

# BACHELOR OF DIGITAL MEDIA

## Admission to Program

Admission to the program is explained in the HCT Admission Policy described in the Academic Policies section of this Catalogue

## Program Mission

The Bachelor of Digital Media program is designed to develop in students the knowledge, skills, and competencies necessary to effectively communicate in a variety of media and professional settings. Graduates will demonstrate their competency as professional, research-oriented communication specialists in a variety of fields, such as strategic and corporate communication, social media, and digital media, by developing their writing, verbal, and digital communication skills.

## Program Description

The Bachelor of Digital Media is a four-year program consisting of 120 credit hours, including General Study requirements. Through the program, graduates will be prepared to enter the fields of digital communication, public relations, advertising, strategic communication, and social media. Students will develop the skills and knowledge needed to critically analyze and devise effective solutions to solve digital media challenges for a variety of audiences and contexts. By integrating work-integrated learning and client briefs, students will acquire a thorough understanding of how digital media plays a pivotal role in developing brands, social cultures, and effective communication strategies. Graduates will demonstrate advanced communication proficiency, collaborative skills, professionalism, and ethical responsibility within the dynamic digital media landscape.

The objective of this Bachelor's program is to provide UAE nationals with the essential knowledge, skills, and competencies required for effective communication across a range of media platforms and professional settings. Graduating students will be prepared to demonstrate their expertise in the field of communication by enhancing their writing, verbal, and digital communication skills. By completing this program, students will be well-prepared to excel in diverse fields such as strategic and corporate communication, social media, and digital media.

## Program Goals

1. Develop in students a comprehensive knowledge of digital media tools, technologies, and techniques, emphasizing their application in professional settings and creation of content of a high aesthetic quality.
2. Foster strong communication skills, enabling students to articulate ideas clearly, write effectively, apply communication theories strategically, and utilize social media platforms efficiently
3. Promote a professional attitude and practice emphasizing ethical leadership, social responsibility, and effective teamwork within diverse settings.
4. Prepare students to think analytically, critically, strategically, and independently, while also preparing them with the entrepreneurial skills necessary to excel in the global digital media marketplace.
5. Equip students with a commitment to lifelong learning, continuing education, and professional growth.

## Program Learning Outcomes

1. Use a range of digital media techniques, tools and technology which can be applied in professional contexts.

2. Demonstrate knowledge of the development and impact of digital media.
3. Apply critical, strategic, and independent thinking principles to the formulation of effective communication strategies.
4. Engage in professional conduct, including collaboration, ethical leadership, and social responsibility.
5. Effectively communicate digital content solutions through social media platforms to diverse audiences.
6. Produce creative work that showcases an understanding of the technical and aesthetic aspects of digital media.
7. Demonstrate analytical and entrepreneurial skills essential for thriving in the global marketplace.

## Requirements

### Completion Requirements

Students must successfully complete a minimum of 120 credits, including:

Code	Title	Credit Hours
	Digital Media and Design Core Courses	24
	Digital Media Core Courses	27
	Digital Media Specialisation Courses	45
	Elective Courses	6
	General Studies	18
	<b>Total Credits</b>	<b>120</b>

To qualify for the bachelor's degree, a student is required to:

- Successfully complete the required number of credits and courses specific to the program with a minimum cumulative GPA of 2.0.
- Complete 100 hours of volunteering.
- Meet the residency requirement that a minimum of 50% of the program credit requirements have been completed at the HCT.

### Digital Media and Design Core Courses

Required Credits: 24

Code	Title	Credit Hours
DMD 1103	Fundamentals of Visual Design	3
DMD 1113	Photography and Image Making	3
DMD 1123	Introduction to Media Technology	3
DMD 1133	Digital Storytelling	3
DMD 1213	Digital Literacy	3
DMD 2313	Digital Media in Arabic	3
DMD 2423	Media Production	3
DMD 3623	Portfolio and Presentation	3

### Digital Media Core Courses

Required Credits: 27

Code	Title	Credit Hours
DGM 1213	Social Media and Society	3
DGM 1223	Writing for Media	3

DGM 1233	Creative Technology	3
DGM 2303	Podcasts and Interviews	3
DGM 2313	Introduction to Advertising	3
DGM 2403	Brand Identity	3
DGM 2413	Digital Media Analytics	3
DGM 2423	Social Media Content Creation	3
DGM 2433	Creative Writing	3

### Digital Media Specialisation Courses

Required Credits: 45

Code	Title	Credit Hours
DGM 3503	Convergent Journalism	3
DGM 3513	Public Relations	3
DGM 3523	Event Management	3
DGM 3533	The Pitch: Persuasive Presentations	3
DGM 3603	Integrated Marketing	3
DGM 4703	Organizational Communication	3
DGM 4716	Industry I *	6
DGM 4733	Brand Management	3
DGM 4743	Capstone I	3
DGM 4803	Intercultural Communication	3
DGM 4816	Industry II *	6
DGM 4833	Media Relations	3
DGM 4843	Capstone II	3

\*Apprenticeship courses

### Elective Courses

Required Credits: 6

Code	Title	Credit Hours
DGM 3003	Fashion Communication	3
DGM 3023	Media Innovation	3
DGM 3033	The Creative Industries	3
DGM 3043	Field Trip	3

