



The
**BRITISH
UNIVERSITY
IN EGYPT**

Faculty of Communication & Mass Media
Student Handbook
2024 - 2025

Faculty's Dean

A handwritten signature in blue ink, appearing to be a stylized name, positioned below the text 'Faculty's Dean'.

Faculty's Vice Dean

A handwritten signature in blue ink, appearing to be a stylized name, positioned below the text 'Faculty's Vice Dean'.

Contents

How to Apply	3
Admission Requirements	3
- Admission Required Documents	3
- English Entry Requirements	3
Faculty Overview	4
Structure of academic programmes	5
- Programme Specification	5
- Programme Regulations	5
- Module Specifications	5
LSBU / BUE Dual Degrees (UK Track & EGY Track)	6
The UK (LSBU) Track	6
Reassessment	6
Progression and trailing modules	7
The EGY Track	8
Transfer of registration to EGY Track	8
Reassessment	8
Marking equivalency	10
Degree Programmes & Modules Taught	11
Radio and Television Programme	15
Film and Media Studies Programme	20
Integrated Marketing Communications Programme	24
Journalism and New Media Programme.....	28

How to Apply

- Fill in an online application through the BUE website www.bue.edu.eg
- Applicants will receive an auto-reply email confirming the student BUE ID & password, and the details of the admission process

Admission Requirements

Admission requirements are subject to change yearly.

- Admission Required Documents

The details of the required documents will be send by email to the paid applicants according to the type of high school certificate.

- English Entry Requirements
- Academic IELTS Certificate is required with minimum total score of (6.0)
Or
- English Exam APTIS is required **except for the following certificates:**
 - IGCSE & International Baccalaureate fully exempted
 - American Diploma SAT1 score (960)
 - French Baccalaureate English subject (15)
 - Canadian Diploma English Subject (75%)
 - German Abitur English Subject (4)

For inquiries:

Please contact the "Admission Centre" on the BUE **Hotline number** 19283

Mobile Numbers: 01011296757 - 01000967735 - 01022243086 - 01012116166 -

01012112661 - 01012121772

Email: Admission1@bue.edu.eg

Faculty Overview:

The Faculty of Communication and Mass Media is part of the British University in Egypt. Established by Presidential Decree No. 208 of 2012 and approved by Ministerial Decree No. 3035 on 19/8/2014, the Faculty began teaching in the 2014/2015 academic year. Since its establishment in 2014, the faculty has achieved a distinguished position among the leading media faculties in Egypt, with a student body of 678, and has graduated 1169 cohorts to date.

The faculty actively fosters international partnerships, notably with London South Bank University (LSBU) in the UK, offering students a dual degree accredited by both institutions and exchange opportunities for a semester at LSBU.

It also offers a postgraduate Master's programme in Digital Media, accredited by Ministerial Decree No. 5829 on 21/12/2019, which started in the 2020/2021 academic year with 30 enrolled.

Mission:

The Faculty of Communication and Media at the British University in Egypt is committed to providing a stimulating learning environment that produces distinguished graduates equipped with the academic and professional skills needed to keep pace with technological advancements in the media industry. Graduates earn a dual Egyptian–UK degree, delivered through the highest standards of teaching and e-learning. The Faculty is also dedicated to advancing scientific research and engaging in community and training activities with a wide range of local and international organisations, in alignment with Egypt's Vision 2030 and its commitment to sustainable development.

Vision:

The Faculty of Communication and Media at the British University in Egypt aspires to be a dynamic educational hub in the fields of communication and media, offering internationally recognised, high-quality programmes. Its vision centres on continuous innovation and creativity in teaching and learning, professional development, research, and entrepreneurship—in collaboration with British partners—and on fostering engagement and cooperation with local, regional, and international communities.

Faculty's Website:

- <https://www.bue.edu.eg/faculties-departments/mass-media/>

Facebook Page:

- https://web.facebook.com/FCMMBUE2014/?_rdc=1&_rdr

Structure of academic programmes

- Programme Specification

BUE degrees operate within a set of guidelines and reference points for academic standards and quality which have been specified by the UK Quality Assurance Agency (QAA). This framework determines how programmes are structured, designed, taught and assessed. It also identifies teaching standards and levels of support.

