

**Bachelor of Science in Communication and Media Sciences
Specialization in Integrated Strategic Communications
Eight-Semester Curriculum Plan (v.3)
(Recommended Sequence)**

| | | Semester 1 | | Credits | Semester 2 | | Credits |
|---------------|--------------|--|-----------|--------------|--|---|-----------|
| Year 1 | COL 111 | Mathematical Modeling with Functions (preceded as required by MTH 101 Basic Mathematics) | 3 | COL 110 | Mathematical Modeling with Data | 3 | |
| | COL 120 | Colloquium | 3 | COL 105 | Career Exploration | 3 | |
| | COL 130 | Arabic Concepts | 3 | COL 135 | Islamic Civilization I | 3 | |
| | COL 140 | English Composition I | 3 | COL 145 | English Composition II | 3 | |
| | COL 150 | Global Awareness I: Emerging Civilizations | 3 | COL 155 | Global Awareness II: Imperial Encounters | 3 | |
| | Total | | | 15 | Total | | |
| Year 2 | COL 230 | Islamic Civilization II | 3 | COM 210 | Media Storytelling 1 (Menu VI) | 4 | |
| | COL 240 | English Composition III | 3 | COM 230 | Public Speaking and Persuasion | 3 | |
| | COL 250 | Global Awareness III: The Twentieth Century and Globalization | 3 | COM 240 | Communication and Media Ethics | 2 | |
| | COL 260 | Environmental Science | 3 | COM 261 | Communication and Media History | 1 | |
| | COL 270 | Introduction to Information Technology | 3 | COM 280 | New Media (Menu IV) | 3 | |
| | COM 200 | Communication, Media and Society | 3 | ARA 240 | Media Storytelling in Arabic 1 | 3 | |
| | Total | | | 18 | Total | | |
| Year 3 | COM 231 | Media and Cultural Criticism | 3 | COM 311 | Zayed Media Lab I | 1 | |
| | COM 351 | Principles of Public Relations | 3 | COM 353 | Writing for Integrated Strategic Communications | 3 | |
| | COM 352 | Principles of Advertising | 3 | COM 360 | Communication & Media Research & Analysis | 3 | |
| | XXX | Non-CCMS Elective | 3 | XXX | Non-CCMS Elective | 3 | |
| | XXX | Non-CCMS Elective | 3 | XXX | Non-CCMS Elective | 3 | |
| | XXX | Non-CCMS Elective | 3 | XXX | Non-CCMS Elective | 3 | |
| | Total | | | 18 | Total | | |
| Year 4 | COM 451 | Integrated Strategic Communications | 3 | COM XXX | ISC Specialization Elective | 3 | |
| | COM 312 | Zayed Media Lab II: ISC | 1 | ARA 340 | Media Storytelling in Arabic II | 3 | |
| | COM 441 | Communication & Media Law | 1 | COM 499 | Capstone: Senior Project | 3 | |
| | XXX | Non-CCMS Elective | 3 | | | | |
| | XXX | Non-CCMS Elective | 3 | | | | |
| | XXX | Non-CCMS Elective | 3 | | | | |
| | XXX | Non-CCMS Elective | 3 | COM 490 | Internship | 3 | |
| Total | | | 17 | Total | | | 12 |

Total = 127 Credit Hours

**Bachelor of Science in Communication and Media Sciences
Specialization in Tourism & Cultural Communications
Eight-Semester Curriculum Plan (v.3)
(Recommended Sequence)**

