



I choose
Communication Studies

Bachelor of Communication Studies

The Communication Studies program enables students to master a variety of communication competencies required for success in a wide range of exciting careers while building active and responsible citizenship. The program trains students in academic as well as professional and applied communication, with an emphasis on development of creative and critical abilities. Students gain theoretical, technical, and applied expertise in fields such as public relations and advertising, organizational and global communication, media policy, media production, and communication research. Students are required to choose one concentration of the two available: media production or strategic communication.

Major Core Courses

- New Media Technology
- Photography and Visual Story Telling
- Art & Design Production
- Global Communication & Media Policy
- International Communication
- Communication Theories
- Moroccan Media & Society

Concentration in Media Production Required Courses

- Introduction to Film Making
- Advanced Film Production
- Media Production Project Seminar

Concentration in Strategic Communication Required Courses

- Public Relations Communication
- Marketing Communications
- Organizational Communication
- Marketing Communications

Career Opportunities

The program prepares students for a wide range of careers. Opportunities exist in communication and information departments of ministries and private companies, advertising and marketing agencies, media institutions, NGOs, and international organizations.

It also opens the way to advanced studies in the field.

This degree, like all other Al Akhawayn University degrees, is a state diploma (Bulletin Officiel no.5998).

Apply online at
www.aui.ma/admissions



For more information:

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