Each programme has a programme specification which gives information on what you can expect from the programme and what knowledge, understanding, skills and other attributes you will have developed on successful completion of the programme

- Programme Regulations

Every programme has its own Regulations. These are printed in the Programme Specification. There are strict rules on changes to programmes, to protect your interests and guarantee the quality of BUE's degrees.

- Module Specifications

A module specification is provided for every module. It sets out the content, credit, teaching method and assessment pattern and methods, and prerequisite modules. Most importantly, the specification lists for each module the Intended Learning Outcomes (namely, what you are expected to know and be able to do when you have completed it).

Module specifications are subject to University approval procedures. Changes will not normally be made while a module is running. Should there be an exceptional need to modify a module during the semester; students affected will be consulted before any change is approved. The University will only take this action if completely necessary so as not to interrupt your programme of study.

- Modules and credit value

BUE programmes follow the UK model, which takes modules as the unit of study. Each module is weighted within a programme according to its credit rating and level of study. Modules normally have a credit value of 10, 20 or 30.

Each year of an undergraduate programme comprises 120 credits, normally 60 in each semester. A 10-credit module will usually be of one semester's duration.

One credit represents the typical outcome of 10 hours of study. This includes the time on average you will spend in lectures, tutorials, labs, practical, private study, preparing coursework, and sitting examinations.

LSBU / BUE Dual Degrees (UK Track & EGY Track)

The UK (LSBU) Track

Reassessment:

A maximum of two years to pass any degree year.

The maximum number of four attempts to pass any module.

If students fail to satisfy the requirements for progression on the UK validated degrees in any year of their degree programme they will have their registration on the UK Award terminated. They will continue to study for the Egyptian Award. They will study the same programmes in accordance with the same programme and module specifications and take the same assessments and examinations as their colleagues on the dual degrees (Egyptian and UK Validated).

Progression and trailing modules:

The following apply:

- You are required to attempt all assessments.
- You must normally complete all modules before you can progress to the next academic year.
- A Programme Exam Board may allow you to progress to the next year carrying a deficiency of up to 20 credits on the UK / Egyptian dual degree and 2 modules to a maximum of 30 credits on the Egyptian Degree only.
- You are not allowed to trail modules listed as prerequisites in the Programme Specification.
- If you are allowed to progress to the next year trailing a module(s) you are required to complete that module by the end of the following academic year

Compensation of failure:

- Compensation means awarding credit for a module where the pass mark was not obtained. Students can be compensated for failure in a maximum of two modules to the value of 20 credits if they have:
 - Achieved a module mark of at least 30% in the module to be compensated.
 - Passed at least 100 credits in the Degree Year in question.
 - Achieved an average mark of 40% in all other modules of the relevant Degree Year; and
 - Have not been subject of a proven academic misconduct allegation for the module for the current academic year.
- When calculating a Degree Year Average and the Final Award Average the original (lower) mark will be used.
-
- Compensation is not applied for final graduation projects and dissertations

The EGY Track

Transfer of registration to EGY Track

You are permitted to apply to change your programme of study:

- Within two weeks from the start of the first semester; or
- From the start of the second semester; or
- Prior to the start of the next year of study.

Requests to transfer should be submitted to the Student Affairs Office.

Approval for transfer will be given by the Dean of the Faculty only where the Head of Department is satisfied that a student is able to meet the requirements of the new programme. The Head of Department may set conditions for the transfer that are required to be met.

Reassessment:

If your registration is transferred to the Egyptian award the following apply:

- A maximum of two years of study in the Preparatory Year or in Degree Year One in programmes with no Preparatory Year
- A maximum of two years of regular study plus one year as an external student in Degree Year One in programmes that have a Preparatory Year or Degree Year Two in programmes with no Preparatory Year.
- One extra year as an external student in the third or final two years of study (Degree Year Two in programmes with a Preparatory Year or Degree Year Three in programmes with no Preparatory Year).

Compensation of failure:

- Compensation shall be applied in the form of added marks to the compensated modules, to raise the actual overall module mark to the passing mark.
- Students must have achieved a minimum module mark that is 10% below the pass mark for the module being considered for compensation.

