1.0 FACULTY OF COMMUNICATION AND MASS MEDIA (FCMM)

1.1 Undergraduate programme

BSc (Hons) Communication and Mass Media

The programme offers a broad understanding of Communication and Mass Media and allows you to specialise in one of the following areas:

- Journalism and New Media
- Radio and Television
- Media and Film Studies
- Integrated Marketing Communications

1.2 Why study Communication and Mass Media at BUE?

The programme provides a comprehensive student experience that incorporates social, political and media modules from a variety of sub-disciplines including media and society, media and politics, film production and media analysis, multimedia, public relations, news gathering, marketing, radio & TV performance and development communication.

The Faculty seeks to ensure graduates are fluent in both Arabic and English to enable better opportunities to work in the national, regional and international media. In sum, the Faculty of Communication and New Media in BUE is unique given its aim to provide students with new communication technologies skills, English and Arabic reporting skills, theoretical and practical knowledge as well as local and international media perspectives.

1.3 BSc. Honours (Hons) Communication and Mass Media

1.3.1 Degrees on Communication and Mass Media

The Faculty of Communication and Mass Media offers a range of degree specialisms, each with its own different emphasis. Our students graduate with a degree in Communication and New Media in one of the following specialisms:

- Journalism and New Media, Students focus on editing for newspapers and new media, practicing multimedia production, design, photojournalism, and conducting investigative reports.
- Radio and Television, Students acquire knowledge and skills required for producing and presenting audio and visual materials and documentary films. Furthermore, the programme enables students to produce and manage webcasting platforms for different purposes.
- Media and Film Studies, Students develop the skills to practice film directing, writing and production. The programme also provides students with skills to, compare analyse and evaluate in a logical and systematic manner different approaches to cinema and media issues, film and media production.
- Integrated Marketing communications, Students learn and practice integrated marketing communication as a comprehensive discipline that deals with advertising, public relations, market research, online marketing, tactical and strategic decisions in marketing, social marketing and advocacy, public diplomacy, media crisis, media management and media theory. In addition, students develop the skills to plan and implement integrated marketing campaigns and learn the skills of managing media agencies.

1.3.2 What will I study?

Preparatory Year

You will be introduced to modules from the field of Communication and Mass Media. This also provides students with the opportunity to develop their English and Study Skills.

Degree Year 1

This provides the foundation for the study of Communication and Mass Media generally and your field of specialisation in particular. You will be introduced to basic research techniques so that you know where and how to source and use information as well as basic Social Sciences, Management and Mass Communication modules.

Degree Year 2

You study a number of compulsory modules and you also begin to decide on your area of specialisation through your choice of optional modules. You will also be taught how to conduct research by generating your own data.

Degree Year 3

The final year in the degree programme contains compulsory and optional modules all focused on advanced areas of the study and your chosen area of specialisation. Furthermore, students are encouraged to achieve a graduation project according to their major.
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1.3.4 Career and further education opportunities

The Faculty seeks to build internal and external relationships with:

- Media agencies
- Local communities
- National and international educational and research institutes

These will provide career and further study opportunities for graduates.

1.3.5 How to Apply for a programme in the Faculty of Communications and Mass Media

(i) Read the admissions section in our general booklet. This can also be downloaded at www.bue.edu.eg

(ii) Submit an application online at www.bue.edu.eg

(iii) Call the BUE Hotline and speak to a member of staff in the Student Affairs Department if you require further information – 19(BUE) 19283

1.3.6 When to apply

(i) The early admissions period begins in January of each academic year.

(ii) Applicants are encouraged to apply early in order to secure a place in their chosen programme of study.

(iii) Once programmes are full the applicants will be placed on a waiting list.