Zayed University
College of Communication and Media Sciences
Bachelor of Science in Communication and Media Sciences
Specialization in Film & Broadcast Media

Eight-Semester Curriculum Plan
(Recommended Sequence)

	Semester 1		Credits	Semester 2		Credits
Year 1	COL 110*	Computer Applications	3	COL 105	Career Exploration	2
	COL 120	Colloquium	3	COL 115	Quantitative Methods (Menu II)	3
	COL 130	Arabic Concepts	3	COM 125	Communicating Globally (Menu I)	2
	COL 140	English Composition I	3	Menu I	Comparative Professional Systems	2
	COL 150	Global Studies I	3	COL 135	Islamic Civilization I	3
				COL 145	English Composition II	3
				COL 155	World Humanities	3
		Total	**15**		**Total**	**18**
Year 2	COL 230	Islamic Civilization II	3	COM 201	Media Writing/Reporting I (Menu VI)	3
	COL 240	English Composition III	3	COM 201AL	Media Writing I Arabic Lab (Menu VI)	1
	COL 250	Global Studies II	3	COM 204	Info Design/Production (Menu IV)	3
	COL 260	Environmental Science	3	COM 230	Public Speaking (Menu III)	3
	COM 209	Popular Media & Society (Menu III)	3	COM 300	Practicum in Media Communication	1
				COM xxx	Leadership Communication Selective	3
				ELL 282	Film & Literature	3
		Total	**15**		**Total**	**17**
Year 3	Menu V	Elective: Outside of COM	3	COM 305	Research Methods	3
	COM 318	Video Production I	3	COM 319	Video Production II	3
	COM 336A	Intro to Film Criticism	3	COM 420	Scriptwriting	3
	Selective	Emphasis: Selective	3	COM 420 AL	Scriptwriting Arabic Lab II (Menu VI)	1
	Selective	Emphasis: Selective	3	Selective	Emphasis: Selective	3
	ARA 315	Arabic Professional Writing	3	Selective	Emphasis: Selective	3
		Total	**18**		**Total**	**16**
Year 4	COM 421	Producing & Directing Film	3	COM 490	Internship	6
	COM xxx	COM Elective	3	COM 498	Senior Seminar	1
	BUS xxx	BUS 309 or 310	3	COM 499B	Capstone: Film and Broadcast Media	3
	COM xxx	Emphasis: Selective	3	COM 440	Media Law & Ethics	3
	COM xxx	Criticism: Selective	3			
	COM 300	Media Practicum (2 or 3)	2			
		Total	**17**		**Total**	**13**

Total = 129 Credit Hours

*In 2007-08, the two-credit-hour COL 110 will be substituted for the regular COL 110 course. Students entering the baccalaureate program at Zayed University during the 2007-08 year will have the total number of credits required for graduation reduced by one unit.

Note: Students in Film/Broadcast Media who start the major in a Fall semester should take the core film courses in the following order, one each semester beginning in the first semester: COM 318; 319; 421; 420/420 AL; 499B

Zayed University
College of Communication and Media Sciences
Bachelor of Science in Communication and Media Sciences
Specialization in Magazine & Multi-Media Journalism

Eight-Semester Curriculum Plan
(Recommended Sequence)

	Semester 1		Credits	Semester 2		Credits
Year 1	COL 110*	Computer Applications	3	COL 105	Career Exploration	2
	COL 120	Colloquium	3	COL 115	Quantitative Methods (Menu II)	3
	COL 130	Arabic Concepts	3	COM 125	Communicating Globally (Menu I)	2
	COL 140	English Composition I	3	Menu I	Comparative Professional Systems	2
	COL 150	Global Studies I	3	COL 135	Islamic Civilization I	3
				COL 145	English Composition II	3
				COL 155	World Humanities	3
		Total	**15**		**Total**	**18**
Year 2	COL 230	Islamic Civilization II	3	COM 201	Media Writing/Reporting I (Menu VI)	3
	COL 240	English Composition III	3	COM 201AL	Media Writing I Arabic Lab (Menu VI)	1
	COL 250	Global Studies II	3	COM 204	Info Design/Production (Menu IV)	3
	COL 260	Environmental Science	3	COM 230	Public Speaking (Menu III)	3
	COM 209	Popular Media & Society (Menu III)	3	COM 300	Practicum in Media Communication	1
			0	COM 309**	Web Design & Publishing	3
				Selective	Emphasis: Selective	3
		Total	**15**		**Total**	**17**
Year 3	Menu V	Elective: Outside of COM	3	COM 303	Media Writing & Reporting II	3
	ARA 315	Arabic Professional Writing	3	COM 303 AL	Media Writing II Arabic Lab (Menu VI)	1
	COM 328	Publication Design & Production I	3	COM 305	Research Methods	3
	COM xxx	Leadership Communication Selective	3	COM 329 or Selective	Magazine: Publication Design II Media: Emphasis Selective	3
	Selective	Emphasis Selective	3	COM 320 or COM 417	Magazine: Photojournalism Media: MultiMedia Production II	3
	Selective or COM 318	Magazine: Emphasis Selective Media: Video Production I	3	COM 440 or COM 408	Media Law & Ethics OR International News Criticism	3
		Total	**18**		**Total**	**16**
Year 4	COM 303 or COM 420	Magazine: COM 303 Media Writing II Media: COM 303 or 420 Scriptwriting	3	COM 490	Internship	6
	COM xxx	Media Criticism Selective	3	COM 498	Senior Seminar	1
	Selective or COM 416	Magazine: Emphasis Selective Media: Multi-Media Production I	3	COM 499C	Capstone: Journalism	3
	COM xxx	COM elective	3	COM 440 or COM 408	Media Law & Ethics OR COM 408 Int. News Criticism	3
	BUS xxx	Bus 309 Management or 310 Marketing	3			
	COM 300	Practicum (2 or 3)	2			
		Total	**17**		**Total**	**13**

