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Introduction and Mission

The College of Communication and Media Sciences (CCMS) aims to educate the UAE’s strongest bilingual graduates in the professional fields of communication and digital media. CCMS provides opportunities for students to perfect their communication skills and to discover how these skills can help them find important leadership roles in their country, in their professional careers, and in their families.

The specific mission of the College of Communication and Media Sciences is to:

• Provide baccalaureate students with the communication theories, concepts, and skills they need to be successful in professional communication or media fields;

• Provide post-baccalaureate, professional development, and continuing education opportunities for communication and media practitioners enabling them to stay at the cutting edge of their fields;
• Assist in the development and growth of communication and media industries in the region; and

• Encourage and support communication and media research with special emphasis on the UAE and Gulf Region, and achieve international recognition as a leading communication and media College.
The College of Communication and Media Sciences has identified six Major Learning Outcomes (MALOs). Learning outcomes define the knowledge, skills, and abilities that students have attained as a result of their involvement in CCMS. Our College requires demonstration of the following:

- **Language and Communication Competence:** Graduates from the College of Communication and Media Sciences will be able to communicate clearly and effectively in Arabic and English, appropriately and creatively adapting messages to the needs, knowledge, culture, and expectations of target audiences while observing ethical standards.

- **Technological Competence:** Graduates from the College of Communication and Media Sciences will be able to use a variety of technological tools and skills to create effective media-centered products and messages.

- **Leadership and Professionalism:** Graduates from the College of Communication and Media Sciences will demonstrate leadership and professional skills in their chosen fields as reflected in their behavior and work ethic.

- **Information Literacy:** Graduates from the College of Communication and Media Sciences will be able to process and analyze information, draw inferences, question assumptions, and make judgments on the basis of well-supported evidence. They will use it for better problem-solving and innovation in their profession.

- **Global Awareness:** Graduates from the College of Communication and Media Sciences will be knowledgeable about communication across cultures, critically aware of how media functions in a global environment, and be sensitive to diversity in the communities they serve.

- **Critical Thinking and Reasoning:** Graduates from the College of Communication and Media Sciences will be able to use critical thinking, including qualitative and quantitative reasoning, to identify appropriate sources, gather data, and analyze the information obtained.
The curriculum in Communication and Media Sciences broadly educates students in the arts, humanities, social sciences, and applied sciences, as well as in written, oral, and film & video communications. Students are well prepared to put words, visuals, and sound together in ways that are informational, meaningful, effective, in traditional and social media.

All majors take introductory courses in Media History, Media and Cultural Criticism, Media Storytelling, New Media, and Public Speaking and Persuasion, as well as advanced courses in Communication and Media Research and Analysis, Media Law, Media Ethics, and Internship.

Rather than focusing on one form of communication, students must study a variety of digital media technologies, including audio, video, web, multi-media, and print. They also take two professional practicums, Zayed Media Lab I and II. This approach provides a distinctive integration of instruction and practical applications.
UNDERGRADUATE DEGREES

Upon admission to the Communication and Media Sciences major, students work toward a Bachelor of Science degree with a specialization in one of the following: Converged Media/ Film & Video Communications/ Integrated Strategic Communications/ Tourism and Cultural Communications, or a Bachelor of Science in Multimedia Design, or a Bachelor of Arts in Emirati Studies.

A) Bachelor of Science (B.S) in Communication and Media Sciences: Specialization in Converged Media: is an emerging form of media that combines different forms of journalism, such as print, photography, video and web into cutting edge, 21st Century communication formats.

Specialization in Film & Video Communications: is designed for students interested in professional positions in broadcast journalism as well as media management, film documentary and video editing and production, programming, photojournalism, and freelance photography.

Specialization in Integrated Strategic Communications: is designed for students interested in professional positions in advertising, public relations, community relations, customer service, client servicing, event planning and promotions, media planning as well as for careers in the government and corporate communications. Accredited by the International Advertising Association (IAA).

Specialization in Tourism and Cultural Communications: is designed for students interested in professional positions in tourism promotions, event management, exhibitions, festivals, visitor information centers, tours, research, and cultural programming.

