



## COLLEGE OF COMMUNICATION AND MEDIA SCIENCES

### Master of Arts in Communication Study Plan (Full Time)

TYPICAL STUDY PLAN FOR FULL-TIME STUDENTS			
<b>YEAR 1</b>	COM601 Foundations of Communication Studies COM602 Communication Research Methods COM604 Cross Cultural Communication COM606 Understanding Consumer Trends		COM 607 Social and Digital Media Strategies COM 613 Corporate Social Responsibility and Ethics
			<b><i>Strategic Public Relations</i></b> SPC612 Strategic Public Relations SPC614 Internal Communications
<b>YEAR 2</b>	<b><i>Strategic Public Relations</i></b> SPC615 Crisis and Risk Management Communication	<b><i>Tourism and Cultural Communication</i></b> TCC622 Tourism Communication	
	COM623 Event and Festival Planning and Promotion COM650 Applied Research Seminar ( <i>Prerequisite Course</i> ) COM651 Capstone Research Project ( <i>Prerequisite Course</i> )		

## Master of Arts in Communication Study Plan (Part Time)

TYPICAL STUDY PLAN FOR PART-TIME STUDENTS					
<b>YEAR 1</b>	COM601 Foundations of Communication Studies COM602 Communication Research Methods		COM 604 Cross Cultural Communication COM 606 Understanding Consumer Trends		
<b>YEAR 2</b>	COM607 Social and Digital Media Strategies COM613 Corporate Social Responsibility and Ethics		<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; padding: 5px;"><b>Strategic Public Relations</b> SPC612 Strategic Public Relations SPC614 Internal Communications</td> <td style="width: 50%; padding: 5px;"><b>Tourism and Cultural Communication</b> TCC621 Strategic Planning and Development TCC625 Tourism in the UAE and MENA Region</td> </tr> </table>	<b>Strategic Public Relations</b> SPC612 Strategic Public Relations SPC614 Internal Communications	<b>Tourism and Cultural Communication</b> TCC621 Strategic Planning and Development TCC625 Tourism in the UAE and MENA Region
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<b>YEAR 3</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; padding: 5px;"><b>Strategic Public Relations</b> SPC615 Crisis and Risk Management Communication</td> <td style="width: 50%; padding: 5px;"><b>Tourism and Cultural Communication</b> TCC622 Tourism Communication</td> </tr> </table>	<b>Strategic Public Relations</b> SPC615 Crisis and Risk Management Communication	<b>Tourism and Cultural Communication</b> TCC622 Tourism Communication	COM650 Applied Research Seminar ( <i>Prerequisite Course</i> ) COM651 Capstone Research Project ( <i>Prerequisite Course</i> )	COM623 Event and Festival Planning and Promotion
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