- A maximum of 20 marks shall be available for compensation for failure in each study year, these marks shall be used for all modules including modules trailed from previous year.

Compensation shall be applied only if it changes the student's status as follows:

- From repeating to progressing with 20 credits trailed modules after the resit period.
- From repeating to re-sitting in 60 credits
- From progressing with trailed modules to progressing with no trailed modules.
- Trailed modules can be compensated regardless whether this will change the student's status or not.
- The number of marks consumed by each module depends on the module credit as per the equation: $\text{marks consumed} = \text{number of added marks} \times \text{module credit} / 10$ so modules with 20 credits will consume double the marks added. Compensation marks should not be carried from one year to another.
- Compensation marks should not be carried from one year to another.
- Compensation is not applied for final graduation projects and dissertations.
- If a student has consumed the maximum number of attempts for a study year, which means they are at risk of being dismissed from the University, they may be benefited from the following:
 - In addition to the compensated marks remaining from semester two a maximum of 20 marks will be added and the total marks will be available for compensation.
 - Minimum mark for modules to be considered for compensation is 15% below the pass mark.
 - When calculating a Degree Year Average and the Final Award Average the original (lower) mark will be used.
 - The above extra compensation is subject for approval by the University Board.
 - No additional marks are available for graduating students in all faculties.
 -

Marking equivalency

The UK system of Higher Education uses a range of marks which may be different from the one you knew at school or college. This does not mean it is easier to get an A grade or a pass in a BUE module. It is as difficult to get a mark of 70% in a British university as it is to get 85% in an Egyptian one.

The table below shows the Egyptian and approximate equivalent to the UK marking system.

UK %	Grade	Egyptian Equivalent %	GPA
77 and above	A+	89 and above	4
73-76	A	87-88	3.9
70-72	A-	85-86	3.7
67-69	B+	82-84	3.5
64-66	B	79-81	3.1
60-63	B-	75-78	2.7
57-59	C+	72-74	2.5
54-56	C	69-71	2.3
50-53	C-	65-68	2.0
47-49	D+	60-64	1.8
44-46	D	55-59	1.6
40-43	D-	50-54	1.3
Less than 40	F	Less than 50	0

Degree Programmes & Modules Taught:

Student's graduate after completing 4 years of studying, the Prep and DY1 are general, and then the student gets to choose a specialisation/major.

- Prep Year - 120 Credits At Level P

Semester One

Module Code: 20MCOMPASYC01P	Title: Introduction to Psychology
Credits: 10	Prerequisite modules: None
Module Code: 20MCOMARABIC01P	Title: Arabic Language
Credits: 10	Prerequisite modules: None
Module Code: 20MCOM01P	Title: Introduction to Communication
Credits: 10	Prerequisite modules: None
Module Code: 20MCOM06P	Title: Introduction to Photography
Credits: 10	Prerequisite modules: None
Module Code: 20MCOM03P	Title: Introduction to Journalism
Credits: 10	Prerequisite modules: None
Module Code: 20MCOMENGL01	Title: English for Academic Purposes
Credits: 10	Remarks: Specific module dependent on student ability

*Common semester for all departments of the Faculty of Communication and New Media

Optional Module

Module Code: 20MCOMPOLS01P	Title: Middle East Studies
Credits: 10	Remarks: Compulsory for no-Arabic speakers

Semester Two

Module Code: 20MCOMMBBST01P	Title: Principles of Management
Credits: 10	Prerequisite modules: None
Module Code: 20MCOM04P	Title: Introduction to Radio and Television
Credits: 10	Prerequisite modules: None
Module Code: 20MCOMPOLS02P	Title: Contemporary Ideology
Credits: 10	Prerequisite modules: None
Module Code: 20MCOM05P	Title: Reporting and Writing in Arabic
Credits: 10	Remarks: Optional for non-Arabic speakers
Module Code: 20MCOM02P	Title: Introduction to Film
Credits: 10	Prerequisite modules: None
Module Code: 20MCOMENGL02	Title: English and Academic Writing
Credits: 10	Remarks: Specific module dependent on student ability

*Common semester for all departments of the Faculty of Communication and New Media

