

Sultanate of Oman
Ministry of Higher Education
Directorate General for
The Colleges of Applied Sciences
Academic Programmes Department



سلطنة عمان
وزارة التعليم العالي
المديرية العامة لكليات العلوم التطبيقية
دائرة البرامج الأكاديمية

Colleges of Applied Sciences

MASS COMMUNICATION (MC) PROGRAM

Degree Plans

Bachelor of Arts

Mass Communication (MC)

Code Equivalence: 2010/11 into 2014/15

A two-way Equivalence

Batch 2014/2015

Majors:

- 1-Digital Media (DM)
- 2-Journalism (JR)
- 3-Public Relations (PR)
- 4- Media Management (MM)
- 5- Advertising (AD)

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Bachelor of Arts (Mass Communication) Degree Plan Major: Digital Media (DM)

Course Code	Course Title	2010 Equivalent
ENAP1001	English for Academic Purposes (1)	
ENAP1002	English for Academic Purposes (2)	
ENAP2001	English for Academic Purposes (3)	
ICCR1101	Islamic Culture	
ALCR1101	Arabic Language Skills	
OECR1101	Omani Economy	
RMCR3101	Introduction to Research Methods	
MCCR1101	Introduction to Communications	COMM1201
MCCR4101	Interpersonal Skills	COMM3233
BSCR3001	Entrepreneurship	
ENMC2003	English for Specific Purposes (MC)	
MTDR1103	Mathematics for Communications	
MCDR1102	Mass Media in Oman	MEDA2222
MCDR1103	Introduction to Public Relations	COMM1203
MCDR1104	Introduction to Journalism	COMM1204
MCDR1105	Introduction to Media Studies	MEDA 1201
MCDR2101	Intercultural Communication	COMM3206
MCDR2102	Image and Sound	MEDA2201
MCDR2103	Visual Communication	COMM3202
MCDR2104	Introduction to Advertising	COMM3234
MCDR2105	Theories of Mass Communication	COMM3201
MCDR2106	Media Laws and Ethics	MEDA2202- Applied Media Ethics
MCDR2107	Popular Culture	COMM2203
MCDR2108	Photojournalism	None
MCDR3101	Issues in Media Communication	COMM3205
MCDR3102	Introduction to Sociology	COMM2204
MCDR3103	Video Production	MEDA3202 Time- Based Media
MCIN3101	Internship	
MCDM3101	Interactive Media Production	MEDA2204
MCDM3102	3D Modelling and Visualisation	MEDA4204
MCDM3103	Digital Media Project	MEDA4205
MCDM3104	Advanced Digital Video	MEDA4203
MCDM4105	3D Animation	MEDA4213
MCDM4106	Studio-Based TV Production	None
MCDM4107	Video Post-Production	MEDA4212
MCDM4108	Web Media Production	MEDA4214
MCGP4101	Graduation Project 1	None
MCGP4102	Graduation Project 2	None
	Major Electives (4 Courses) *	
	Non-MC Electives (2 Courses)	
Total		



Bachelor of Arts (Mass Communication) Degree Plan Major: Journalism (JR)

Course Code	Course Title	2010 Equivalent
ENAP1001	English for Academic Purposes (1)	
ENAP1002	English for Academic Purposes (2)	
ENAP2001	English for Academic Purposes (3)	
ICCR1101	Islamic Culture	
ALCR1101	Arabic Language Skills	
OECR1101	Omani Economy	
RMCR3101	Introduction to Research Methods	
MCCR1101	Introduction to Communications	COMM1201
MCCR4101	Interpersonal Skills	COMM3233
BSCR3001	Entrepreneurship	
ENMC2003	English for Specific Purposes (MC)	
MTDR1103	Mathematics for Communications	
MCDR1102	Mass Media in Oman	MEDA2222
MCDR1103	Introduction to Public Relations	COMM1203
MCDR1104	Introduction to Journalism	COMM1204
MCDR1105	Introduction to Media Studies	MEDA 1201
MCDR2101	Intercultural Communication	COMM3206
MCDR2102	Image and Sound	MEDA2201
MCDR2103	Visual Communication	COMM3202
MCDR2104	Introduction to Advertising	COMM3234
MCDR2105	Theories of Mass Communication	COMM3201
MCDR2106	Media Laws and Ethics	MEDA2202- Applied Media Ethics
MCDR2107	Popular Culture	COMM2203
MCDR2108	Photojournalism	None
MCDR3101	Issues in Media Communication	COMM3205
MCDR3102	Introduction to Sociology	COMM2204
MCDR3103	Video Production	MEDA3202 Time- Based Media
MCIN3101	Internship	
MCJR3101	Print Journalism	MEDA2205- Journalism
MCJR3102	News Reporting	MEDA4206
MCJR3103	Editing for Newspaper	MEDA4208- Editing and Design
MCJR3104	Newspaper Design and Production	MEDA4208- Editing and Design
MCJR4105	Television Journalism	MEDA4215
MCJR4106	Radio Journalism	MEDA4216
MCPR3101	Public Relations Communication	COMM3207
MCJR4107	New Media Journalism	MEDA4211
MCGP4101	Graduation Project 1	None
MCGP4102	Graduation Project 2	None
Major Electives (4 Courses) *		
Non-MC Electives(2 Courses)		
Total		



