

MASS COMMUNICATION & MEDIA

PR AND ADVERTISING

INTRODUCTION TO MASS COMMUNICATION AND MEDIA

The Department of Mass Communication and Media (MCM) offers a Bachelor of Arts degree in Mass Communication, with an emphasis on one of the following areas of study:

- Public Relations and Advertising
- Visual Communication
- Digital Media Production

The department provides students with the theoretical and practical foundations needed to competently work in, and meet the challenges of, these different media-related professions. It is committed to the highest academic standards based on our cooperation agreement with the University of Missouri-St. Louis (UMSL), national & international accreditation guidelines, and GUST's academic mission.

GUST's Mass Communication Department is the only university department in the Arabian Gulf accredited by the American Communication Association (ACA), based in the United States.

IS THIS MAJOR RIGHT FOR YOU?

Each of the department's three emphases require unique skills, but some of the general traits you need in order to do well as an MCM student include:

- Strong communication skills
- Creativity
- Versatility
- Good English language skills (oral & written)
- Research skills
- Social media interests
- Tech-savviness
- People skills
- Attention to detail

DEGREE REQUIREMENTS

All Mass Communication and Media majors are required to complete the following coursework:

- General Education (42 credits)
- Emphasis Core Requirements (21 credits)
- Free Electives/Minor Requirements (33 credits)
- Mass Communication Core Requirements (15 credits)
- Emphasis Electives (9 credits)

INTRODUCTION TO PR AND ADVERTISING

Public Relations (PR) refers to the relationship between an organization and various groups of people who might have any relationship with that organization, known as stakeholders. PR involves ensuring that an organization maintains a positive brand image with its stakeholders in ways that help promote products, ideas, or positions. To do this, people working in PR communicate through press releases, speeches, special events, social media, and much more.

One of the main ways an organization communicates with its stakeholders is through advertising. Therefore, students must also learn about the principles and processes related to the production, socio-economic aspects, effects, and future of advertising.

PR & ADVERTISING STUDENTS SHOULD SHOW KEEN INTEREST IN:



- Writing for different audiences and media



- Teamwork



- Public speaking



- Analysis



- Social media management



- Strategic thinking



- Networking



- Editing content



- Event management



- Time management



- Planning & organizing

BACHELOR OF ARTS IN MASS COMMUNICATION: PUBLIC RELATIONS/ADVERTISING SAMPLE COURSE OF STUDY

FIRST YEAR				
COURSE ID	COURSE NAME	CREDITS	PREREQUISITES	SATISFIES
ENGL 100	Academic English	3	ENGL 098 or placement test	GE
HFA	Humanities/Fine Arts Offering	3		GE
IL	Information Literacy Offering	3		GE
LNS	Life/Natural Sciences Offering	3		GE
AH	Arab Heritage Offering	3		GE
	Total	15		
COURSE ID	COURSE NAME	CREDITS	PREREQUISITES	SATISFIES
ENGL 110	Freshman Composition I	3	ENGL 100 or placement test	GE
MCM 102	Intro to Public Speaking	3		GE
SS	Social Sciences Offering	3	ENGL 100 or ENGL 110 or ENGL 112	GE
HFA	Humanities/Fine Arts Offering	3		GE
MCM 103	Introduction to Mass Communication	3		CR
	Total	15		
SECOND YEAR				
COURSE ID	COURSE NAME	CREDITS	PREREQUISITES	SATISFIES
ENGL 112	Freshman Composition II	3	ENGL 110 or placement test	GE
LNS	Math or Life/Natural Sciences Offering	3		GE
SS	Social Sciences Offering	3		GE
MCM 105	Communication Layout & Design	3	MCM 103	MR
MCM 141	Intro to PR/Advertising	3	MCM 103	MR
	Total	15		
COURSE ID	COURSE NAME	CREDITS	PREREQUISITES	SATISFIES
LNS	Math or Life/Natural Science Offering	3	MCM 103 ENGL 112 MCM 103	GE
MCM 206	Intro to Writing for Mass Media	3		CR
MCM 209	Fundamentals of Advertising	3		MR
MCM	MCM Major Elective	3		MR/E
	Minor Requirement/Free Elective	3		MN
	Total	15		

