، وخصائص الأسلوب الكتابي للعلاقات العامة، كما يتناول كتابة البيان الإخباري الصحفي والإذاعي، وإعلان الخدمة العامة، وكتابة الرسائل والمذكرات والتقارير، وكتابة الكلمات الخطابية. والكتابة للمطويات والنشرات، والكتابة لوسائل الاتصال التفاعلية، مع تطبيقات عملية وتدرجات ميدانية.</p>				
PSYC 101	INTRODUCTION TO PSYCHOLOGY	3	0	3
<p>This course aims at introducing students to the basic tenets of the science of psychology in an interesting and accessible way. It aspires to deepen students' understanding of the complexity of human behavior and relationships, and to challenge them to look for answers outside the boxes of their own specializations. Since students are flooded with information about human relationships and human behavior from the media, the internet, and their own familial and cultural contexts, they need to learn to think critically and develop a healthy kind of skepticism that will allow them to sift "facts" from "factoids and urban myths." The course empowers them with the necessary tools of understanding and evaluation (of knowledge) and opens for students avenues for life-long learning in the study of psychology.</p>				
SOCI 101	SOCIOLOGY	3	0	3
<p>This course introduces students to the fundamental concepts and methods of sociology, the scientific study of group behavior in terms of social interactions and processes. Such aspects as social structure, class stratification, cultural aspects of social organization, gender issues, ethnicity, social norms and behavioral patterns are among the issues covered in this introduction.</p>				
SOCI 102	SOCIOLOGY II	3	0	3
<p>This course introduces students to the analysis of the social basis of behavior as a key to understanding the social world. This course deals with topics spanning the gamut of: social interaction, social self, social cognition, social perception, social attitudes, social influence and persuasion, group processes and leadership.</p>				

Please refer to the program study plan to identify the prerequisite for the courses listed in this document.

COURSE CODE	COURSE TITLE	LEC CREDITS	LAB CREDITS	CREDIT HOURS
SPAN 101	INTRODUCTION TO SPANISH I	3	0	3
<p>A practical language course which aims at familiarizing students with the basic rules of pronunciation, reading, speaking, writing, and listening comprehension. The course material focuses on developing students' ability to understand and express Spanish in daily conversations.</p>				
SPAN 102	INTRODUCTION TO SPANISH II	3	0	3
<p>A continuation of SPAN 101 which aims at further developing the students' skills in speaking, reading and writing.</p>				
STAT 101	INTRODUCTION TO STATISTICS مقدمة في الإحصاء	3	0	3
<p>STAT 101 هو مقرر أولي يبدأ بتعريف الطالب بالمفاهيم الجديدة كما هو مطبق لاستخراج معلومات ذات مغزى من مجموعات عشوائية من البيانات. وهو يغطي الإحصاء الوصفي ويؤدي إلى التكرار وتوزيعه، والتباين والانحراف المعياري، والاحتمال، والقيم المتوقعة، والتوزيعات الاحتمالية المنفصلة والمستمرة، والارتباط، والانحدار (المتطلب السابق: MATH 053 أو اجتياز اختبار تحديد المستوى).</p> <p>STAT 101 is an elementary course that begins by familiarizing the student with new concepts as applied to the extraction of meaningful information from random sets of data. It covers descriptive statistics and leads on to frequency and its distribution, variance and standard deviation, probability, expected values, discrete and continuous probability distributions, correlation, and regression (Prerequisite: MATH 053 or passing placement test).</p>				
STAT 202	BUSINESS STATISTICS	3	0	3
<p>This course in statistics imparts additional knowledge of statistical theory that is important for application in business and economics. Topics span: correlation analysis, linear regression, chi square tests and analysis of variance. Special attention is placed on survey methodology. An introduction to non-parametric test is provided. The course uses statistical software, SPSS and Minitab, for presentation and analysis of data.</p>				
STAT 302	APPLIED PROBABILITY	3	0	3
<p>The course introduces probability notions such as random variables and probability distributions, expectation, moment-generating function, functions of random variables and transformation. In addition, applications of probability to areas such as reliability theory including parallel and series connections and the basic single server queueing system M/M/1 are also discussed.</p>				

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