Optional Module

Module Code: 20MCOM07P	Title: Selected Topic in Mass communication
Credits: 10	Remarks: Compulsory for no-Arabic speakers

- Year One - 120 Credits At Level C

Semester One

Module Code: 20MCOM08C	Title: Online Communication
Credits: 10	Prerequisite modules: None
Module Code: 20MCOM09C	Title: Graphic foundations
Credits: 10	Prerequisite modules: None
Module Code: 20MCOM10C	Title: Media Theories
Credits: 10	Prerequisite modules: None
Module Code: 20MCOM11C	Title: Introduction to Public Relations and Marketing
Credits: 10	Prerequisite modules: None
Module Code: 20MCOM15C	Title: Media and Politics
Credits: 10	Prerequisite modules: None
Module Code: 20MCOM13C	Title: Reporting English Skills (Intensive English Writing)
Credits: 10	Remarks: Specific module dependent on student ability

Semester Two

Module Code: 20MCOM14C	Title: Media Law and Ethics
Credits: 10	Prerequisite modules: None
Module Code: 20MCOM12C	Title: Multimedia Production Basics
Credits: 10	Prerequisite modules: None
Module Code: 20MCOM16C	Title: Media Research
Credits: 10	Prerequisite modules: None
Module Code: 20MCOM19C	Title: Communication for Development
Credits: 10	Remarks: Optional for non-Arabic speakers
Module Code: 20MCOM18C	Title: Media and Public Opinion
Credits: 10	Prerequisite modules: None
Module Code: 20MCOM17C	Title: Communication skills (Intensive English Writing)
Credits: 10	Remarks: Specific module dependent on student ability

Students have a choice of three specializations:

1. Radio and Television
2. Film and Media Studies
3. Integrated Marketing Communications
4. Journalism and New Media Programme



Radio and Television Programme

The Radio and Television Media Programme is an honours programme studied over four years. It comprises a preparatory year and a three-year degree programme. Students are required to pass 120 credits in each of the four years of the programme.

The programme is divided into units called modules. Each module studied successfully contributes 10, 20, or 30 credits toward the degree. The credit rating of a module is proportional to the total workload and one credit is nominally equivalent to 10 hours of student effort. The 'level' of a module indicates its position in the progressive development of academic abilities and/or practical skills. In addition to presenting students with introductory modules in their discipline, the preparatory and first year programmes provide students with English, research methods, Arabic, social sciences, and basic mass communication modules. The remaining two years in the degree programme contain compulsory and optional modules all focused broadcasting journalism and integrated multimedia production.

Students acquire knowledge and skills of producing and presenting audio and visual materials and documentary films. Furthermore, the course enables students to produce and manage webcasting platforms for different purposes.

On successful completion of this programme, students should be able to:

Use multiple sources and critically evaluate research strategies and methods, the range employed varying according to purpose.

Apply concepts, principles and theories used in the study of broadcasting journalism to understand, analyse, produce and disseminate audio-visual content

Compare, contrast, and evaluate different approaches of media issues, media production, media consumption in a logical, systematic manner.

Identify, investigate, analyse, and formulate role of the media in the contemporary society.

- Year Two - 120 Credits At Level I

Semester One

Module Code: 20RAT01I	Title: Radio Journalism
Credits: 10	Prerequisite modules: None
Module Code: 20RAT02I	Title: Online Broadcasting
Credits: 10	Prerequisite modules: None
Module Code: 20RAT03I	Title: Video Production
Credits: 10	Prerequisite modules: None
Module Code: 20RAT04I	Title: TV Journalism
Credits: 10	Prerequisite modules: None
Module Code: 20RAT05I	Title: Web Tools: Social Media
Credits: 10	Prerequisite modules: None
Module Code: 20RAT24I	Title: Radio & TV Performance
Credits: 10	Remarks: Optional
Module Code: 20RAT06I	Title: Television Drama
Credits: 10	Remarks: Optional
Module Code: 20RAT07I	Title: Radio Documentary
Credits: 10	Remarks: Optional
Module Code: 20RAT08I	Title: Music Industry
Credits: 10	Remarks: Optional