| | | Semester 1 | | Credits | Semester 2 | | Credits |
|---------------|--------------|--|-----------|--------------|---|---|-----------|
| Year 1 | COL 111 | Mathematical Modeling with Functions (preceded as required by MTH 101 Basic Mathematics) | 3 | COL 110 | Mathematical Modeling with Data | 3 | |
| | COL 120 | Colloquium | 3 | COL 105 | Career Exploration | 3 | |
| | COL 130 | Arabic Concepts | 3 | COL 135 | Islamic Civilization I | 3 | |
| | COL 140 | English Composition I | 3 | COL 145 | English Composition II | 3 | |
| | COL 150 | Global Awareness I: Emerging Civilizations | 3 | COL 155 | Global Awareness II: Imperial Encounters | 3 | |
| | Total | | | 15 | Total | | |
| Year 2 | COL 230 | Islamic Civilization II | 3 | COM 210 | Media Storytelling 1 (Menu VI) | 4 | |
| | COL 240 | English Composition III | 3 | COM 230 | Public Speaking and Persuasion | 3 | |
| | COL 250 | Global Awareness III: The Twentieth Century and Globalization | 3 | COM 240 | Communication and Media Ethics | 2 | |
| | COL 260 | Environmental Science | 3 | COM 261 | Communication and Media History | 1 | |
| | COL270 | Introduction to Information Technology | 3 | COM 280 | New Media (Menu IV) | 3 | |
| | COM 200 | Communication, Media and Society | 3 | ARA 240 | Media Storytelling in Arabic 1 | 3 | |
| | Total | | | 18 | Total | | |
| Year 3 | COM 231 | Media and Cultural Criticism | 3 | COM 311 | Zayed Media Lab I | 1 | |
| | COM 337 | Interpersonal & Intercultural Communication | 3 | COM 372 | Communicating Tourism, Destinations and Heritage | 3 | |
| | COM 371 | Tourism Principles | 3 | COM 360 | Communication & Media Research & Analysis | 3 | |
| | XXX | Non-CCMS Elective | 3 | XXX | Non-CCMS Elective | 3 | |
| | XXX | Non-CCMS Elective | 3 | XXX | Non-CCMS Elective | 3 | |
| | XXX | Non-CCMS Elective | 3 | XXX | Non-CCMS Elective | 3 | |
| | Total | | | 18 | Total | | |
| Year 4 | COM 373 | Planning and Promotion for Events & Festivals | 3 | COM XXX | TCC Specialization Elective | 3 | |
| | COM 312 | Zayed Media Lab II: TCC | 1 | ARA 340 | Media Storytelling in Arabic II | 3 | |
| | COM 441 | Communication & Media Law | 1 | COM 499 | Capstone: Senior Project | 3 | |
| | XXX | Non-CCMS Elective | 3 | | | | |
| | XXX | Non-CCMS Elective | 3 | | | | |
| | XXX | Non-CCMS Elective | 3 | | | | |
| | XXX | Non-CCMS Elective | 3 | COM 490 | Internship | 3 | |
| Total | | | 17 | Total | | | 12 |

Total = 127 Credit Hours

**Bachelor of Science in Communication and Media Sciences
Specialization in Visual Communications
Eight-Semester Curriculum Plan (v.3)
(Recommended Sequence)**

| | | Semester 1 | | Credits | Semester 2 | | Credits |
|---------------|--------------|--|-----------|--------------|--|---|-----------|
| Year 1 | COL 111 | Mathematical Modeling with Functions (preceded as required by MTH 101 Basic Mathematics) | 3 | COL 110 | Mathematical Modeling with Data | 3 | |
| | COL 120 | Colloquium | 3 | COL 105 | Career Exploration | 3 | |
| | COL 130 | Arabic Concepts | 3 | COL 135 | Islamic Civilization I | 3 | |
| | COL 140 | English Composition I | 3 | COL 145 | English Composition II | 3 | |
| | COL 150 | Global Awareness I: Emerging Civilizations | 3 | COL 155 | Global Awareness II: Imperial Encounters | 3 | |
| | Total | | | 15 | Total | | |
| Year 2 | COL 230 | Islamic Civilization II | 3 | COM 210 | Media Storytelling 1 (Menu VI) | 4 | |
| | COL 240 | English Composition III | 3 | COM 230 | Public Speaking and Persuasion | 3 | |
| | COL 250 | Global Awareness III: The Twentieth Century and Globalization | 3 | COM 240 | Communication and Media Ethics | 2 | |
| | COL 260 | Environmental Science | 3 | COM 261 | Communication and Media History | 1 | |
| | COL 270 | Introduction to Information Technology | 3 | COM 280 | New Media (Menu IV) | 3 | |
| | COM 200 | Communication, Media and Society | 3 | ARA 240 | Media Storytelling in Arabic 1 | 3 | |
| | Total | | | 18 | Total | | |
| Year 3 | COM 231 | Media and Cultural Criticism | 3 | COM 311 | Zayed Media Lab I | 1 | |
| | COM 315 | Media Storytelling II | 3 | COM 321 | Video and Audio Production | 3 | |
| | COM 320 | Photojournalism | 3 | COM 360 | Communication & Media Research & Analysis | 3 | |
| | XXX | Non-CCMS Elective | 3 | XXX | Non-CCMS Elective | 3 | |
| | XXX | Non-CCMS Elective | 3 | XXX | Non-CCMS Elective | 3 | |
| | XXX | Non-CCMS Elective | 3 | XXX | Non-CCMS Elective | 3 | |
| | Total | | | 18 | Total | | |
| Year 4 | COM 421 | Writing, Producing and Directing Film and Video | 3 | COM XXX | VC Specialization Elective | 3 | |
| | COM 312 | Zayed Media Lab II: VCs | 1 | ARA 340 | Media Storytelling in Arabic II | 3 | |
| | COM 441 | Communication & Media Law | 1 | COM 499 | Capstone: Senior Project | 3 | |
| | XXX | Non-CCMS Elective | 3 | | | | |
| | XXX | Non-CCMS Elective | 3 | | | | |
| | XXX | Non-CCMS Elective | 3 | | | | |
| | XXX | Non-CCMS Elective | 3 | COM 490 | Internship | 3 | |
| Total | | | 17 | Total | | | 12 |

