

Qualification Placement Decision

Profile of Placed Qualification	
Placement ID	Q22-015
Institution Name	Ahlia University
Listing ID	IL15-004
Qualification Title	Master of Mass Communication and Public Relations
NQF Level	9
NQF Credit	144
Sector	Higher Education
Regulatory Body	Higher Education Council
Licensing Body	Higher Education Council
Qualification Approval Number	Higher Education Council Approval Letter No. 81 – أ ت م / 2008
Qualification Description	The Master in Mass Communication and Public Relations qualification has been offered by the College of Arts and Sciences, Ahlia University, since the academic year 2005/2006. It is designed to provide its graduates with the necessary job skills in the fields of mass communication and public relations, such as writing for journalism, radio and television production, marketing, and advertising in digital media. The qualification includes 36 Credits, which is equivalent to 144 NQF

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	Credits for the National Qualifications Framework. It is offered over four academic semesters and delivered in Arabic language.
Delivery Mode	On- Campus
Attendance Mode	Full-time
Target Learners	The Master in Mass Communication and Public Relations programme is intended for learners who have a bachelor's degree or its equivalent.
<p>Overall Validation Judgement</p> <p>The Master of Mass Communication and Public Relations offered by Ahlia University sufficiently meets all of the Validation Standards, and thus the Overall Judgement is: 'Valid' and to be placed on NQF Level 9.</p>	