

Bachelor of Media – Study Plan

Total Semesters: 8

Total Credit Hours: 135

Semester 1

Course Code	Course Title (English)	Credit Hours	Type
COMM1101	Introduction to Media	3	Mandatory
ARAB1102	History of Journalism	3	Mandatory
COMM1103	Principles of Journalism & Broadcasting	3	Mandatory
COMM1104	Media & Society	3	Mandatory
ENG1105	Media Writing	3	Mandatory

✓ Semester 2

Course Code	Course Title (English)	Credit Hours	Type
COMM1201	Media Theories	3	Mandatory
COMM1202	Fundamentals of Public Relations	3	Mandatory
COMM1203	Fundamentals of News Editing	3	Mandatory
COMM1204	Photography & Editing Techniques	4	Mandatory
COMM1205	Digital Media	3	Mandatory

✓ Semester 3

Course Code	Course Title (English)	Credit Hours	Type
COMM2101	Public Speaking for Media	3	Mandatory
COMM2102	Media Ethics and Laws	3	Mandatory
COMM2103	Graphic Design for Media	6	Mandatory
COMM2104	Media Research Methods	3	Mandatory
COMM2105	Media Platforms	3	Mandatory

✓ Semester 4

Course Code	Course Title (English)	Credit Hours	Type
COMM2201	Digital Public Relations	3	Mandatory
COMM2202	International Media	3	Mandatory
COMM2203	Media Campaigns	3	Mandatory
COMM2204	Development Communication	3	Mandatory
COMM2205	Elective I	3	Elective

✓ Semester 5

Course Code	Course Title (English)	Credit Hours	Type
COMM3101	Political Communication	3	Mandatory
COMM3102	Media & Public Opinion	3	Mandatory
COMM3103	Television Directing	4	Mandatory
COMM3104	Mobile Journalism	3	Mandatory
COMM3105	Elective II	3	Elective



✓ Semester 6

Course Code	Course Title (English)	Credit Hours	Type
COMM3201	Art Direction	3	Mandatory
COMM3202	Media Organization Management	3	Mandatory
COMM3203	Crisis Communication	3	Mandatory
COMM3204	Elective III	3	Elective
COMM3205	Internship (Optional)	4	Elective



✓ Semester 7

Course Code	Course Title (English)	Credit Hours	Type
COMM4101	New Media Technologies	3	Mandatory
COMM4102	Personal Digital Media	3	Mandatory
COMM4103	Strategic Media Planning	3	Mandatory
COMM4104	Graduation Project I	6	Mandatory
COMM4105	Elective IV	3	Elective

✓ Semester 8

Course Code	Course Title (English)	Credit Hours	Type
COMM4201	Graduation Project II	8	Mandatory
COMM4202	Media in the Metaverse	5	Elective
COMM4203	Media & AI Applications	5	Elective