

Faculty of Communication and Mass Media (FCMM) Undergraduate Prospectus 2024/2025



The
BRITISH
UNIVERSITY
IN EGYPT

Call 19(BUE) 19283
El Sherouk City, Cairo, Egypt
www.bue.edu.eg



London
South Bank
University

1.0 FACULTY OF COMMUNICATION AND MASS MEDIA (FCMM)

1.1 Undergraduate programme

BA (Hons) in Communication and Mass Media

The Programme offers dual degree of Communication and Mass Media from London South Bank University & British University in Egypt. It allows student to specialise in one of the following areas:

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

1.2 Why study Communication and Mass Media at BUE?

The Programme provides a comprehensive student experience that incorporates theoretical and applied modules from a variety of sub-disciplines including Media Theories & Research, Online Communication, Photography, Screen Writing, Video Production, Cinematography, Market Research, Film Production, Advertising Creativity, Digital Marketing, Multimedia, Public Relations, News Gathering and Investigation Journalism, Social Media, Integrated News Room, Digital Editing, Documentaries, Film Directing, Music Industry, Marketing, Radio & TV Performance and International Communication.

The Faculty of Communication and Mass Media in the BUE offers a unique curriculum as it allows students to critically analyse the role and impact of communication activities on modern societies.



Our students graduate with a degree in Communication and Mass Media in one of the following specialisms:

- In today's connected world, the use of mobile, social media, and personalised channels have contributed to an explosion of customer touchpoints. This creation enables organisations to construct powerful media plans with precisely the right mix to reach their audience, whether they operate in consumer or industrial markets; product or service providers; public sectors, and charities.

This Integrated Marketing Communications pathway will focus on delivering some theoretical means of marketing such as tactical and strategic planning processes of marketing, PR, digital & international marketing, and social marketing, understanding different concepts of marketing research, and target audience segmentation for better marketing plans.

- This Film and Media Studies will broaden students' horizons from Anglo-American film to world cinemas and develop students' skills as critical interpreters of the cinematic text, and the development of media industries, forms, and criticism, but focus particularly on current and emerging platforms and industries.

Over the course of this specialisation, students will discover the relationship between film and other screens, broadcast, and print media, and engage with the various theories that have developed around the subject. In the final year, students can explore their interests in depth by completing an independent project on a contemporary topic of their choice and working with academics who are experts in their fields.

- This Radio and Television specialism combines theory and practice-based learning to give students a thorough understanding of television, and radio, led by experienced teaching staff from the industry. The Faculty has radio and television studios, which feature the latest broadcasting facilities and digital sound and video editing suites, helping students' develop the practical skills in demand.

This pathway will deliver a range of practical broadcasting and journalistic skills, a grounding in media theory and history; a thorough understanding of how the Radio and Television media works; and what goes into creating great content. Students will graduate as a professional ready to work in broadcast media or within the wider field of Radio and Television.

- This Journalism and New Media specialism give students a critical understanding of the media field while providing a grounding in journalism disciplines and techniques. Students will learn from published media researchers and expert journalists, as well as using professional-grade media analysis and production facilities in mass media outlets, including radio, television, press agencies, or online.

- This pathway will teach students the fundamentals of journalism practice and theory, including news writing, the law and ethics, media production skills, and producing, creating, and writing for films. Through this area of study, students will be able to produce, and investigate reports, photojournalism, and multimedia production with the use of journalism ethics same as professional journalists.



1.0 FACULTY OF COMMUNICATION AND MASS MEDIA (FCMM)

1.3 BA. Honours (Hons) Communication and Mass Media

1.3.2 What will I study?

Preparatory Year

Foundations of Communication and Mass Media.

Degree Year 1

Enhanced knowledge and basic skills of communication and media production.

Degree Year 2

You will start your pathway in one of the programme specialisms. You study package of compulsory and optional modules on your choice of specialisation. You will be taught advanced theoretical models and practical skills needed to access the market. You will have the opportunity to study one semester abroad in London South Bank University (LSBU).

Degree Year 3

The final year in the degree programme contains compulsory and optional modules all focused on specialised areas of the study. Furthermore, students are required to complete a graduation project according to their major.

1.3.3 Unique Features of the Programme:

- Opportunity for study abroad.
- Joint teaching by academia and highly profile media experts.
- International academic and professional staff.
- Balance courses of theories and practices.
- Simulation of media and communication activities.
- State-of-the-art Film, Photography, Radio, Newsroom, and TV studios.
- Possibilities for local and overseas internships and employability.

1.3.4 Career and further education opportunities

The Faculty is collaborating with various national and international associations, such as:

- Egyptian Radio & TV Union (RTU)
- Communication University China
- University of Lille, France
- British Embassy in Cairo
- EDH (EFAP, ICART, EFJ) in Paris, France
- Cinema Syndicate of Egypt

1.3.5 How to Apply for a programme in the faculty of Communication 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) Your application will be placed on a waiting list if the programme is full