### General Studies

Required Credits: 18

Code	Title	Credit Hours
LSC 1103	Professional Written Communication	3
AES 1003	Emirati Studies	3
DMD 1203	AI in Digital Media	3
DMD 2433	Sustainable Design	3
DMD 3613	Freelancing and Entrepreneurship	3
DGM 3543	Communication and Technology	3

Description	Data
Total Required Credits	120
Maximum Duration of Study	6 years
Minimum Duration of Study	4 years

Cost Recovery Program	No
Program Code	BADGM
Major Code	DGM

## Ideal Study Plan

### Recommended Sequence of Study

#### Year 1

Semester 1		Credit Hours
DMD 1103	Fundamentals of Visual Design	3
DMD 1113	Photography and Image Making	3
DMD 1123	Introduction to Media Technology	3
DMD 1133	Digital Storytelling	3
LSC 1103	Professional Written Communication	3
<b>Credit Hours</b>		<b>15</b>

#### Semester 2

DGM 1213	Social Media and Society	3
DGM 1223	Writing for Media	3
DGM 1233	Creative Technology	3
DMD 1203	AI in Digital Media	3
DMD 1213	Digital Literacy	3
<b>Credit Hours</b>		<b>15</b>

#### Year 2

##### Semester 3

DGM 2303	Podcasts and Interviews	3
DGM 2313	Introduction to Advertising	3
DMD 2313	Digital Media in Arabic	3
DMD 2423	Media Production	3
AES 1003	Emirati Studies	3
<b>Credit Hours</b>		<b>15</b>

##### Semester 4

DGM 2403	Brand Identity	3
DGM 2413	Digital Media Analytics	3
DGM 2423	Social Media Content Creation	3
DGM 2433	Creative Writing	3
DMD 2433	Sustainable Design	3
<b>Credit Hours</b>		<b>15</b>

#### Year 3

##### Semester 5

DGM 3503	Convergent Journalism	3
DGM 3513	Public Relations	3
DGM 3523	Event Management	3
DGM 3533	The Pitch: Persuasive Presentations	3
DGM 3543	Communication and Technology	3
<b>Credit Hours</b>		<b>15</b>

##### Semester 6

DGM 3603	Integrated Marketing	3
DMD 3613	Freelancing and Entrepreneurship	3
DMD 3623	Portfolio and Presentation	3
Elective I		3
Elective II		3
<b>Credit Hours</b>		<b>15</b>

#### Year 4

##### Semester 7

DGM 4703	Organizational Communication	3
DGM 4716	Industry I	6
DGM 4733	Brand Management	3
DGM 4743	Capstone I	3
<b>Credit Hours</b>		<b>15</b>

**Semester 8**

DGM 4803	Intercultural Communication	3
DGM 4816	Industry II	6
DGM 4833	Media Relations	3
DGM 4843	Capstone II	3
<b>Credit Hours</b>		<b>15</b>
<b>Total Credit Hours</b>		<b>120</b>

## Faculty and Academic Staff

**Ahlam Mohammad Ali Al Bannai**, Master (Media Communications),  
University of Wollongong, Australia

**Akhmed Kaleel**, PhD (Humanities), Voronezh State University, Russian  
Federation

**Amr Ali**, PhD (Social Media), Cairo University, Egypt  
**Ashavaree Das**, PhD (Speech Communication), Florida State University,  
USA

**Awatef Abdulla Rashed Mushourab Al Hebsi**, Master of Arts  
(Communication), University of Sharjah, UAE

**Dalia Rehab**, PhD (Media and Communication), University of Leicester, UK

**Fatema Al Kamali**, Master of Arts (Museum Studies), Zayed University,  
UAE

**Ivana Ercegovic**, PhD (Journalism), Megatrend University, Serbia

**Lim Meng**, Master of Business Administration (Luxury Brand  
Management), International Fashion Academy, France

**Lara De Matos**, Master of Advanced Theatre Practice (Dramaturgy and  
Performance Practices), Royal Centre School of Speech and Drama,  
London, UK

**Maha Abdalla AlBlooshi**, Master of Arts (Communications), University of  
Sharjah, United Arab Emirates

**Marko Sredojevic**, Master (Journalism), John Naisbitt University, Serbia

**Mohammed Abuhannoud**, PhD (Communication Studies), Westphalian  
Wilhelm University of Münster, Germany

**Mohammed Alomari**, PhD (Instructional Multimedia), University Sains  
Malaysia, Malaysia

**Mona Gabr**, PhD (Mass Communication), Cairo University, Egypt

**Nada Al Shammari**, Master of Arts (Media Arts), Philosophy and Practice,  
University of Greenwich, UK

**Priyanka Dasgupta**, PhD (Mass Communication), Nanyang Technological  
University, Singapore

**Rizwan Wadood**, PhD (Mass Communication), Banasthali Vidyapith, India

**Shadi Alhroub**, Master of Design (Branding and Advertising), Middle East  
University, Jordan

**Shreesha Mairaru**, PhD (Communication & Journalism), University of  
Mysore, India

**Zakaia Cvitanovich**, Master of Arts (Communication Studies), University  
of New England, Australia