

Bachelor of Arts in Mass Communication

At the cutting edge of media education





Looking to the future

Our program has been specially developed to be future-proof. You will learn the latest new digital and immersive media techniques and have access to the latest technologies so that when you graduate, you are prepared to meet the future demands of the ever-evolving communications industry.

“Mass communication graduates from AUS tend to be prioritized by employers as we have a reputation for being well-rounded.”

Jamal Al Mawed, Founder and Managing Director
at Gambit PR & Communications

“The contacts and skills I developed while I was at AUS helped set me on the path to being a successful journalist in an ever-changing media environment with an evolving set of challenges. I wouldn’t trade my time at the Department of Media Communication at AUS for anything.”

Kareem Shaheen, Freelance Journalist, Montreal, Canada

Mass communications professionals have become an essential, driving force in all government, corporate and non-profit organizations. They are dynamic, multi-talented experts who shape corporate identities, forge and nurture relationships with stakeholders, and influence change.

The Bachelor of Arts in Mass Communication (MCM) at AUS provides everything you need for a vibrant career in this exciting and fast-paced professional field.

Offering concentrations in journalism and integrated marketing communications (advertising/public relations/marketing communications), we provide a balanced foundation of professional skills in areas such as digital storytelling, social media, integrated communications and multiplatform production, as well as academic knowledge of the discipline of mass communication.

Media education for today and tomorrow

As a regional leader in media education, AUS has developed a program that meets the future demands of the ever-evolving communications industry.

The Bachelor of Arts in Mass Communication program has been crafted by our own faculty members—professionals with significant experience in their respective media industries—approved by the UAE Ministry of Education (March 2018) and endorsed by industry professionals.

Get the competitive advantage

Working with state-of-the-art equipment, including our AED 1.5 million digital studio and Adobe CC-loaded Macs, you will have the opportunity to work closely with our MCM faculty to craft industry-specific competencies to ensure you have the competitive edge in the workplace.

As an MCM student, you'll gain an understanding of the role that media (including digital/social media) play in the production of everyday life, culture and belief, as you strengthen your practical writing, organizational and critical-thinking skills.

As part of the new curriculum, and to complement your liberal arts experience, you will also benefit from increased contact with other programs within the university, such as international studies, marketing and translation.

Our students receive a world-class education that emphasizes best practices in:

- digital video production and digital video editing
- social media content creation and campaigning
- digital storytelling and multiplatform practices
- research methods and data-driven analytics
- integrated marketing communications (IMC) campaign planning

The BAMC degree is offered through the university's College of Arts and Sciences (CAS), widely respected as being one of the region's leading providers of liberal arts education. Studying at CAS gives students a well-rounded university education, with the opportunity to select from a large range of electives covering a breadth of subjects.

See our MCM students at work:

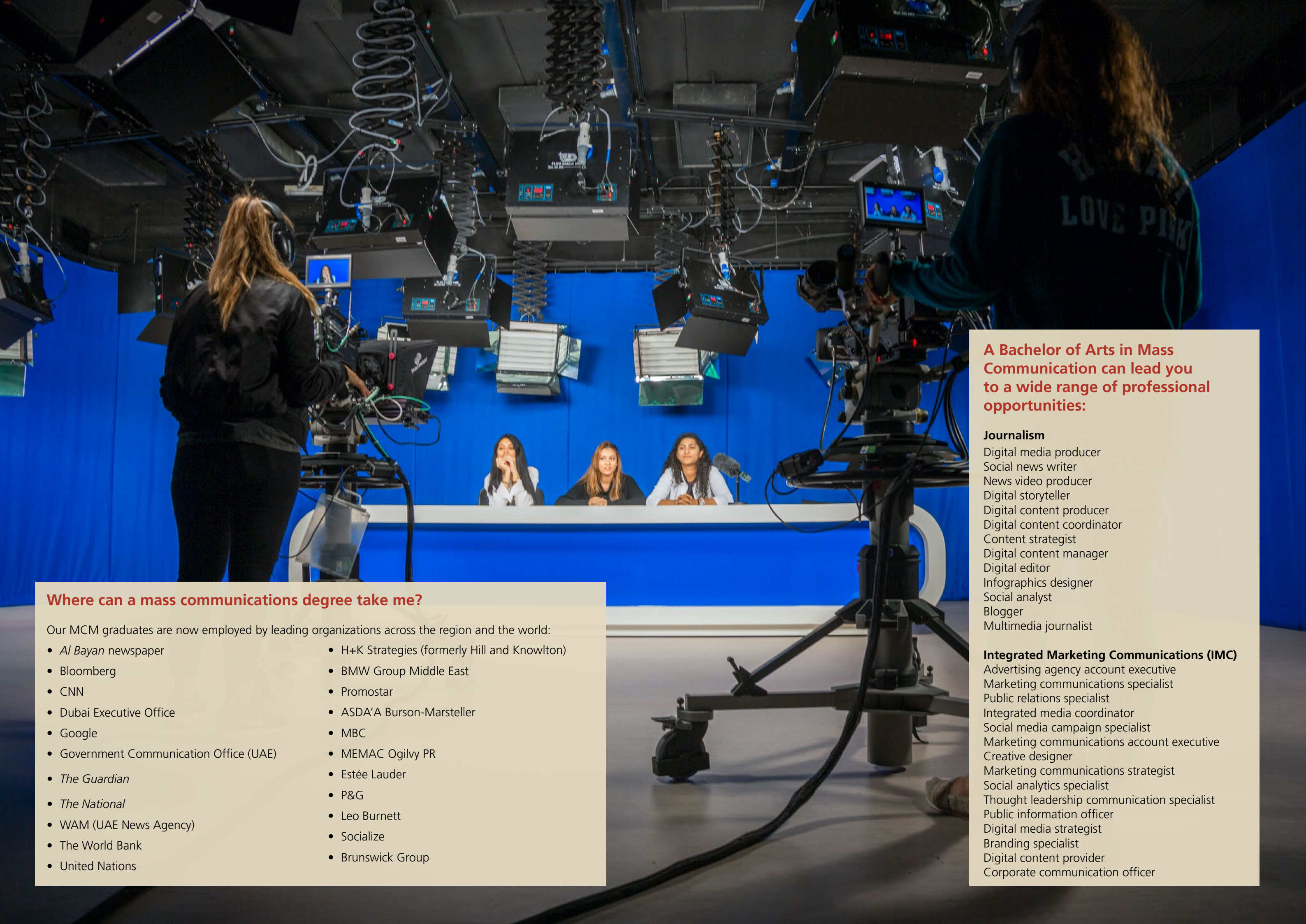


Graduating with a degree in mass communication from AUS made me better prepared for the workforce.



Zain Al Masri, Product Marketing Manager, Google





Where can a mass communications degree take me?

Our MCM graduates are now employed by leading organizations across the region and the world:

- Al Bayan newspaper
- Bloomberg
- CNN
- Dubai Executive Office
- Google
- Government Communication Office (UAE)
- The Guardian
- The National
- WAM (UAE News Agency)
- The World Bank
- United Nations
- H+K Strategies (formerly Hill and Knowlton)
- BMW Group Middle East
- Promostar
- ASDA'A Burson-Marsteller
- MBC
- MEMAC Ogilvy PR
- Estée Lauder
- P&G
- Leo Burnett
- Socialize
- Brunswick Group

A Bachelor of Arts in Mass Communication can lead you to a wide range of professional opportunities:

Journalism

- Digital media producer
- Social news writer
- News video producer
- Digital storyteller
- Digital content producer
- Digital content coordinator
- Content strategist
- Digital content manager
- Digital editor
- Infographics designer
- Social analyst
- Blogger
- Multimedia journalist

Integrated Marketing Communications (IMC)

- Advertising agency account executive
- Marketing communications specialist
- Public relations specialist
- Integrated media coordinator
- Social media campaign specialist
- Marketing communications account executive
- Creative designer
- Marketing communications strategist
- Social analytics specialist
- Thought leadership communication specialist
- Public information officer
- Digital media strategist
- Branding specialist
- Digital content provider
- Corporate communication officer

For more information on the MCM program.

Contact us today

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w.aus.edu/cas/bamc

Apply now

www.aus.edu/apply

