

# Bachelor of Arts Communication Studies



# Communication Studies

Students are offered theoretical and applied knowledge in public relations, advertising, print and online production, international communication, visual communication, video and film production, and media research. They specialize in media production or in professional communication and they can expand their horizons by choosing a minor in business administration, computer science, human resource development, international studies, women studies, Arabic language and culture, or African studies. Students also gain valuable practical and professional experience through a successful internship program.

## Scholarships | Financial Aid

Financial assistance is available for students demonstrating academic merit and/or financial need. This assistance may include scholarships, grants, loans, or work-study aid.

## Main Major Core Courses

- International Communication
- Communication Theories
- Visual Communication
- Print & Online Production Skills
- International Communication

## Main Concentration courses

- Video & Film Production
- Electronic Media Production
- Public Relations
- Promotional Communication
- Organizational Communication
- Media & Society

## Career Opportunities

The program prepares students for a wide range of careers. Opportunities exist in communication and information departments of ministries and private companies, advertizing 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 accredited by the Moroccan Government (Bulletin Officiel no. 5998).

Apply online at **[www.aui.ma/admissions](http://www.aui.ma/admissions)**

For more information:

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