B) Bachelor of Science (B.S) in Multimedia Design (Joint with the College of Technological Innovation and the College of Arts and Creative Enterprises): This degree focuses on enhancing students’ skills and knowledge in IT, public media, and the arts that meet the growing demand by UAE employers for multimedia graduates with broad expertise and a high level of leading-edge technical skills. This degree prepares students for professional positions in multimedia in both the public and private sectors.

C ) Bachelor of Arts (B.A) in Emirati Studies (Joint with the College of Arts and Creative Enterprises, and the College of Sustainability Sciences and Humanities): This degree focuses on two fundamental areas of Emirati cultural resources: archaeological and historical knowledge, and heritage and cultural production. This degree also prepares students for professional careers in exhibition design and curatorship, and cultural tourism, all sectors that are expanding within the UAE.
MINOR IN COMMUNICATION AND MEDIA SCIENCES: A Communication and Media Sciences minor is available only to students majoring in other Colleges.

This minor is designed to provide communication skills to students who will be working outside the communication field but who will find that an understanding of communication principles and skills.

COURSES OFFERED

- COM 200: Communication, Media, and Society
- COM 210: Media Storytelling I
- COM 230: Public Speaking and Persuasion
- COM 231: Media and Cultural Criticism
- COM 237: Interpersonal and Intercultural Communication
- COM 240: Communication and Media Ethics
- COM 261: Communication and Media History
- COM 280: New Media
- COM 311: Zayed Media Lab I
- COM 312: Zayed Media Lab II
- COM 315: Media Storytelling II
- COM 320: Photojournalism
- COM 321: Video and Audio Production I
- COM 323: The Business of Film and Television
- COM 324: Film and Television Criticism
- COM 351: Principles of Public Relations
- COM 352: Principles of Advertising
- COM 353: Writing for Integrated Strategic Communications
- COM 356: Media Planning and Management
- COM 357: Creative Advertising
- COM 358: Entrepreneurship in the Media
- COM 360: Communication and Media Research and Analysis
- COM 371: Tourism Principles
- COM 372: Communicating Tourism: Destinations and Heritage
- COM 380: Web Design and Publishing
- COM 382: Multimedia Production
- COM 383: Virtual Communities and Social Media
- COM 421: Video and Audio Production II
- COM 441: Communication and Media Law
COM 451: Integrated Strategic Communications
COM 457: Senior Project in Visual Communication
COM 475: Planning and Promotion for Events and Festivals
COM 481: Advanced Converged Media
COM 490: Internship
COM 495: Independent Study
COM 497: Special Topics in Communication and Media

ADMISSION TO ZAYED UNIVERSITY

UAE National Applicants
To be considered for admission, all National applicants must possess a valid UAE passport, valid UAE National Identity Certificate and UAE ID. Applicants from a high school following the U.A.E. curriculum must have 12 years of school and an attested General School Leaving Certificate, a minimum 70% average in academic subjects, a minimum CEPA English score of 150, and a CEPA Mathematics score (no minimum score is currently required).

Applicants from a high school following an International curriculum must have 12 years of school: GCSE/IGCSE must complete five subjects at the ordinary level and two subjects at the GCE Advanced Subsidiary or Advanced level, with a passing grade in each subject. International Baccalaureate must successfully complete five subjects.

If you are currently in high school, or have completed high school this year: Submit a completed application form with all documentation attached and Zayed University selected as your primary choice of institution to the National Admissions and Placement Office (NAPO). Applications are submitted online at http://www.napo.ae

International Applicants
Zayed University also welcomes applications from International students. For more details about admission requirements and application forms for International students, please visit: http://www.zu.ac.ae/main/en/enroll/international.aspx
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students news published by students for students
The Academic Bridge Program (ABP): Success at Zayed University requires proficiency in both Arabic and English languages. Students admitted to the University are initially placed either directly into the baccalaureate program or into the Academic Bridge Program. This placement depends primarily upon each student's proficiency in English as measured by the Common Educational Proficiency Assessment (CEPA) exam administered by the National Admissions and Placement Office (NAPO) in the Ministry of Higher Education and Scientific Research. Students initially placed into the ABP progress into University College and the baccalaureate program only once they successfully complete the Academic Bridge Program exit requirements and achieve the required level of English proficiency (overall band score of 5.0 or greater) as measured by the International English Language Testing Service (IELTS) exams.

