

Courses

Advertising Discipline

General Education Courses (11 courses covering 33 credit hours)

- Computer Fundamentals
- English I
- English II
- Critical Thinking
- Environmental Science
- Science and Life
- Islamic Studies
- Introduction to Psychology
- Study Skills
- UAE Studies
- Innovation and Entrepreneurship

Mandatory Program Courses (13 courses covering 39 credit hours)

SERIAL #	COURSE CODE	COURSE NUMBER	COURSE NAME	THEORETICAL	PRACTICAL	CH	ACADEMIC LEVEL	PREREQUISITE
1.	COM	101	Communication Skills	3	–	3	First	
2.	COM	102	Arabic Language for Media	3	–	3	First	
3.	EOCA	201	Principles Economics	3	–	3	Second	
4.	POL	202	Introduction to Political Sciences	3	–	3	Second	COM101
5.	SOCA	101	Introduction to Sociology	3	–	3	Second	
6.	CIS	204	Computer Applications (E)	2	2	3	Second	CIS101
7.	RES	201	Research Methods	3	–	3	Second	CIS101, STA301
8.	COM	206	Translation	3	–	3	Second	ENGA102
9.	ADV	207	Digital Photography	2	2	3	Second	COM101
10.	PRA	208	Introduction to Public Relations	3	–	3	Second	COM101

11.	ADV	209	Introduction to Advertising	3	–	3	Second	PRA208
12.	STA	301	Applied Statistics	3	–	3	Third	CIS 101
13.	COM	401	Public Opinion	3	–	3	Fourth	PRA208 ADV209

Elective Program Courses (4 courses selected by the student out of 11 courses covering 12 credit hours)

SERIAL #	COURSE CODE	COURSE NUMBER	COURSE NAME	THEORETICAL	PRACTICAL	CH	ACADEMIC LEVEL	PREREQUISITE
1.	HIS	210	History of the Arab Gulf Countries	3	–	3	Second	UAEA201
2.	LAW	101	Introduction to Law	3	–	3	Third	
3.	ENV	303	Renewable Energy Sources	3	–	3	Third	COM101
4.	COM	304	Social Networking	2	2	3	Third	CIS204
5.	ADV	305	Design Fundamentals	2	2	3	Third	CIS204
6.	ADV	309	Graphic Art	2	2	3	Third	CIS204
7.	MGT	101	Introduction to Business	3	–	3	Third	
8.	LAW	304	Regional and International Organizations	3	–	3	Fourth	COM101
9.	PRA	403	Information Society	3	–	3	Fourth	COM101
10.	PRA	412	Organizing Fairs and Festivals	3	–	3	Fourth	PRA208
11.	ADV	405	Multimedia	2	2	3	Fourth	CIS204

Mandatory Specialization Courses (10 courses covering 30 credit hours)

SERIAL #	COURSE CODE	COURSE NUMBER	COURSE NAME	THEORETICAL	PRACTICAL	CH	ACADEMIC LEVEL	PREREQUISITE
1.	ADV	201	Computer Applications on Advertising	3	–	3	Third	CIS 204, ADV 207
2.	ADV	303	Advertising Management	2	2	3	Third	ADV 209
3.	ADV	301	Writing Advertising Texts	2	2	3	Third	ADV 209, ADV 207
4.	ADV	302	Printed Advertisement	3	–	3	Third	ADV 201

5.	ADV	401	Electronic Advertising (E)	2	2	3	Third	ADV 201
6.	ADV	402	Creative Advertising Strategies	2	2	3	Fourth	ADV 301
7.	ADV	411	Advertising Campaigns Planning	3	–	3	Fourth	ADV 301, ADV 303
8.	ADV	403	Radio and Television Advertising	2	2	3	Fourth	ADV 201
9.	ADV	412	Field Training in Advertising	120 Training Hours		3	3	Completing 105 credit hours
10.	ADV	406	Graduation Project in Advertising	1	4	3	Fourth	RES 201

Elective Specialization Courses (4 courses selected by the student out of 9 courses covering 12 credit hours)

SERIAL #	COURSE CODE	COURSE NUMBER	COURSE NAME	THEORETICAL	PRACTICAL	CH	ACADEMIC LEVEL	PREREQUISITE
1.	ADV	306	Advertising Promotion and Exhibitions	3	–	3	Third	ADV 209
2.	ADV	304	E-Marketing	3	–	3	Third	ADV 201
3.	ADV	310	Production of Television Advertising	3	–	3	Third	ADV 201
4.	ADV	307	Roads Advertisement	3	–	3	Third	ADV 201
5.	ADV	308	Integrated Marketing Communications	3	–	3	Fourth	ADV 209, PRA 208
6.	ADV	407	Consumer Behaviour	3	–	3	Fourth	ADV 306
7.	ADV	408	Presentation Skills	3	–	3	Fourth	COM 101
8.	ADV	409	Advertising Economics	3	–	3	Fourth	ADV 303
9.	ADV	410	International Advertising Campaigns	3	–	3	Fourth	ADV 301