

STUDY PLAN REPORT

Program Name: Bachelor of Arts in Digital Media Production

Program Major: Digital Media Production

Course Number	Course Name	Credit Hour	Prerequisite
Semester1			
CIS 101	Computer Fundamentals	3	
ENG 101	English I	3	
ORN 111	Orientation	0	
SSS 101	Study Skills	3	
DMC 200	Theories of Communication in the Digital Age	3	
DMS 200	Introduction to Digital Media	3	
MTH-001	Pre-Mathematics in English	0	
Semester2			
ACS 101	Communication Skills in Arabic	3	
HUM 101	Critical Thinking	3	
DMC 201	Global Media Systems and Practices	3	
DMS 201	Digital Media and Society in the UAE	3	
DME 200	AI in Digital Content Creation (Elective)	3	DMS 200
Semester3			
DMC 202	Media Ethics and Law	3	
DMC 300	Media Writing and Editing	3	
DME 201	Media and Cultural Representation (Elective)	3	
DMS 202	Digital Storytelling for Diverse Audiences	3	DMS 200
STM 200	Introduction to Statistics	3	
Semester4			
DME 202	Media Advocacy (Elective)	3	
ISL 201	Islamic Culture (English)	3	
ISLA 201	Islamic Culture (Arabic)	3	

Course Number	Course Name	Credit Hour	Prerequisite
UAE 201	UAE Studies (English)	3	
UAE/A 201	UAE Studies (Arabic)	3	
DMS 203	Creative Writing for Digital Platforms	3	DMS 200
ENG 102	English II	3	ENG 101
Semester5			
DMC 301	Multimedia Journalism	3	DMC 300
BUS 204	Innovation and Entrepreneurship	3	
DMS 300	Web Design and Development	3	CIS 101
DMC 302	Podcasting and Audio Storytelling	3	DMS 200
DMC 400	Communication Research Methods	3	DMS 200,STM 200
DME3 00	Crisis Communication in Digital Media (Elective)	3	DMS 200
Semester6			
DMC 303	Video Production and Editing	3	CIS 101
DMS 303	Ethical Leadership in Digital Media	3	DMC 200
DMC 402	Media Campaign Strategies	3	DMS 200
DMS 403	Internship	6	
DME 301	Metrics and Analytics for Digital Campaign (Elective)	3	DMS 200
Semester7			
DMS 301	Virtual and Augmented Reality Applications	3	CIS 101
DMS 302	Mobile Media and App Development	3	DMS 200
DMS 400	Strategic Communication for Digital Platforms	3	DMS 200
DMC 401	Branding and Content Strategy	3	DMC 200
DMS 404-1	Capstone Part One	3	DMC 402,DMC 400
Semester8			
DMS 401	Motion Graphics and Animation	3	DMS 200
DMS 402	Immersive Media Production	3	DMS 200
DMS 404-2	Capstone Part Two	3	DMS 404-1

Course Number	Course Name	Credit Hour	Prerequisite
DME 400	Writing Games for Interactive Media (Elective)	3	DMS 200
DME 401	Media Entrepreneurship (Elective)	3	