Bachelor of Arts (Mass Communication) Degree Plan Major: Public Relations (PR)

Course Code	Course Title	2010 Equivalent
ENAP1001	English for Academic Purposes (1)	
ENAP1002	English for Academic Purposes (2)	
ENAP2001	English for Academic Purposes (3)	
ICCRI101	Islamic Culture	
ALCRI101	Arabic Language Skills	
OECRI101	Omani Economy	
RMCR3101	Introduction to Research Methods	
MCCR1101	Introduction to Communications	COMM1201
MCCR4101	Interpersonal Skills	COMM3233
BSCR3001	Entrepreneurship	
ENMC2003	English for Specific Purposes (MC)	
MTDR1103	Mathematics for Communications	
MCDR1102	Mass Media in Oman	MEDA2222
MCDR1103	Introduction to Public Relations	COMM1203
MCDR1104	Introduction to Journalism	COMM1204
MCDR1105	Introduction to Media Studies	MEDA 1201
MCDR2101	Intercultural Communication	COMM3206
MCDR2102	Image and Sound	MEDA2201
MCDR2103	Visual Communication	COMM3202
MCDR2104	Introduction to Advertising	COMM3234
MCDR2105	Theories of Mass Communication	COMM3201
MCDR2106	Media Laws and Ethics	MEDA2202- Applied Media Ethics
MCDR2107	Popular Culture	COMM2203
MCDR2108	Photojournalism	NONE
MCDR3101	Issues in Media Communication	COMM3205
MCDR3102	Introduction to Sociology	COMM2204
MCDR3103	Video Production	MEDA3202 Time- Based Media
MCIN3101	Internship	
MCPR3101	Public Relations Communication	COMM3207
MCJR3101	Print Journalism	MEDA2205- Journalism
MCJR3102	News Reporting	MEDA4206
MCPR3102	Corporate Communication	COMM4203
MCPR4103	Communication Strategy	COMM4204
MCPR4104	Media Production for Public Relations	None
MCPR4105	Human Resource Communication	COMM4207
MCPR4106	Public Relations Practice	COMM4202
MCGP4101	Graduation Project 1	None
MCGP4102	Graduation Project 2	None
	Major Electives (4 Courses) *	
	Non-MC Electives(2 Courses)	
	Total	



Bachelor of Arts (Mass Communication) Degree Plan Major: Media Management (MM)

Course Code	Course Title	2010 Equivalent
ENAP1001	English for Academic Purposes (1)	
ENAP1002	English for Academic Purposes (2)	
ENAP2001	English for Academic Purposes (3)	
ICCR1101	Islamic Culture	
ALCR1101	Arabic Language Skills	
OECR1101	Omani Economy	
RMCR3101	Introduction to Research Methods	
MCCR1101	Introduction to Communications	COMM1201
MCCR4101	Interpersonal Skills	COMM3233
BSCR3001	Entrepreneurship	
ENMC2003	English for Specific Purposes	
MTDR1103	Mathematics for Communications	
MCDR1102	Mass Media in Oman	MEDA2222
MCDR1103	Introduction to Public Relations	COMM1203
MCDR1104	Introduction to Journalism	COMM1204
MCDR1105	Introduction to Media Studies	MEDA 1201
MCDR2101	Intercultural Communication	COMM3206
MCDR2102	Image and Sound	MEDA2201
MCDR2103	Visual Communication	COMM3202
MCDR2104	Introduction to Advertising	COMM3234
MCDR2105	Theories of Mass Communication	COMM3201
MCDR2106	Media Laws and Ethics	MEDA2202- Applied Media Ethics
MCDR2107	Popular Culture	COMM2203
MCDR2108	Photojournalism	NONE
MCDR3101	Issues in Media Communication	COMM3205
MCDR3102	Introduction to Sociology	COMM2204
MCDR3103	Video Production	MEDA3202 Time- Based Media
MCIN3101	Internship	None
MCMM3101	Communication, Organisation and Creative Work	COMM3204
MCMM3102	Managing Creative Projects	COMM4208
MCPR 4105	Human Resource Communication	COMM4207
MCMM3103	Organisational Structure and Behaviour	COMM3208
MCMM4104	Communication, Organisation and Social Identity	COMM4201
MCMM4105	Issues in Cross-Cultural Communication	COMM4205
MCMM4106	Cultural Policy Analysis	COMM4206
MCMM4107	Communication Issues for Managing Creative Industries	COMM4209
MCGP4101	Graduation Project 1	None
MCGP4102	Graduation Project 2	None
Major Electives (4 Courses) *		
Non-MC Electives (2 Courses)		
Total		



