AL AKHAWAYN
U N I V E R S I T Y

Master of Arts in
Communication & Digital Media

PROGRAM SHEET
Catalog 2019-2021

This program sheet will help you navigate the course offerings in the Master of Arts in Communication & Digital Media (MACDM) per semester. Use it to anticipate what to expect as you move on from start to finish. MACDM is a 12-month, 30 SCH program. Student intake takes place every Fall Semester. The SHSS graduate admissions committee, composed of faculty members from the program and chaired by the Dean or Graduate Studies Coordinator, is in charge of evaluating applications for acceptance into graduate programs and decides, together with the University Language Center, on whether or not the admitted student needs additional (English or foundation) courses prior to starting the academic program *per se*.

➢ Students who meet all academic conditions are accepted to the program with regular status.

➢ Students whose background does not include the specific requirements may need to take undergraduate foundation courses prior to accessing regular graduate courses.

➢ Students for whom English is not a mother tongue must achieve a TOEFL score of 550 pts (iBT:79) and obtain a 5.0 score over 6.0 in writing (iBT: 20) in order to be admitted to the regular program.

➢ In order to be admitted to the AUI Language Center for additional study of English before enrolling in the regular degree program, students must have achieved TOEFL scores of at least 500 pts (iBT 61).

English Language Courses *			Non-credit	

ALS 1001	Academic Listening, Speaking and Note-taking I	0 SCH	Met ❑	Not met ❑
ALS 1002	Academic Listening, Speaking and Note-taking II	0 SCH	Met ❑	Not met ❑
ARD 1001	Academic Reading I	0 SCH	Met ❑	Not met ❑
ARD 1002	Academic Reading II	0 SCH	Met ❑	Not met ❑
AWG 1001	Academic Writing and Grammar I	0 SCH	Met ❑	Not met ❑
AWG 1002	Academic Writing and Grammar II	0 SCH	Met ❑	Not met ❑

* English language courses are assigned by the Language Center during admission, based on the TOEFL placement test results. English language courses should be taken prior to embarking on the foundation courses, if any, and the academic program *per se*. Language courses are offered in a face-to-face mode on a non-credit, Pass/Fail basis. The Intensive English Program of the Language Center is accredited by the Commission on English Language Program Accreditation (www.cea-accredit.org).

FOUNDATION COURSES **			Non-credit	

FAS 2210	Graduate Academic Skills§	0 SCH	Met ❑	Not met ❑
ENG 2301	Critical Thinking & Written Communication	0 SCH	Met ❑	Not met ❑
COM 2427	Art & Design	0 SCH	Met ❑	Not met ❑
COM 3321	Moroccan Media & Society	0 SCH	Met ❑	Not met ❑

** Foundation courses are assigned during admission. Assignment depends on previous degree(s) earned. Foundation courses are taken online in a self-paced mode on a non-credit, Pass/Fail basis. The procedures for seeking exemptions from assigned foundation courses are explained in the SHSS Graduate Student Handbook. If students fail two foundation courses, they are dropped from the program without the right to appeal. The failing grade will be recorded as an FR (failing and needs to repeat). A pass will be recorded as a P. Grades earned taking foundation courses will not be computed in the student's GPA.

§ Before they can take FAS 2210, students who have English language requirements need to complete all Language Center courses, except AWG1002.

COMMUNICATION AND DIGITAL MEDIA CORE			15 SCH	

Fall Semester (9 SCH required Core + 3 SCH concentration)

COM 5311	Design Thinking	3 SCH	Met ❑	Not met ❑
COM 5312	Public Relations & Digital Media	3 SCH	Met ❑	Not met ❑
COM 5313	Advanced Media & Communication Theory	3 SCH	Met ❑	Not met ❑
PR or VC&DD concentration course in Fall.		3 SCH	Met ❑	Not met ❑

Spring Semester (3 SCH required Core + 9 SCH concentration)

SSC 5302	Multidisciplinary Research Design and Methods	3 SCH	Met ❑	Not met ❑
PR or VC&DD concentration course in Spring.		3 SCH	Met ❑	Not met ❑
PR or VC&DD concentration course in Spring.		3 SCH	Met ❑	Not met ❑
PR or VC&DD concentration course in Spring.		3 SCH	Met ❑	Not met ❑

Summer Session (3 SCH required Core + 3 SCH concentration)

COM 5391 *or* COM 5392	Thesis Seminar *or* Applied Practicum	3 SCH	Met ❑	Not met ❑
PR or VC&DD concentration course in Summer.		3 SCH	Met ❑	Not met ❑

Inter-session (January & May)

Optional courses may be offered during the January and May inter-sessions, which are two-week super-intensive programs, designed for students to explore new special-topics courses. Students may choose, in consultation with their academic advisors and/or Graduate Studies Coordinator, to take ONE inter-session course that can substitute an optional MACDM course. Note that the Registrar's Office will cancel any course without sufficient student enrollment (between 6 and 16). Students registered for courses that are not retained due to insufficient enrollment will be offered the option of enrolling in other or subsequent Inter-session courses.

CONCENTRATION COURSES			15 SCH

Students are required to take an overall of FIVE courses from their chosen Concentration (PR or VC&DD) as list below:

PUBLIC RELATIONS (PR)			15 SCH

Fall

COM 5314	Advanced Writing & Strategy for Public Relations	3 SCH	Met ❑ Not met ❑
COM 5399	Special Topics in Communications	3 SCH	Met ❑ Not met ❑

Spring

COM 5315	Reputation Management & Crisis	3 SCH	Met ❑ Not met ❑
COM 5316	Content Strategy & Management	3 SCH	Met ❑ Not met ❑
COM 5317	Media Insight & Planning	3 SCH	Met ❑ Not met ❑
COM 5399	Special Topics in Communications	3 SCH	Met ❑ Not met ❑

Summer

COM 5318	Integrated Digital Campaign Development	3 SCH	Met ❑ Not met ❑
COM 5399	Special Topics in Communications	3 SCH	Met ❑ Not met ❑

VISUAL COMMUNICATIONS & DIGITAL DESIGN (VC&DD)			15 SCH

Fall

COM 5398	Special Topics in Media	3 SCH	Met ❑ Not met ❑

Spring

COM 5320	Design Theories & Practices	3 SCH	Met ❑ Not met ❑
COM 5321	Aesthetic Principles of Interface Design	3 SCH	Met ❑ Not met ❑
COM 5323	Web Design & Usability	3 SCH	Met ❑ Not met ❑
COM 5398	Special Topics in Media	3 SCH	Met ❑ Not met ❑

Summer

COM 5322	Branding & UX Design	3 SCH	Met ❑ Not met ❑
COM 5324 *or* COM 5325	Designing Interactions *or* Design Production	3 SCH	Met ❑ Not met ❑
COM 5398	Special Topics in Media	3 SCH	Met ❑ Not met ❑

TOTAL			30 SCH