

UNIVERSITY OF SCIENCES & ARTS IN LEBANON

# Media and Communication Undergraduate Programs

Media and Communication Department

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**USAL**

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## Vision

The department aims to foster excellence in media literacy among students, ensuring they excel in applied and training programs while aligning with continuous development.

## Mission

The mission is to prepare graduates for diverse media fields, equipping them with the ability to work with information and communication technologies, while upholding the ethics of the media profession. Graduates are trained to compete at local and regional levels and engage in scientific research addressing community needs. Additionally, the department contributes to the development of media institutions through advanced programs. Ultimately, we aim to cultivate a generation of media professionals focused on media and development issues.

## Goals

The Department of Media and Communication strives to:

- Provide qualified personnel to meet the community's needs.
- Collaborate with media institutions to identify their requirements.
- Advance scientific progress in the media field.
- Train students in using technical equipment to improve media skills.
- Foster a creative environment to enhance personal capabilities.
- Assist students in securing internships at various media institutions.
- Promote collaboration on scientific research with local universities.
- Ensure high-quality educational outcomes.

## Overview

The department's objective is to train skilled media professionals with both theoretical and practical expertise in radio, television, digital media, and public relations. Through specialized academic programs at the undergraduate level and hands-on training, students are prepared to analyze and produce media content with professionalism, while adhering to ethical standards. Moreover, students gain a profound understanding of the role media plays in society, setting them up for careers in audiovisual media, digital media, and public relations.

## Academic Degrees

The department offers a Bachelor's degree in Media with three concentrations:

- Radio and Television
- Public Relations and Advertising
- Digital Media

## Registration Requirements

To be admitted, students must meet the following criteria:

- Hold a Lebanese Baccalaureate degree or its equivalent.
- Take a placement test in the following subjects:
  1. Arabic Language
  2. One of the following languages: English or French
  3. Information Technology

If placement tests are not passed, students must enroll in remedial courses.

For those holding a technical baccalaureate degree, students must register for the complementary courses required by the ministry, which are:

- Social Sciences (3 credits)
- Philosophy and Psychology (3 credits)

## Graduation Requirements

To graduate, students must meet the following criteria:

- Obtain a minimum cumulative GPA of 2.0.
- Achieve a total of 105 credits depending on the enrolled program, distributed as follows:

University Requirement	13 credits
Department Requirement (Core)	50 credits
Concentration Requirements	30 credits
Elective Requirements	
Department Elective	6 credits
Free Elective	6 credits
<b>Total credits</b>	<b>105 credits</b>

## Program Duration

- For non-transfer students from other universities holding an official Lebanese Baccalaureate degree, the duration is three years, after passing placement tests in English or French, as well as Arabic and Information Technology.
- For non-transfer students holding an official Lebanese Baccalaureate II degree who require remedial courses, the duration ranges between three and three and a half years.
- For transfer students from other universities, the duration is determined based on the number of transferred credits.

## Curricula Common Courses

### ➤ University Requirements (13 Credits)

Course Code	Course Name	Prerequisite	Credits
ENGL201	English Communication Skills I	Placement test	3 credits
ENGL202	English Communication Skills II	ENGL201	3 credits
ARAB201	Arabic Communication Skills I	Placement test	3 credits
ARAB202	Arabic Communication Skills II	ARAB 201	3 credits
GENR201	Religion And Public Life		1 credit

➤ **Core Courses (50 Credits)**

<b>Course Code</b>	<b>Course Name</b>	<b>Prerequisite</b>	<b>Credits</b>
COMM206	Photography& Videography		3 credits
COMM207	Video Production		3 credits
COMM210	Journalistic Writing	ARAB201	3 credits
COMM211	Introduction to Communication Theories		3 credits
COMM212	Media Theories		3 credits
COMM213	Inter-personal Communication		3 credits
COMM214	Specialized Journalism		3 credits
COMM310	Current Issues		3 credits
COMM311	Visual Semiotics		3 credits
COMM312	Introduction to Public Relations and Advertising		3 credits
COMM313	Media Psychology		3 credits
COMM314	Introduction to Digital Media		3 credits
COMM315	Media, Ethics and Responsibility		3 credits
COMM316	Internship	90 credits	2 credits
COMM317	Media Sociology		3 credits
COMM411	Research Methods in Media Studies		3 credits
COMM412	Management of Media Institutions		3 credits

## Concentrations

### I. Digital Media Concentration

#### Overview

The specialization in Digital Media aims to prepare graduates equipped with the knowledge and skills that enable them to compete in the job market, due to the increasing demand for specialists in this field, as it has become the main host for all media.