Semester Two

Module Code: 20RAT08I	Title: Documentary TV Production
Credits: 20	Prerequisite modules: None
Module Code: 20RAT07I	Title: Investigative Journalism
Credits: 10	Prerequisite modules: None
Module Code: 20RAT10I	Title: News Gathering
Credits: 10	Prerequisite modules: None
Module Code: 20RAT09I	Title: Video Production for Online Delivery
Credits: 10	Prerequisite modules: None
Module Code: 20RAT12I	Title: Directing for the Screen
Credits: 10	Remarks: Optional
Module Code: 20RAT14I	Title: Interactive TV
Credits: 10	Remarks: Optional
Module Code: 20RAT16I	Title: Audience Analysis and Market Research
Credits: 10	Remarks: Optional

- Year Three - 120 Credits At Level H

Semester One

Module Code: 20RAT12H	Title: Integrated Newsroom
Credits: 10	Prerequisite modules: None
Module Code: 20RAT13H	Title: TV Graphics
Credits: 10	Prerequisite modules: None
Module Code: 20RAT15H	Title: Studio Production
Credits: 10	Prerequisite modules: None
Module Code: 20RAT14H	Title: Broadcast News Reporting
Credits: 10	Prerequisite modules: None
Module Code: 20RAT17H	Title: Advanced Photography & Digital Imaging
Credits: 10	Remarks: Optional
Module Code: 20RAT23H	Title: Advanced Media Graphic
Credits: 10	Remarks: Optional
Module Code: 20RAT24H	Title: Advanced Webcasting
Credits: 10	Remarks: Optional

Module Code: 20RAT18H	Title: Final year Project
Credits: 30	Remarks: Taken in both semesters.

Semester Two

Module Code: 20RAT21H

Title: Media Criticism

Credits: 10

Prerequisite modules: None

Module Code: 20RAT22H

Title: International Communication

Credits: 10

Prerequisite modules: None

Module Code: 20RAT23H

Title: Portfolio

Credits: 10

Prerequisite modules: None

Module Code: 20RAT29H

Title: Radio and TV Performance

Credits: 10

Remarks: Optional

Module Code: 20RAT26H

Title: Interactive Arts and Entertainment

Credits: 10

Remarks: Optional

Module Code: 20RAT30H

Title: Featuring Writing

Credits: 10

Remarks: Optional

Module Code: 20RAT18H

Title: Final year Project

Credits: 30

Remarks: Taken in both semesters.

Film and Media Studies Programme

The Film and Media Studies Programme is an honours programme studied over four years. It comprises a preparatory year and a three-year degree programme. Students are required to pass 120 credits in each of the four years of the programme.

The programme is divided into units called modules. Each module studied successfully contributes 10, 20, or 30 credits toward the degree. The credit rating of a module is proportional to the total workload and one credit is nominally equivalent to 10 hours of student effort. The 'level' of a module indicates its position in the progressive development of academic abilities and/or practical skills. In addition to presenting students with introductory modules in their discipline, the preparatory and first year programmes provide students with English, research methods, Arabic, social sciences, management and basic mass communication modules. The remaining two years in the degree programme contain compulsory and optional modules all focused on film and media studies.

Students have the ability to study and practice film directing, writing and production. The programme also provides students with skills to compare, analyse and evaluate in a logical, systematic manner different approaches to cinema and media issues, film and media production, media and society, media and politics, and media consumption.

On successful completion of this programme, students should be able to:

Use multiple sources and critically evaluate research strategies and methods, the range employed varying according to purpose.

Apply concepts, principles and theories used in the study of film and media to understand, analyse, produce and disseminate film and media content.

Compare, contrast, and evaluate different approaches of cinema and media issues, film and media production, media and society, media and politics, and media consumption in a logical, systematic manner.

