

Faculty of Communication and Mass Media (FCMM)
Undergraduate Prospectus
2025/2026



The
BRITISH
UNIVERSITY
IN EGYPT

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



London
South Bank
University

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 students to specialize in one of the following areas:

- Content Creation and Social Media
- Advertising & Brand Communication
- PR & Digital Marketing
- Creative Broadcast Production
- Filmmaking & Media Narratives

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 Content Planning for Social Media, Immersive Media and AI, Mobile Journalism, Podcast Production and Editing, Advertising Brand Creativity, Motion Graphics and Animation for Advertising, Global Brand Management, Documentary Production for TV, Film Directing and Production Management, Screenwriting, Cinematography, Visual Effects, and Market Research.

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



1.3.1 Degrees on Communication and Mass Media

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.

- **Content Creation & Social Media** - This programme equips students with creative, technical, and strategic skills to produce engaging content for digital platforms such as Instagram, TikTok, YouTube, X (formerly Twitter), podcasts, and emerging media. It blends journalism, media production, and digital communication. Students gain hands-on experience in multimedia storytelling and digital journalism, while also developing ethical and cultural awareness. Graduates may pursue careers as digital journalists, content creators, social media managers, or freelancers.
- **Advertising and Brand Communication** - Focused on building compelling brand identities and messages, this programme trains students in advertising creativity, branding strategies, and integrated campaigns using industry-standard tools. Through internships and practical projects, students explore areas such as brand strategy, visual identity, and campaign design. The programme places emphasis on cultural context, audience engagement, and analytics. Graduates may work as brand managers, advertising strategists, copywriters, or media planners.
- **Public Relations and Digital Marketing** - This programme merges creativity with strategic marketing, preparing students to plan and execute impactful PR and digital marketing campaigns. It covers public relations practices, digital media planning, consumer psychology, content marketing, AI tools, and social media analytics. Students also learn about ethical marketing and sustainability principles. Career paths include PR specialists, digital marketing managers, SEO experts, content strategists, and communication analysts.
- **Creative Broadcast Production** - This programme covers the technical and creative aspects of radio, television, and online broadcasting. Students learn pre-production, production, and post-production skills, including camera operation, sound, editing, and presenting. It also covers news gathering, audience research, and media ethics. Graduates are well-prepared for roles in television and radio stations, production companies, news agencies, and digital media platforms as producers, editors, camera operators, or broadcast journalists.
- **Filmmaking and Media Narratives** - Combining creative practice with media theory, this programme teaches filmmaking, screenwriting, and critical media analysis. Students develop skills in directing, cinematography, editing, sound design, and storytelling. The programme encourages both technical proficiency and cultural/media literacy. Graduates may pursue careers in film production, script development, media criticism, or further study within the creative and cultural industries.



1.0 FACULTY OF COMMUNICATION AND MASS MEDIA (FCMM)

1.3 BA (Hons) in 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.

- Read the admissions section in our general booklet. This can also be downloaded at www.bue.edu.eg
- Submit an application online at www.bue.edu.eg
- Call the BUE hotline and speak to a member of staff in the Student Affairs Department if you require further information - 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