Total = 127 Credit Hours

**Bachelor of Science in Communication and Media Sciences
Specialization in Converged Media
Eight-Semester Curriculum Plan (v.3)
(Recommended Sequence)**

| | | Semester 1 | | Credits | Semester 2 | | Credits |
|---------------|--------------|--|-----------|-----------|--|--------------|-----------|
| Year 1 | COL 111 | Mathematical Modeling with Functions (preceded as required by MTH 101 Basic Mathematics) | 3 | COL 110 | Mathematical Modeling with Data | 3 | |
| | COL 120 | Colloquium | 3 | COL 105 | Career Exploration | 3 | |
| | COL 130 | Arabic Concepts | 3 | COL 135 | Islamic Civilization I | 3 | |
| | COL 140 | English Composition I | 3 | COL 145 | English Composition II | 3 | |
| | COL 150 | Global Awareness I: Emerging Civilizations | 3 | COL 155 | Global Awareness II: Imperial Encounters | 3 | |
| | | Total | | 15 | | Total | 15 |
| Year 2 | COL 230 | Islamic Civilization II | 3 | COM 210 | Media Storytelling 1 (Menu VI) | 4 | |
| | COL 240 | English Composition III | 3 | COM 230 | Public Speaking and Persuasion | 3 | |
| | COL 250 | Global Awareness III: The Twentieth Century and Globalization | 3 | COM 240 | Communication and Media Ethics | 2 | |
| | COL 260 | Environmental Science | 3 | COM 261 | Communication and Media History | 1 | |
| | COL 270 | Introduction to Information Technology | 3 | COM 280 | New Media (Menu IV) | 3 | |
| | COM 200 | Communication, Media and Society | 3 | ARA 240 | Media Storytelling in Arabic I | 3 | |
| | | Total | | 18 | | Total | 16 |
| Year 3 | COM 231 | Media and Cultural Criticism | 3 | COM 311 | Zayed Media Lab 1 | 1 | |
| | COM 315 | Media Storytelling II | 3 | COM 321 | Video and Audio Production | 3 | |
| | COM 380 | Web Design and Publishing | 3 | COM 360 | Communication & Media Research & Analysis | 3 | |
| | XXX | Non-CCMS Elective | 3 | XXX | Non-CCMS Elective | 3 | |
| | XXX | Non-CCMS Elective | 3 | XXX | Non-CCMS Elective | 3 | |
| | XXX | Non-CCMS Elective | 3 | XXX | Non-CCMS Elective | 3 | |
| | | Total | | 18 | | Total | 16 |
| Year 4 | COM 481 | Reporting, Writing & Producing Converged Media | 3 | COM XXX | CV Specialization Elective | 3 | |
| | COM 312 | Zayed Media Lab II: CV | 1 | ARA 340 | Media Storytelling in Arabic II | 3 | |
| | COM 441 | Communication & Media Law | 1 | COM 499 | Capstone: Senior Project | 3 | |
| | XXX | Non-CCMS Elective | 3 | | | | |
| | XXX | Non-CCMS Elective | 3 | | | | |
| | XXX | Non-CCMS Elective | 3 | | | | |
| | XXX | Non-CCMS Elective | 3 | COM 490 | Internship | 3 | |
| | Total | | 17 | | Total | 12 | |

Total = 127 Credit Hours