Identify, investigate, analyse, and formulate role of the media in the contemporary Society

- Year Two - 120 Credits At Level I

Semester One

Module Code: 20FMS08I	Title: Screen Writing
Credits: 20	Prerequisite modules: None
Module Code: 20RAT03I	Title: Video Production
Credits: 10	Prerequisite modules: None
Module Code: 20FMS03I	Title: Cinematography
Credits: 10	Prerequisite modules: None
Module Code: 20FMS09I	Title: Cinema Special Effects
Credits: 10	Prerequisite modules: None
Module Code: 20FMS06I	Title: Middle Eastern and North African Cinemas
Credits: 10	Remarks: Optional
Module Code: 20FMS05I	Title: History of International Cinema
Credits: 10	Remarks: Optional
Module Code: 20FMS07I	Title: Media and Civic Engagement
Credits: 10	Remarks: Optional

Semester two

Module Code: 20FMS01I	Title: Film Production
Credits: 20	Prerequisite modules: None
Module Code: 20FMS02I	Title: Digital Editing
Credits: 10	Prerequisite modules: None
Module Code: 20FMS10I	Title: Audio Production
Credits: 10	Prerequisite modules: None
Module Code: 20FMS11I	Title: Film History Theory
Credits: 10	Remarks: None
Module Code: 20FMS14I	Title: Audience Analysis
Credits: 10	Remarks: Optional
Module Code: 20FMS13I	Title: Media Writing and Expression
Credits: 10	Prerequisite modules: None
Module Code: 20FMS12I	Title: Visual Culture: Modernism to Post-Modernism
Credits: 10	Remarks: Optional

- Year Three - 120 Credits At Level H

Semester One

Module Code: 20FMS17H	Title: Film Directing
Credits: 20	Prerequisite modules: None
Module Code: 20FMS16H	Title: Documentary film
Credits: 10	Prerequisite modules: None
Module Code: 19FMS15H	Title: Film Scoring (Music)
Credits: 10	Prerequisite modules: None
Module Code: 20FMS20H	Title: Advanced Media Graphic
Credits: 10	Remarks: Optional
Module Code: 20FMS21H	Title: Women in Cinema
Credits: 10	Remarks: Optional
Module Code: 20FMS19H	Title: Advanced Film Production
Credits: 10	Remarks: Optional

Module Code: 20FMS18H	Title: Final year Project
Credits: 30	Prerequisite modules: None

Semester two

Module Code: 20FMS23H	Title: Reading the Screen; Film Analysis
Credits: 10	Prerequisite modules: None
Module Code: 20FMS24H	Title: Prodcasting and Video Blogging
Credits: 10	Prerequisite modules: None
Module Code: 20FMS25H	Title: Portfolio
Credits: 10	Remarks: None
Module Code: 20FMS27H	Title: Advanced Film Directing
Credits: 10	Remarks: Optional
Module Code: 20FMS26H	Title: Film Industry
Credits: 10	Remarks: Optional
Module Code: 20FMS28H	Title: Advanced Screen Writing
Credits: 10	Remarks: Optional

Module Code: 20FMS18H	Title: Final year Project
Credits: 30	Prerequisite modules: None

Integrated Marketing Communications Programme

The Integrated Marketing Communications Programme is an honours programme studied over four years. It comprises a preparatory year and a three-year degree programme. Students are required to pass **120 credits** in **each** of the four years of the programme.

The programme is divided into units called modules. Each module studied successfully contributes 10, 20, or 30 credits toward the degree. The credit rating of a module is proportional to the total workload and one credit is nominally equivalent to 10 hours of student effort. The 'level' of a module indicates its position in the progressive development of academic abilities and/or practical skills. In addition to presenting students with introductory modules in their discipline, the preparatory and first year programmes provide students with English, Research Methods, Arabic, Social Sciences, and Basic mass communication modules. The remaining two years in the degree programme contain compulsory and optional modules all focused on integrated marketing.

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, media crisis, media management and media theory. Students will plan and implement integrated marketing campaigns, learn the skills of managing media agencies, as well as develop capacities in social marketing, advocacy, and public diplomacy.

On successful completion of this programme, students should be able to:

- Use multiple sources and critically evaluate research strategies and methods, the range employed varying according to purpose
- Apply concepts, principles and theories used in the study of integrated marketing communication to understand, analyse, plan, produce, conduct , and evaluate marketing campaigns
- Compare, contrast, and evaluate different approaches of integrated marketing communication, advertising, public relations and market research in a logical, systematic manner
- Identify, investigate, analyse, and formulate role of the integrated marketing communications in the contemporary society.

