



## College of Communication and Media Sciences

# MASTER OF ARTS IN COMMUNICATION

Develop Strategic Skills in Public Relations or Tourism Communication

Communication is critical to every aspect of people's lives and today's organizations depend more than ever on communication professionals to create effective messages. The Master of Arts in Communication program prepares students to become professional communicators who can contribute to the nation building efforts of the United Arab Emirates and its important industry sectors. Mastering the crafts of written, oral and visual communication, graduate students learn how to effectively take their innovative ideas, strategic insights, and creative solutions to both internal and external audiences.

Students in the Master of Arts in Communication program may specialize in one of two professionally-oriented study options: Strategic Public Relations or Tourism and Cultural Communication. The study option in Strategic Public Relations provides students with the knowledge and understanding of strategic communication and emphasizes how to think strategically in a global context. Overall, students acquire key skills and competencies to effectively manage organizational aspects of communication. The study option in Tourism and Cultural Communication provides students with extensive knowledge and understanding of the tourism sector and applies strategic decision-making in a global context. Overall, students acquire key skills and competencies in effectively planning and managing tourism activities and culture related aspects of communication

### Professional Outcomes

Career opportunities for the study option in Strategic Public Relations Career include communication roles in corporate enterprises and government agencies and organizations. The study option in Tourism and Cultural Communication enables graduates to take advantage of the many varied career prospects that include communication roles in tourism, hospitality and events enterprises. Graduates are employed in government departments and tourism development agencies, and any of the tourism industry's sectors such as attractions, museums, transport, festivals, destinations and more.

### Faculty

Program courses are taught by select professors from Zayed University who have achieved doctorates in the discipline of communication, diverse international research experience, and superior teaching performance in graduate level programs.

### Curriculum

#### Core Courses

The following seven courses provide the foundation for discipline knowledge:

- COM501 Foundations of Communications Studies
- COM504 Cross Cultural Communication
- COM506 Understanding Consumer Trends
- COM502 Communication Research Methods
- COM507 Social and Digital Media Strategies
- COM523 Event and Festival Planning and Promotion
- COM513 Corporate Social Responsibility and Ethics

## Study Options

Starting in the second semester, the following five courses deliver advanced topics tailored toward theory development and professional application:

### Strategic Public Relations

- SPC512 Strategic Public Relations
- SPC514 Internal Communications
- SPC515 Crisis and Risk Management Communication
- COM550 Applied Research Seminar
- COM551 Capstone Research Project

### Tourism and Cultural Communication

- TCC521 Strategic Planning and Development
- TCC522 Tourism Communication
- TCC525 Tourism in the UAE and MENA Region
- COM550 Applied Research Seminar
- COM551 Capstone Research Project

## Course Delivery Format

The program is delivered in English at Zayed University located in Abu Dhabi and Dubai.

## Admission

- Admission is open to males and females of all nationalities.
- An earned baccalaureate degree in a discipline considered appropriate to the graduate program from an accredited university recognized by the U.A.E. Ministry of Education with a cumulative graduate point average (CGPA) of 2.5 or higher on a 4.0 point scale or equivalent.
- English language proficiency:
  - A TOEFL score of 213 CBT, 79 iBT, 550 PBT, or
  - An IELTS (Academic) overall band score of not less than 6.0 (or 5.5 for conditional admission), or
  - Evidence that the applicant is a native speaker of English who has completed his/her undergraduate education in an English medium institution in a country where English is the official language.

## Program Cost

Credit Hours	Cost Per Credit Hour
36	AED 2,667

## Financial Support

Zayed University offers a range of financial support options such as graduate merit scholarships, Zayed University alumni scholarships and graduate teaching, research and administrative assistantships to support graduate students. For a listing of these and all other available financial aids, please visit the Graduate Student Financial Support section of the website [www.zu.ac.ae](http://www.zu.ac.ae)

## Program Recognition

As Zayed University is accredited by the Middle States Commission on Higher Education, graduate programs at Zayed University are world-wide recognized for further education and employment in private and public-sector organizations. Zayed University's graduate programs are accredited by the UAE Ministry of Education.

## Contact

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