

Bachelor in Advertising (COMMAD)

First Year

Fall Semester

Code	Title	Credits	Prerequisites	Corequisites
CSCI200	Introduction to Computers	3	ENGL051	
COMM220	Rhetoric & Persuasion	3	ENGL151	
ENGL201	Composition and Research Skills	3	ENGL151	
COMM200	Introduction to Communication Studies	3	ENGL101	
COMM225	Workshop	3	ENGL101	
ARAB200	Arabic Language and Literature	3		
Total		18		

Spring Semester

Code	Title	Credits	Prerequisites	Corequisites
GDES270	Design Software I	3	CSCI200	
COMM265	Performance Theory & Practice	3	COMM200	
COMM285	Theories of Perception	3	ENGL151 - COMM200	
	Elective	3		
	Elective	3		
ENGL251	Communication Skills	3	ENGL201	
Total		18		

Second Year

Fall Semester

Code	Title	Credits	Prerequisites	Corequisites
	Elective	3		
COMM320	Radio-TV Announcing	3	COMM200 - ARAB200	
COMM310	Research Methods in Communication Arts	3	COMM285	
COMM205	Introduction to Western Civilization	3	ENGL151 - COMM200	
ADVR300	Advertising Theory & Practice	3	COMM200 - BMKT300	
CULT200	Introduction to Arab - Islamic Civilization	3		
Total		18		

Spring Semester

Code	Title	Credits	Prerequisites	Corequisites
ARTS350	Photography	3	ENGL151	
ADVR350	Advertising Copywriting	3	BMKT300 - ADVR300	
COMM330	Media Planning & Audience Analysis	3	COMM285	
COMM300	Media Laws & Ethics	3	COMM285	
ADVR348	Advertising Pitching	3	ADVR300	
ADVR370	Psychology of Advertising	3	ADVR300	
Total		18		

Third Year

Fall Semester

Code	Title	Credits	Prerequisites	Corequisites
COMM400	Media Management	3	COMM285 - COMM330	
ADVR410	Advertising & Sales Promotion	3	BMKT300 - ADVR370	
ADVR420	New Media in advertising	3	ADVR300	
	Elective	3		

ADVR390	Branding and Corporate Identity	3	ADVR370	
PREL300	Public Relations Principles & Concepts	3	COMM200	
Total		18		

Spring Semester

Code	Title	Credits	Prerequisites	Corequisites
ADVR430	Advertising Storyboard	3	ADVR370	
	Elective	3		
ADVR495	Senior Study in Advertising	3	ADVR410	
	Elective	3		
ADVR485	Advertising Campaign Design	3	ADVR370	
ADVR460	Advertising Creativity	3	ADVR370	
Total		18		

Major Elective Courses

Code	Title	Credits	Prerequisites	Corequisites
ADVR470	Advertising Workshop	3		
ARTS200	Foundation Drawing I	3	ENGL051	
ARTS205	Geometry for the Studio	3		
ARTS210	Color Theory - Painting	3	ENGL051	
ARTS250	Foundation Drawing II	3	ENGL051 - ARTS200	
ARTS260	Design Fundamentals - 2D	3	ENGL051	
ARTS270	Design Fundamentals - 3D	3	ARTS200 - ENGL051 - ENGL101 - ARTS260	
ARTS280	History of Ancient Art	3	ENGL051 - ENGL101 - ENGL151	
ARTS320	Rendering and Perspective Techniques	3	ARTS210 - ENGL051 - ARTS200	
ARTS330	History of Modern Art	3	ENGL051 - ENGL101 - ENGL151	
BMKT300	Marketing Theory and Principles	3		ENGL201
COMM325	Animation Software	3	RATV230	
JORN200	News Writing & Reporting	3	ENGL151 - COMM200	
JORN285	Travel Journalism	3	COMM200	
JORN370	Arabic News Writing & Reporting	3	JORN200 - ARAB200	
JORN375	Journalism Workshop	3	JORN370	
JORN380	Web Journalism	3	JORN200	
JORN385	Citizen Journalism	3	COMM200	
JORN400	Newspaper & Magazine Writing & Production	3	JORN375 - JORN370	
JORN440	Reporting of Public Affairs	3	RATV370 - JORN380	
PREL360	Public Relations Practice & Analysis	3	PREL300	
PREL375	Specialized Writing in Public Relations	3	PREL300	
PREL380	Communication Tools in Public Relations	3	PREL360	
PREL390	Public Relations & Advertising	3		
PREL415	Public Relations and Marketing	3	PREL360	
PREL430	Public Relations Campaign	3	PREL360	
PREL445	Critical Inquiry & Public Relations	3	PREL360	
PREL480	Public affairs and Public Relations	3	PREL300	
RATV230	Radio-TV Workshop II	3	COMM225	
RATV315	Television Production	3	RATV230	
RATV316	Mobile Media	3		
RATV370	Writing for Radio and TV	3	COMM285 - COMM320	
RATV425	TV Directing	3	RATV315	
RATV430	Radio Production	3	COMM285 - RATV230	

RATV435	Radio-TV News	3	RATV370	
RTVF330	Fundamentals of Makeup Artistry	3		
RTVF340	Script Writing	3	COMM225 - ENGL251 - COMM200	
RTVF400	Talk Show	3	RATV315	
RTVF410	Art of Film	3	COMM285	
RTVF425	Documentary Making	3	ENGL201 - COMM225	
RTVF440	Music Production	3		
RTVF493	Video Pre Production	3		
RTVF494	Video Production and Post Production	3	COMM225	