THIRD YEAR				
COURSE ID	COURSE NAME	CREDITS	PREREQUISITES	SATISFIES
MATH 122	Basic Probability & Statistics	3	MATH 096	GE
MCM 241	Writing for PR/Advertising	3	MCM 241 MCM 206	MR
MCM	MCM Major Elective	3		MR/E
	Minor Requirement/Free Elective	3		MN
	Minor Requirement/Free Elective	3		MN
	Total	15		
COURSE ID	COURSE NAME	CREDITS	PREREQUISITES	SATISFIES
MCM 341	Cases in Pr/Advertising	3	MCM 141	MR
MCM 412	Communication Theory	3	MCM 206 &	CR
MCM	MCM Major Elective	3	Junior Standing	MR/E
	Minor Requirement/Free Elective	3		MN
	Minor Requirement/Free Elective	3		MN
	Total	15		
FOURTH YEAR				
COURSE ID	COURSE NAME	CREDITS	PREREQUISITES	SATISFIES
MCM 411	Media Law & Ethics	3	MCM 206 & Junior Standing	CR
MCM 413	Research Methods in MC	3	MCM 206 MATH 122 &	CR
	Minor Requirement/Free Elective	3	Junior Standing	MRN
	Minor Requirement/Free Elective	3		MN
	Minor Requirement/Free Elective	3		MN
	Total	15		
COURSE ID	COURSE NAME	CREDITS	PREREQUISITES	SATISFIES
MCM 455	Internship	3	Junior Standing	MR
MCM 441	Integrated Marketing Communication	3	MCM 141 &	MR
	Minor Requirement/Free Elective	3	Junior Standing	MN
	Minor Requirement/Free Elective	3		MN
	Minor Requirement/Free Elective	3		MN
	Total	15		

ABBREVIATIONS: AH: Arabic Heritage, CR: Mass Communication Core Requirement, GE: General Education, HFA: Humanities/Fine Arts, IL: Information | Literacy, LNS: Life/Natural Sciences, LA: Liberal Arts, MN: Minor Requirement, MR: Major Requirement, MR/E: Major Requirement/Elective, NC: Non-credit course, SS: Social Sciences.

*MATH 095 and 096 is assumed to be completed in Foundations before starting credit courses in year 1.

CAREER OPPORTUNITIES

Public Relations and Advertising graduates have the opportunity to fulfill many job requirements, including:

- Art Director
- Creative Director
- Brand Ambassador
- Content Manager
- Content Strategist
- Corporate Communication Officer
- Executive Assistant
- Event Coordinator
- Public Affairs Officer
- Event Manager
- Integrated Marketing Manager
- Public Relations Coordinator
- Public Relations Manager or Director
- Public Relations Specialist
- Social Media Analyst
- Social Media Manager
- Social Media Specialist
- Media Buyer or Planner

TIPS FOR SUCCESS

To do well in the MCM Department, regardless of your emphasis, try following these general guidelines:

- Start with your General Education classes first, then add 100-, 200-, 300- and 400-level classes in that order (see sample courses planner).
- Always use early registration.
- Meet with your advisor at the beginning of each academic year and plan two semesters in advance.
- Spread classes you find difficult across multiple semesters, don't postpone them to the end.
- Don't count on the summer to graduate, as the classes you need may not be available.
- Take your Internship, Integrated Marketing, and Senior Project during your last year.
- Complete MATH 122: Statistics and MCM 412: Theory, before taking MCM 413: Methods.
- Take pre-requisites for other emphases early to have flexibility in your major electives.
- Utilize the abundant resources: TAs, tutors, office hours, loanable equipment, lab hours, advisors, etc.
- Join student clubs to gain practical experience, build social network, and develop skills.

MCM RECOMMENDED CLUBS



MEDIA CLUB

Goal: Achieve media awareness by combining education and entertainment with series of lectures, open discussions, outdoor activities, workshops, and trips to enhance students' understandings of media.



TALENT CLUB

Goal: Encourage students to develop their various talents and strive to create an environment where these talents can thrive.



PR CLUB

Goal: Raise the profile and understanding of PR at GUST and Kuwait by highlighting the important role it plays in society. The club also aids students in becoming community and industry leaders through the management of PR campaigns and events.

MCM RESOURCES

The MCM Department maintains a wide range of digital media production equipment available for students to check out and experiment with for their classes or just out of curiosity. These include equipment for photography, videography, sound capture, film production, and more.

Browse the available items and make reservations on selected equipment through the MCM website, under “MCM Equipment”.

Note: Priority goes to students who require the equipment for their coursework.

CONTACT US

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