

System of Study

The program operates under the credit hour system, with regular, on-campus study at the university. Students are awarded a Master's degree upon completion of 33 credit hours. Of these, 24 credit hours are allocated to mandatory and elective courses, and 9 credit hours are dedicated to the complementary research (thesis).

Distribution of Course Credit Hours:

- 6 credit hours in Research Methodologies (Quantitative Research and Its Statistical Applications, Qualitative Research in Media and Its Applications)
- 6 credit hours for two Advanced Studies courses in Mass Communication (The Arab Media Environment, Media and Contemporary Arab Issues)
- 12 credit hours in specialized courses: Four courses selected from a total of eight offered.

Master's Program Courses

code	course	Elective/ Mandatory	Credit hours
Mcom101	Quantitative Research and Its Statistical Applications	Mandatory	3
Mcom102	Qualitative Research in Media and Its Applications	Mandatory	3
Mcom103	The Arab Media Environment	Mandatory	3
Mcom104	Media and Contemporary Arab Issues	Mandatory	3

Faculty of Media and Mass Communication
Master of Arab Media



Mcom105	Digital Media in the Arab World	Elective	3
Mcom106	Economics of Arab Media	Elective	3
Mcom107	Media Legislation in the Arab World	Elective	3
Mcom108	Applications of Artificial Intelligence in Media	Elective	3
Mcom109	Media and Advertising Content Creation in the Arab World	Elective	3
Mcom110	Digital Marketing Studies and Their Applications in the Arab World	Elective	3
Mcom111	Arab Issues in International Media	Elective	3
Mcom112	Specialized Readings in Arab Media	Elective	3
Mcom113	Thesis	Mandatory	9