Qualification Placement Decision

Profile of Placed Qualification	
Placement ID	Q23-009
Institution Name	Ahlia University
Listing ID	IL15-004
Qualification Title	Ph.D. in Digital Media and Communication Technology
NQF Level	10
NQF Credit	200
Qualification Sector	Higher Education
Regulatory Body	Higher Education Council
Licensing Body	Higher Education Council
Qualification Approval Number	Higher Education Council Letter No. (ع أ – 82 (م ت ع – 2023
Qualification Description	The "PhD in Digital Media and Communication Technology" programme offered by Ahlia University aims to provide learners with advanced knowledge and skills related to the field of digital media and public relations, including digital communication, intercultural communication, internet culture, and digital media applications. The programme will be launched in the academic year 2023/2024 and comprises 50 credit hours

	(200 NQF Credits), offered over six academic semesters. Moreover, the programme is delivered in Arabic language by the College of Arts and Sciences.
Delivery Mode	On-Campus
Attendance Mode	Full-time
Target Learners	The qualification targets learners with a master's degree and who meet the programme's admission requirements.

Overall Validation Judgement

The "Ph.D. in Digital Media and Communication Technology" 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 10.