- Year Two - 120 Credits At Level I

Semester One

Module Code: 20IMC09I	Title: Market Research Methods
Credits: 20	Prerequisite modules: None
Module Code: 20IMC08I	Title: Advertising Campaigns
Credits: 10	Prerequisite modules: None
Module Code: 20IMC02I	Title: Cross Cultural Buyer Behaviour
Credits: 10	Prerequisite modules: None
Module Code: 20IMC11I	Title: Public Relations Writing
Credits: 10	Prerequisite modules: None
Module Code: 20IMC12I	Title: Advertising Creativity
Credits: 10	Remarks: Optional
Module Code: 20IMC05I	Title: Marketing Communication Management
Credits: 10	Remarks: Optional
Module Code: 20IMC07I	Title: Public Relations and Reputation Management
Credits: 10	Remarks: Optional

Semester Two

Module Code: 20IMC01I	Title: Integrated Marketing Communication
Credits: 20	Prerequisite modules: None
Module Code: 20IMC03I	Title: Negotiation and Persuasion Skills
Credits: 10	Prerequisite modules: None
Module Code: 20IMC04I	Title: Marketing Media Planning
Credits: 10	Prerequisite modules: None
Module Code: 20IMC10I	Title: Public Relations Campaigns
Credits: 10	Prerequisite modules: None
Module Code: 20IMC06I	Title: Marketing and Brand Strategy
Credits: 10	Remarks: Optional
Module Code: 20IMC13I	Title: Direct Marketing and Social Media in a Digital age
Credits: 10	Remarks: Optional
Module Code: 20IMC14I	Title: Promotional Marketing and Event Management
Credits: 10	Remarks: Optional

- Year Three - 120 Credits At Level H

Semester One

Module Code: 20IMC15H	Title: Online PR and Marketing
Credits: 10	Prerequisite modules: None
Module Code: 20IMC16H	Title: Multimedia Editing
Credits: 10	Prerequisite modules: None
Module Code: 20IMC17H	Title: Social Marketing
Credits: 10	Prerequisite modules: None
Module Code: 20IMC18H	Title: Public Relations in International Affairs
Credits: 10	Prerequisite modules: None
Module Code: 20IMC20H	Title: Advertising Management
Credits: 10	Remarks: Optional
Module Code: 20IMC21H	Title: Media Advocacy
Credits: 10	Remarks: Optional
Module Code: 20IMC22H	Title: Public Relations and Brand Publicity
Credits: 10	Remarks: Optional

Module Code: 20IMC19H	Title: Final year Project
Credits: 30	Remarks: Taken in both semesters.
Credits: 30	Remarks: Taken in both semesters.

Semester Two

Module Code: 20IMC24H	Title: International Marketing
Credits: 10	Prerequisite modules: None
Module Code: 20IMC25H	Title: Crisis Communication Management
Credits: 10	Prerequisite modules: None
Module Code: 20IMC26H	Title: Corporations Social Responsibility
Credits: 10	Prerequisite modules: None
Module Code: 20IMC27H	Title: Portfolio
Credits: 10	Prerequisite modules: None
Module Code: 20IMC28H	Title: Direct Marketing and Customer Service
Credits: 10	Remarks: Optional
Module Code: 20IMC29H	Title: Advance PR Writing
Credits: 10	Remarks: Optional
Module Code: 20IMC30H	Title: Media Management
Credits: 10	Remarks: Optional

Module Code: 20IMC19H	Title: Final year Project
Credits: 30	Remarks: Taken in both semesters.

Journalism and New Media Programme

The Journalism and New Media Programme is an honours programme studied over four years. It comprises a preparatory year and a three-year degree programme. Students are required to pass 120 credits in each of the four years of the programme.

The programme is divided into units called modules. Each module studied successfully contributes 10, 20, or 30 credits toward the degree. The credit rating of a module is proportional to the total workload and one credit is nominally equivalent to 10 hours of student effort. The 'level' of a module indicates its position in the progressive development of academic abilities and/or practical skills. In addition to presenting students with introductory modules in their discipline, the preparatory and first year programmes provide students with English, Research Methods, Arabic, Social Sciences, and Basic mass communication modules. The remaining two years in the degree programme contain compulsory and optional modules all focused on journalism and new media.

students focus on editing for newspapers and new media, practicing multimedia production and conducting investigative reports.

