COLLEGE OF MEDIA

Program Study Plan:

First semester

Course code	Course title	Credit hours	Contact hours/week		Pre-requisites	Medium of instruction
			Lecture	Practical		
ENG 101	English I (GenEd)	3	3	–		In-person
CIS 101	Computer Fundamentals (GenEd)	3	3	–		In-person
SSS 101	Study Skills (GenEd)	3	3	–		In-person
DMC200	Theories of Communication in the Digital Age	3	3	--		In-person
DMS200	Introduction to Digital Media	3	3	—		In-person
Total		15	15	—		

Second semester

Course code	Course title	Credit hours	Contact hours/week		Pre-requisites	Medium of instruction
			Lecture	Practical		
ASC101	Arabic Communication (GenEd)	3	3	–		In-person
HUM 101	Critical Thinking (GenEd)	3	3	–		In-person
DMC201	Global Media Systems and Practices	3	3	–		In-person
DMS201	Digital Media and Society in the UAE	3	3	–		In-person
	Elective 1	3	3	–	Based on the Elective	In-person
Total		15	15	—		

Third semester

Course code	Course title	Credit hours	Contact hours/week		Pre-requisites	Medium of instruction
			Lecture	Practical		
ENG 102	English II (GenEd)	3	3	–	ENG 101	In-person
DMC202	Media Ethics and Law	3	3	–	--	In-person
DMS202	Digital Storytelling for Diverse Audiences	3	3	–	DMS200	In-person
DMC300	Media Writing and Editing	3	1	2	--	In-person

COLLEGE OF MEDIA

	Elective 2	3	3	–	Based on the Elective	In-person
Total		**15**	**13**	**2**		

Fourth semester

Course code	Course title	Credit hours	Contact hours/week		Pre-requisites	Medium of instruction
			Lecture	**Practical**		
ISL201	**Islamic Studies (GenEd)**	**3**	**3**	–		In-person
UAE 201	**UAE Studies (GenEd)**	**3**	**3**	–		In-person
DMS203	**Creative Writing for Digital Platforms**	**3**	**1**	**2**	**DMS200**	In-person
ST200	**Introduction to Statistics (GenEd)**	**3**	**3**	--		In-person
	Elective 3	**3**	**3**	–	**Based on the Elective**	In-person
Total		**15**	**13**	**2**		

Fifth semester

Course code	Course title	Credit hours	Contact hours/week		Pre-requisites	Medium of instruction
			Lecture	**Practical**		
DMC301	**Multimedia Journalism**	**3**	**1**	**2**	**DMC300**	In-person
BUS 204	**Innovation and Entrepreneurship (GenEd)**	**3**	**3**	–		In-person
DMS300	**Web Design and Development**	**3**	**1**	**2**	**CIS101**	In-person
DMC302	**Podcasting and Audio Storytelling**	**3**	**1**	**2**	**DMS200**	In-person
DMC400	**Communication Research Methods**	**3**	**3**	--	**DMS200 ST200**	In-person
Total		**15**	**9**	**6**		

Sixth semester

Course code	Course title	Credit hours	Contact hours/week		Pre-requisites	Medium of instruction
			Lecture	**Practical**		
DMC303	**Video Production and Editing**	**3**	**1**	**2**	**CIS101**	In-person
DMS303	**Ethical Leadership in Digital Media**	**3**	**3**	–	**DMC200**	In-person
DMC402	**Media Campaign Strategies**	**3**	**3**	–	**DMS200**	In-person

COLLEGE OF MEDIA

DMS403	Internship	6	—	6		In-person
Total		15	7	8		

Seventh semester

Course code	Course title	Credit hours	Contact hours/week		Pre-requisites	Medium of instruction
			Lecture	Practical		
DMS301	Virtual and Augmented Reality Applications	3	1	2	CIS101	In-person
DMS302	Mobile Media and App Development	3	1	2	DMS200	In-person
DMS400	Strategic Communication for Digital Platforms	3	3	--	DMS200	In-person
DMC401	Branding and Content Strategy	3	3	–	DMC200	In-person
DMS404-1	Capstone Part One	3	3	--	DMC400 DMC402	In-person
Total		15	11	4		

Eighth semester

Course code	Course title	Credit hours	Contact hours/week		Pre-requisites	Medium of instruction
			Lecture	Practical		
DMS401	Motion Graphics and Animation	3	1	2	DMS200	In-person
DMS402	Immersive Media Production	3	1	2	DMS200	In-person
DMS404-2	Capstone Part Two	3	1	2	DMS404-1	In-person
	Elective 4	3	3	–	Based on the Elective	In-person
	Elective 5	3	3	–	Based on the Elective	In-person
Total		15	9	6		