

Advisory plan

First year (30 Cr. Hrs.)							
First semester				Second Semester			
Course No.	Course Title	pre-requisite	Cr. Hrs.	Course No.	Course Title	pre-requisite	Cr. Hrs.
803110	Introduction to Communication	-	3	804121	Introduction to Digital Promotional Media	-	3
804123	Introduction to Marketing	-	3	803111	Jordanian Media	-	3
9400113	Communication Skills in Arabic (1)	-	3	-----	Faculty Elective Requirement	-	3
9400100	National Education	-	3	9400123	Communication Skills in English (1)	-	3
XXXXXX	Uni Elective Requirement	-	3	-----	University Elective Requirement	-	3
			15				15
Second Year (36 Cr. Hrs.)							
First semester				Second Semester			
Course No.	Course Title	pre-requisite	Cr. Hrs.	Course No.	Course Title	pre-requisite	Cr. Hrs.
804210	Digital Public Relations	-	3	804230	Creating Content for Promotional Media	804121	3
804211	Digital Advertising	-	3	804331	Digital Media Ethics and Legislations	-	3
804215	Persuasive Communication & Appeals	-	3	804221	Audience Characteristics in the Digital Environment	-	3
804240	Computer Design Software	804121	3	XXXXXX	Faculty Elective Requirement	-	3
9400109	Military Sciences	-	3	803210	Public Opinion and Propaganda	803110	3
XXXXXX	Supportive Elective	-	3	XXXXXX	Supportive Elective	-	3
			18				18
Third Year (33 Cr. Hrs.)							
First semester				Second Semester			
Course No.	Course Title	pre-requisite	Cr. Hrs.	Course No.	Course Title	pre-requisite	Cr. Hrs.
804223	Promotional Media Campaigns	804121	3	803320	Digital Media Production	803221	3
803240	Data Journalism (Infographic, Videographic)	804230	3	803213	Media Research Methods	60 cr.hrs	3
804330	Digital Advertising Design	804211	3	803311	Internet Search Skills	-	3
803342	Social Networks	-	3	XXXXXX	Websites Design and Management	-	3
XXXXXX	Dep Elective Requirement	-	3	XXXXXX	Dep Elective Requirement	-	3
XXXXXX	Uni Compulsory Requirement	-	3				
			18				15
Summer Semester (6 hours) → Internship 804437 (30 Cr.hrs)							
Fourth Year (30 Cr. Hrs.)							
First semester				Second Semester			
Course No.	Course Title	pre-requisite	Cr. Hrs.	Course No.	Course Title	pre-requisite	Cr. Hrs.
804340	Media and Digital Promotion Research	803311	3	804439	Graduation Project	93 cr.hrs	3
804435	Promotional Media Via Social Networks	804223	3		Dep Elective Requirement	-	3
803310	Theories of Communication	60 cr.hrs	3		Faculty Elective Requirement	-	3
XXXXXX	Supportive Elective	-	3	XXXXXX	Uni Compulsory Requirement	-	3
XXXXXX	Dep Elective Requirement	-	3	XXXXXX	Free Requirement	-	3
-	-	-	-	9804000	Community Service	-	0
			15				15
Total (135 Credit Hours)							