On successful completion of this programme, students should be able to:

- Use multiple sources and critically evaluate research strategies and methods, the range employed varying according to purpose
- Apply concepts, principles and theories used in the study of journalism and new media to understand, analyse, produce and disseminate media content
- Compare, contrast, and evaluate different approaches of media issues, media production, media consumption in a logical, systematic manner
- Identify, investigate, analyse, and formulate role of journalism and new media in the contemporary society

- Year Two - 120 Credits At Level I

Semester One

Module Code: 20JNM011	Title: Journalism Editing and Design
Credits: 10	Prerequisite modules: None
Module Code: 20JNM021	Title: News Gathering & Writing
Credits: 10	Prerequisite modules: None
Module Code: 20JNM031	Title: Photography for Journalists
Credits: 10	Prerequisite modules: None
Module Code: 20JNM041	Title: Multimedia Editing
Credits: 10	Prerequisite modules: None
Module Code: 20JNM051	Title: Webtools; Social Media
Credits: 10	Prerequisite modules: None
Module Code: 20JNM061	Title: Web Publishing and Design
Credits: 10	Remarks: Optional
Module Code: 20JNM071	Title: Creative Writing for the Media
Credits: 10	Remarks: Optional
Module Code: 20JNM081	Title: Music Industry
Credits: 10	Remarks: Optional

Semester Two

Module Code: 20JNM091	Title: Editorial Production
Credits: 10	Prerequisite modules: None
Module Code: 20JNM101	Title: Documentary Video Production
Credits: 10	Prerequisite modules: None
Module Code: 20JNM111	Title: Online Journalism
Credits: 10	Prerequisite modules: None
Module Code: 20JNM121	Title: Integrated Newsroom
Credits: 10	Remarks: None
Module Code: 20JNM131	Title: Citizen Journalism
Credits: 10	Prerequisite modules: None
Module Code: 20JNM141	Title: Feature Writing
Credits: 10	Remarks: Optional
Module Code: 20JNM151	Title: Computerised Publications Design
Credits: 10	Remarks: Optional
Module Code: 20JNM161	Title: Media and Civic Engagement
Credits: 10	Remarks: Optional

- Year Three - 120 Credits At Level H

Semester One

Module Code: 20JNM17H	Title: International Media
Credits: 10	Prerequisite modules: None
Module Code: 20JNM18H	Title: Investigative Journalism
Credits: 10	Prerequisite modules: None
Module Code: 20JNM19H	Title: Podcasting & Video Blogging
Credits: 10	Prerequisite modules: None
Module Code: 20JNM20H	Title: Audience and Market Analysis
Credits: 10	Prerequisite modules: None
Module Code: 20JNM22H	Title: Advanced Photography & Digital Imaging
Credits: 10	Remarks: Optional
Module Code: 20JNM23H	Title: Egyptian & Arab Press
Credits: 10	Remarks: Optional
Module Code: 20JNM24H	Title: Advanced Webcasting
Credits: 10	Remarks: Optional

Optional Module

Module Code: 20MCOM07P	Title: Selected Topic in Mass communication
Credits: 10	Remarks: Compulsory for no-Arabic speakers

Semester Two

Module Code: 20JNM26H	Title: Media Criticism
Credits: 10	Prerequisite modules: None
Module Code: 20JNM27H	Title: Specialised Journalism
Credits: 10	Prerequisite modules: None
Module Code: 20JNM28H	Title: Portfolio
Credits: 10	Prerequisite modules: None
Module Code: 20JNM29H	Title: Advanced Writing for Electronic and Online Media
Credits: 10	Remarks: Optional
Module Code: 20JNM30H	Title: Press and Public Relations
Credits: 10	Remarks: Optional
Module Code: 20JNM31H	Title: International Reporting
Credits: 10	Remarks: Optional

Optional Module

Module Code: 20MCOM07P	Title: Selected Topic in Mass communication
Credits: 10	Remarks: Compulsory for no-Arabic speakers