Total = 129 Credit Hours

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**Students in Magazine and Multi-Media Journalism who start the major in a fall semester should take COM 309 Web Design in the spring (their second semester).

Zayed University
College of Communication and Media Sciences
Bachelor of Science in Communication and Media Sciences
Specialization in Public Relations and Advertising

Eight-Semester Curriculum Plan
(Recommended Sequence)

Emphases: (1) Creative PR/Advertising; (2) PR/Ad Management; (3) Tourism/Special Events

	Semester 1		Credits	Semester 2		Credits
Year 1	COL 110*	Computer Applications	3	COL 105	Career Exploration	2
	COL 120	Colloquium	3	COL 115	Quantitative Methods (Menu II)	3
	COL 130	Arabic Concepts	3	COM 125	Communicating Globally (Menu I)	2
	COL 140	English Composition I	3	Menu I	Comparative Professional Systems	2
	COL 150	Global Studies I	3	COL 135	Islamic Civilization I	3
				COL 145	English Composition II	3
				COL 155	World Humanities	3
		Total	**15**		**Total**	**18**
Year 2	COL 230	Islamic Civilization II	3	COM 201	Media Writing/Reporting I (Menu VI)	3
	COL 240	English Composition III	3	COM 201AL	Media Writing I Arabic Lab (Menu VI)	1
	COL 250	Global Studies II	3	COM 204	Info Design/Production (Menu IV)	3
	COL 260	Environmental Science	3	COM 230	Public Speaking (Menu III)	3
	COM 209	Popular Media & Society (Menu III)	3	COM 300	Practicum in Media Communications	1
				COM xxx	Leadership Communication Selective	3
				Selective	Emphasis: Selective	3
		Total	**15**		**Total**	**17**
Year 3	Menu V	Elective: Outside of COM	3	COM 351	Public Relations Principles	3
	ARA 315	Arabic Professional Writing	3	COM 305	Research Methods	3
	COM xxx	Creative: 318 Video or 320 Photojourn. Management: Emphasis Selective Tour: 371 Tourism or 372 Destinations	3	COM xxx	Creative: 309 Web Design Management: Organizational Selective Tour: 403 Tourism Com or 423 Events	3
	COM 328 or COM xxx	Creative: 328 Publication Design Management & Tourism: 309; 318; 320 or 328	3	COM xxx or COM 440	Creative & Management: COM Elective Tourism: Media Law/Ethics	3
	COM 361	Advertising Principles	3	Selective	Emphasis Selective	3
	BUS 310	Marketing	3	Selective	Emphasis Selective	3
		Total	**18**		**Total**	**18**
Year 4	COM 301	Writing for PR & Advertising	3	COM 490	Internship	6
	COM 301 AL	PR/Ad Writing Arabic Lab (Menu VI)	1	COM 498	Senior Seminar	1
	COM xxx	Creative & Management: 401 Strategy or 413 Media Mgt Tour: 371 Tourism or 372 Destinations	3	COM 499A	Capstone: PR/Ad Campaigns	3
	COM xxx	Creative: COM 319, 329, or 416 Management: Tourism Selective Tourism: COM elective	3	COM 440 or COM xxx	Creative: Media Law & Ethics Management: Media Law/Ethics Tour: 403 Tourism Com or 423 Events	3
	COM xxx	Media Criticism Selective	3			
	COM 300	Media Practicum	2			
		Total	**15**		**Total**	**13**

Total = 129 Credit Hours

*In 2007-08, the two-credit-hour COL 110 will be substituted for the regular COL 110 course. Students entering the baccalaureate program at Zayed University during the 2007-08 year will have the total number of credits required for graduation reduced by one unit.