University College (UC): University College is responsible for delivering Zayed University's general education program, organized as the Colloquy on Integrated Learning. The Colloquy Program initiates the baccalaureate careers of all Zayed University students. University College offers the high quality foundational education, the Colloquy on Integrated Learning, to all Zayed University students. It prepares them for their future majors and eventual employment. The experience instills in them a desire for lifelong learning, fosters intellectual curiosity, and engenders critical thinking.

Zayed University Undergraduate Program Model:

ADMISSION TO THE MAJOR

The College of Communication and Media Sciences requires that applicants fulfill the following requirements for acceptance:

- Satisfactory completion of 42 semester credit hours or more;
- Attainment of a cumulative GPA of 2.0 or higher;
- Achievement of grades of C- or better in COL 110, COL 111, COL 140, COL 145, and COL 240; and
- Achievement of passing grades in COL 105, COL 120, COL 130, COL 135, COL 150, COL 155, COL 165, COL 230, COL 250, COL 260 and COL 270.

COL 260 and COL 270 may be scheduled for semester three, four, or five. In addition, the College of Communication and Media Sciences requires completion of COM 200 Communication, Media, and Society with a passing grade.
INTERNSHIP

Communication and Media Sciences students earn academic credit and add a significant real-world component to their education through the completion of an off-campus internship. In their final baccalaureate year, students earn three credits for this internship that allows them to gain valuable experience in their specialization by working with media professionals.

The College prepares its prospective interns before the actual work experience through a preparatory “bridge week” between the academic world and the professional world. Internship sites include top media organizations, as well as key public organizations with media or public relations departments or units.

GRADUATION REQUIREMENTS

The graduation requirements for the College of Communication and Media Sciences include the completion of an eight-semester curriculum plan with a minimum GPA of 2.00, including all course requirements and an internship experience. Students must also complete the requirements of the University’s core curriculum and submit a professional portfolio for faculty review. All students must complete a total of 126 credits.

GRADUATE PROGRAMS

The College of Communication and Media Sciences offers a Master of Arts in Communications with a specialization in Tourism and Cultural Communications, specialization in Strategic Public Relations and a Specialization in Filmmaking.

Master of Arts (M.A) in Communications:

Specialization in Tourism and Cultural Communication: is designed to prepare tourism professionals to become leaders who can effectively respond to the dynamic and changing tourism industry at the local and international levels.

Specialization in Strategic Public Relations: is designed for public relations and communications practitioners and professionals seeking to deepen and develop their knowledge and skills in strategic public relations, and for people not currently working in public relations but desire a career change.
Specialization in Filmmaking: is offered in partnership with New York Film Academy Abu Dhabi, and is designed to produce a generation of Filmmakers who can deliver much needed quality films and media content to help the UAE build a film industry.

CCMS also offers a Graduate Certificate in Tourism and Cultural Communication, and a Graduate Certificate in Public Relations.

RESEARCH

The College of Communication and Media Sciences is involved in a diverse range of research projects - in both digital media and traditional media formats- aiming to equip the current and future Emirati workforce with research-based skills that would serve them locally and internationally. The CCMS faculty immerses itself and students in projects that range from studies in participation in the arts in the Dubai Market, to religious tourism, to video documentaries on emerging Arab artists, to books on media and political contestation in the Arab world.

ACCREDITATION

Zayed University is accredited by the Middle States Commission on Higher Education (USA), which assures internationally recognized programs from a quality-assured university. The College of Communication and Media Sciences is one of 48 programs worldwide accredited by the International Advertising Association, and is currently pursuing accreditation for its program with the Accrediting Council on Education in Journalism and Mass Communications (USA).