



**NEW**  
PROGRAM



**Bachelor of Arts  
(B.A.) in Strategic  
Communication  
and Advertising**



إدارة القبول  
ADMISSIONS DEPARTMENT

College	Communication
Department	Public Relations

## Degree Overview

The Bachelor of Arts (B.A.) in Strategic Communication and Advertising is a credit-hour-based undergraduate program offered by the Public Relations Department. Delivered in English, the program is designed to equip students with both theoretical and practical knowledge in strategic communication and advertising, with a strong focus on digital and social media. It prepares students for careers in advertising, public relations, media design, and organizational communication by fostering analytical and creative thinking to solve real-world communication challenges. The curriculum emphasizes the integration of global marketing trends, consumer behavior analysis, and cultural insights, enabling students to develop effective communication strategies and creative campaigns. Through client-based projects, collaboration with industry professionals, and courses such as, Branding Strategies, Creative Writing, Strategic Content Creation, etc., students gain the skills to lead communication efforts across public and private sectors, contributing to the UAE's vision of a knowledge-driven, innovative economy.

## Program Goals

The program goals are:

1. Equip students with the ability to craft clear, compelling, and persuasive messages tailored to diverse audiences across various media platforms.
2. Foster analytical and critical thinking skills to design, implement, and evaluate communication and advertising campaigns that align with organizational and societal goals.
3. Prepare students to navigate the evolving media landscape by leveraging digital tools, social media, and traditional advertising strategies to reach and engage target audiences effectively.
4. Instill a strong sense of professional ethics, corporate social responsibility, and cultural sensitivity in strategic communication and advertising practices.
5. Encourage creative problem-solving, storytelling, and branding techniques to develop impactful advertising and communication strategies.
6. Provide students with the skills to conduct market research, analyze audience insights, and apply data-driven approaches to optimize communication effectiveness.

## Program Learning Outcomes

Through this program, students will learn to integrate fundamental theories and ethical practices in strategic communication and advertising, while analyzing the application of persuasion theories in campaign development. They will apply current communication and media technologies to address client needs and solve problems and will analyze research data to inform the creation of strategic plans, campaigns, and messages. The program emphasizes the development of content that aligns with campaign objectives, as well as the creation of digital marketing plans that meet industry standards and address market challenges. Students will also learn to integrate corporate communication strategies focusing on reputation management, CSR, crisis communication, and sustainability. Additionally, they will engage in collaborative teamwork to design multi-platform public relations and advertising plans, and explore corporate, social, and political contexts in global environments.

## Total credit hours: 123

## Admission requirements:

- A minimum average of 70% for All Tracks.

Admission Tests: English Proficiency test (TOEFL or IELTS or PTE):

Test Type	Minimum Required Score	Notes
Paper-Based TOEFL	500	The exam offered by the University of Sharjah, AMIDEAST Dubai, and Abu Dhabi head offices only.
International TOEFL	61	-
IELTS (Academic) Or IELTS Computer-based	5.5	-
PTE (Academic)	42	Students who scored less than "42" (36-41) will be registered in skills courses at the University.

**Language of Instruction:** English

**Study Plan:** Courses

### Career Path:

- Creative Media Content Designer
- Campaign Manager
- Advertising executive
- Social Media Manager
- Media Advisor
- Strategic Communication Manager
- Advertising Officer or Manager
- Sponsorship and Fundraising Coordinator
- Strategic Communication Consultant
- Digital Media Strategist
- Promotion of Communication Professional

### Graduation Requirements:

The university requires students to fulfill the following criteria to obtain a bachelor's degree:

- Successfully complete all program courses and fulfill the academic plan requirements.
- Attain a minimum cumulative GPA of 2.00.
- Complete a minimum of 8 semesters to be eligible for the bachelor's degree, without exceeding a maximum of 12 semesters.

### Study Plan

#### First Year

##### Fall Semester

Crs. Code	Course Title	Type	Credit Hour
0104101	Islamic Culture	UC.	3
0201102	Arabic Language	UC.	3
0202112	English for Academic Purposes	UC.	3
0808100	Intro. to Communication	CC.	3
0808102	Media Writing and Editing I	CC.	3
Total			15

##### Spring Semester

Crs. Code	Course Title	Type	Credit Hour
0808300	Communication Theories	CC.	3
0807241	Intro. to Strategic Communication & Advertising	PC	3
0807243	Digital Strategies & Techniques	PC	3
1501100	Introduction to IT (English)	UC.	3
xxxxxxx	Supportive Course	PS	3
Total			15

## Second Year

### Fall Semester

Crs. Code	Course Title	Type	Credit Hour
0808305	Media Laws & Ethics	CC.	3
0807341	Integrated Marketing Communications	PC	3
0807343	Branding Strategies	PC	3
0204102	UAE Society (E)	UC.	3
xxxxxxx	Program Supportive	PS	3
xxxxxxx	Program Supportive	PS	3
<b>Total</b>			<b>18</b>

### Spring Semester

Crs. Code	Course Title	Type	Credit Hour
0808307	Research Methods & Data Analytics	CC.	3
0807345	Creative Writing for Strategic Communication	PC	3
0302200	Fundamentals of Innovation and Entrepreneurship(E)	UC.	3
xxxxxxx	Program Supportive	PS	3
xxxxxxx	Program Supportive	PS	3
xxxxxxx	Program Supportive	PS	3
<b>Total</b>			<b>18</b>

## Third Year

### Fall Semester

Crs. Code	Course Title	Type	Credit Hour
xxxxxxx	University Elective	UE	3
0807441	Strategic Communication & Advertising Research	PC	3
xxxxxxx	Program Elective	PE	3
xxxxxxx	Program Elective	PE	3
xxxxxxx	Program Supportive	PS	3
<b>Total</b>			<b>15</b>

### Spring Semester

Crs. Code	Course Title	Type	Credit Hour
xxxxxxx	University Elective	UE.	3
0807443	Media Production for Strategic Communication	PC	3
xxxxxxx	Program Supportive	PS	3
xxxxxxx	Program Supportive	PS	3
xxxxxxx	Program Supportive	PS	3
<b>Total</b>			<b>15</b>

## Fourth Year

### Fall Semester

Crs. Code	Course Title	Type	Credit Hour
xxxxxxx	Program Elective	PE	3
xxxxxxx	Program Elective	PE	3
xxxxxxx	Program Elective	PE	3
xxxxxxx	Program Elective	PE	3
0807447	Employability Readiness for Strategic Communication & Advertising	PC	3
<b>Total</b>			<b>15</b>

### Spring Semester

Crs. Code	Course Title	Type	Credit Hour
xxxxxxx	Program Supportive	PS	3
xxxxxxx	Program Supportive	PS	3
0807445	Graduation Project in Strategic Communication & Advertising	PC	3
0807449	Internship in Strategic Communication & Advertising	PC	3
<b>Total</b>			<b>12</b>

**Type:**

- University Compulsory: UC
- University Elective: UE
- College Compulsory: CC
- Program Compulsory: PC
- Program Elective: PE
- Program Supportive: PS

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