The Digital Media specialization provides the student with theoretical and practical knowledge related to digital culture and modern media, as well as the industrial, social and political infrastructure that mediates digital interactions. It also enables the student theoretically and practically to acquire the foundations required for creating websites, techniques of working on social media networks, in addition to training them on the writing techniques specific to websites, electronic production, news publishing, and adapting news stories to the appropriate electronic platforms.

In this specialization, the student is also subjected to field training under the supervision of specialists in the field of electronic media, where they acquire the necessary experience to practice the required activities at work, which helps them acquire the necessary skills and experiences to form a professional personality.

#### Major/Concentration Courses (30 Credits)

Course Code	Course name	Prerequisite	Credits
CODM310	Media Studio		3 credits
CODM314	Multimedia Technologies		3 credits
CODM410	Motion Graphics	CODM314	3 credits
CODM411	Digital Design	CODM314	3 credits
CODM412	Web Design		3 credits
CODM413	Artificial Intelligence in Media		3 credits
CODM414	Writing for Digital Media	COMM210	3 credits

CODM415	Digital Marketing Strategies		3 credits
CODM416	Digital Content Management		3 credits
CODM490	Final Project	90 credits	3 credits

## II. Public Relations and Advertising Concentration

### Overview

This specialization in Public Relations and Advertising aims to prepare graduates who are theoretically and practically proficient in the techniques used in marketing fields, and able to communicate effectively, continuously and successfully with various target groups in the field of work.

The Public Relations and Advertising specialization provides the student with the necessary knowledge and skills to prepare a strategic media plan according to projects targeting a specific audience, to write, prepare, publish and send press releases, and to prepare for press conferences. It also enables them to understand the specialized writing techniques in the field of public relations and advertising, the foundations on which e-commerce is built, the methods and approaches to marketing in it, in addition to how to launch public relations and advertising campaigns online.

In this specialization, the student undergoes field training supervised by experienced and specialized professors, which helps them acquire the practical experience required in the fields of public relations and advertising.

### Major/Concentration Courses (30 Credits)

Course Code	Course Name	Prerequisite	Credits
COPR310	Media studio		3 credits
COPR311	Public Relation Strategies Campaign		3 credits
COPR410	Advertising Fundamentals		3 credits
COPR411	Writing for Advertising and Public Relations	COMM210	3 credits
COPR412	Training in Public Relation Strategies	COPR311	3 credits

COPR413	Principles of Marketing		3 credits
COPR414	The Art of Negotiation		3 credits
COPR415	Protocol and Events		3 credits
COPR418	Audience Studies		3 credits
COPR490	Final Project	90 credits	3 credits

### III. Radio and Television Concentration

#### Overview

The Radio and Television specialization aims to prepare graduates who possess specialized theoretical and practical knowledge in the fields of radio and television. It has been designed to provide the student with the skills required by the nature of their professional role, such as proficiency in journalistic editing, radio and television production, field coverage, news bulletin management, and documentary film production, in addition to the art of dialogue and various means of expression such as voice and body language. It also equips them with the professional tools that bring them closer to objectivity in news reporting, through training them to monitor and analyze media performance in various media outlets.

The student also undergoes field training under the supervision of experienced and specialized professors in the field of radio and television to help them acquire practical experience and enable them to compete in the job market.

#### Major/Concentration Courses (30 Credits)

Course Code	Course Name	Prerequisite	Credits
CORT310	Media Studio		3 credits
CORT311	TV Report	COMM210	3 credits
CORT410	Journalistic Investigation	COMM210	3 credits
CORT411	Voice Performance		3 credits
CORT412	Radio and TV News Editing	COMM210	

CORT413	Radio and TV News Production	COMM210	
CORT414	Live Coverage	COMM210	3 credits
CORT415	Pre-production		3 credits
CORT416	Documentary Production		3 credits
CORT490	Final Project	90 credits	3 credits