Bachelor of Arts (Mass Communication) Degree Plan Advertising Major (AD)

Course Code & No	Course Title	2010 Equivalent
ENAP1001	English for Academic Purposes (1)	
ENAP1002	English for Academic Purposes (2)	
ENAP2001	English for Academic Purposes (3)	
ICCR1101	Islamic Culture	
ALCR1101	Arabic Language Skills	
OECR1101	Omani Economy	
RMCR3101	Introduction to Research Methods	
MCCR1101	Introduction to Communications	COMM1201
MCCR4101	Interpersonal Skills	COMM3233
BSCR3001	Entrepreneurship	
ENMC2003	English for specific Purposes (MC)	
MTDR1103	Mathematics for Communications	
MCDR1102	Mass Media in Oman	MEDA2222
MCDR1103	Introduction to Public Relations	COMM1203
MCDR1104	Introduction to Journalism	COMM1204
MCDR1105	Introduction to Media Studies	MEDA 1201
MCDR2101	Intercultural Communication	COMM3206
MCDR2102	Image and Sound	MEDA2201
MCDR2103	Visual Communication	COMM3202
MCDR2104	Introduction to Advertising	COMM3234
MCDR2105	Theories of Mass Communication	COMM3201
MCDR2106	Media Laws and Ethics	MEDA2202- Applied Media Ethics
MCDR2107	Popular Culture	COMM2203
MCDR2108	Photojournalism	None
MCDR3101	Issues in Media Communication	COMM3205
MCDR3102	Introduction to Sociology	COMM2204
MCDR3103	Video Production	MEDA3202 Time- Based Media
MCIN3101	Internship	
MCAD3001	Copywriting	COMM3235
MCAD3002	Advertising Research	COMM3236
MCAD3003	Advertising and Society	COMM4215
MCAD3004	Creative Concept Development	None
MCAD4005	Advertising Strategies and Campaigns	COMM3237
MCAD4006	Design for Advertising	DESN4321
MCAD4007	Advertising Management	MANG4403
MCAD4008	Advertising Production	COMM4216
MCGP4101	Graduation Project I	None
MCGP4102	Graduation Project II	None
	Major Electives (4 Courses)	
	Non-MC Electives(2 Courses)	
Total		

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Mass Communications Electives 4 MC+2Non MC

Mass Communication Elective Courses (Arabic)

**Mass Communication Arabic Elective Courses
For All Majors**

Course Code & No	Course Title	2010 Equivalent
MCAR3110	Writing for Newspapers	COMM4211
MCAR3111	Journalistic Translation	COMM4210
MCAR4112	Writing for Public Relations	COMM4212
MCAR4113	Writing for Radio and Television	MEDA4217
MCAR4114	Contemporary Arab Media	MEDA4218

Mass Communication Elective Courses (English)/ for all Majors

Course Code & No	Course Title	2010 Equivalent
MCMM3102	Managing Creative Projects	COMM4208
MCPR3101	Public Relations Communication	COMM3207
MCJR3101	Print Journalism	MEDA2205- Journalism
MCDM4108	Web Media Production	MEDA4214
MCAD4006	Design for Advertising	DESN4321

For All Programs (Non MC)

Elective Courses for Non- Mass Communication Students

Course Code	Course Title	2010 Equivalent
MCDR1103	Introduction to Public Relations	COMM1203
MCDR2104	Introduction to Advertising	COMM3234
MCDR1105	Introduction to Media Studies	MEDA1201
MCDR1104	Introduction to Journalism	COMM1204
MCDR2102	Image and Sound	MEDA2201
MCDR2103	Visual Communication	COMM3202

