

MASTER OF ARTS IN COMMUNICATION & DIGITAL MEDIA

PROGRAM SHEET
2025 – 2027 Catalog

This program sheet will help you navigate the course offerings in the Master of Arts in North Africa and Middle East Studies (NAMES) along the course of your academic journey. The coursework for the degree is designed to be completed within 12 months, with 30 credits distributed across the Fall, Spring, and Summer semesters, and relevant intensive intersessions in January, May, and August. Student intake takes place every Fall and Spring Semester. The SSAH Graduate Admissions Committee, chaired by the Dean or Coordinator, and composed of faculty, evaluates applications and makes recommendations to the AUI Office of Admissions. All admitted students must complete the following **two conditions** before being allowed to enroll in their regular program courses.

I. Language

- After evaluation by the SSAH Graduate Admissions Committee, the AUI Language Center determines if the student needs additional English courses prior to starting the degree program itself, since all AUI programs require proficiency in the English language.
- Non-native speakers of English with a TOEFL (or IELTS-equivalent) score of at least 550 pts (iBT:79) and a 5.0 over 6.0 score in writing (iBT: 20) will be admitted to the mandatory SSAHRA program (see below).
- Students with a TOEFL (or IELTS-equivalent) score of 500-550 pts (no less than iBT 61) will be admitted to the AUI Language Center for additional study of English before enrolling in the SSAHRA.
- Students lower than these scores will not be recommended for admission.

II. The Social Sciences, Arts, and Humanities Research Academy (SSAHRA) | our unique, intensive pre-graduate orientation and foundation program offered in January and August.

- Once admitted students submit proof of English language competency evidenced through a TOEFL (or IELTS-equivalent) score of 550, or are recommended by the Director of the AUI Language Centre to be in good standing to commence the SSAHRA Academy, they will be automatically enrolled in the mandatory intensive 6-credit Social Science, Arts, and Humanities Research Academy (SSAHRA), which is a pre-requisite for enrolment in graduate courses for their degree program.
- Students holding an AUI undergraduate degree in a field different from the graduate degree in which they want to be enrolled shall not be asked to provide proof of English competency, and based on the merits of their case will be enrolled in a mandatory intensive 3-credit version of SSAHRA, as a pre-requisite for enrolment in graduate courses for their degree program.
- Students who are unsuccessful in their first attempt at SSAHRA will have the option to enroll in the next offering, delaying the start of their degree courses accordingly. No more than 2 attempts at SSC 5600 (or SSC 5300 as the case may be) will be allowed before the admission offer's conditions are deemed unmet, and the student will be withdrawn from the program.
- AUI students who are continuing their undergraduate studies at the graduate level (in the same field) are not required to enroll in the SSAHRA program, unless they have been out of the university setting for 5 years.
- The SSAH Admissions Committee reserves the right to make an assessment of skills and aptitudes, and require that an incoming student enroll for SSAHRA even if the listed conditions are met. They will document such cases in detail.

Students who meet all the above academic conditions are accepted into the graduate program with regular status and can begin taking courses with current graduate students.

English Language Courses at the AUI Language Center ¹		Non-Credit	
ALS 1001	Academic Listening, Speaking and Note-taking I	0 SCH	[] Met [] Not met
ALS 1002	Academic Listening, Speaking and Note-taking II	0 SCH	[] Met [] Not met

¹ English language courses are assigned by the Language Center during admission, based on the TOEFL placement test results. English language courses should be taken prior to embarking on the SSAHRA program. Language courses are offered in a face-to-face mode on a non-credit, Pass/Fail basis. The Intensive English Program of the Language Center is accredited by the Commission on English Language Program Accreditation (www.cea-accredit.org).

ARD 1001	Academic Reading I	0 SCH	[] Met [] Not met
ARD 1002	Academic Reading II	0 SCH	[] Met [] Not met
AWG 1001	Academic Writing and Grammar I	0 SCH	[] Met [] Not met
AWG 1002	Academic Writing and Grammar II	0 SCH	[] Met [] Not met

SOCIAL SCIENCES, ARTS, and HUMANITIES RESEARCH ACADEMY (SSC 5600) SOCIAL SCIENCES, ARTS, and HUMANITIES RESEARCH ACADEMY (SSC 5300) Offered on-site at the AUI campus in Ifrane over an intensive 3-week period in January (for Spring admits) and August (for Fall admits).	6 SCH 3 SCH
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SSAHRA is an immersive pedagogical and intellectual program with the goal of preparing its participants for AUI graduate programs at the School of Social Sciences, Arts, and Humanities. SSAHRA synthesizes the following: modules and workshops that address the key components of the degree program, giving students an appreciation for the subject and its history, foundational knowledge, and professional uses, and also on skills ranging from critical thinking, textual analysis, writing, public speaking, presentation, research design, design and systems thinking, experiential learning, collaborative research, and applications of the degree in the world outside. The students become part of a cohort and get to experience the relation between faculty and student, reading and writing, research and practice that is the hallmark of an AUI liberal arts education in specialized and professional fields. This sets up students for success in a classroom where can enter as equals among people of different backgrounds and pre-graduate trainings.

COMMUNICATION AND DIGITAL MEDIA CORE	15 SCH
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Fall Semester (9 SCH required Core + 3 SCH optional)

COM 5311	Human-Centered Design	3 SCH	[] Met [] Not met
COM 5312	Public Relations & Digital Media	3 SCH	[] Met [] Not met
COM 5313	Advanced Media & Communication Theory	3 SCH	[] Met [] Not met
Optional course in Fall.		3 SCH	[] Met [] Not met

Spring Semester (3 SCH required Core + 9 optional)

SSC 5302	Multidisciplinary Research Design and Methods	4 SCH	[] Met [] Not met
Optional course in Spring.		3 SCH	[] Met [] Not met
Optional course in Spring.		3 SCH	[] Met [] Not met
Optional course in Spring.		3 SCH	[] Met [] Not met

Summer Session (3 SCH required Core + 3 SCH optional)

COM 5391 or COM 5392	Thesis Seminar or Applied Practicum	2 SCH	[] Met [] Not met
Optional course in Summer.		3 SCH	[] Met [] Not met

Inter-session (January & May)

Optional courses may be offered during the January and May inter-sessions, which are two-week super-intensive programs, designed for students to explore new special-topics courses. Students may choose, in consultation with their academic advisors and/or Graduate Studies Coordinator, to take ONE inter-session course that can substitute an optional MACDM course. Note that the Registrar's Office will cancel any course without sufficient student enrollment (between 6 and 16). Students registered for courses that are not retained due to insufficient enrollment will be offered the option of enrolling in other or subsequent Inter-session courses

OPTIONAL COURSES	15 SCH
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Students are required to take an overall of **FIVE** courses from the list below:

COM 53xx	Digital Media Literacy	3 SCH	[] Met [] Not met
COM 53xx	Media Ethics & Society	3 SCH	[] Met [] Not met
COM 5315	Reputation Management & Crisis	3 SCH	[] Met [] Not met
COM 5316	Content Strategy, Writing, & Production	3 SCH	[] Met [] Not met
COM 5317	Media Relations, Insight, and Planning	3 SCH	[] Met [] Not met
COM 5318	Digital Advertising & Campaign Development	3 SCH	[] Met [] Not met
COM 5399	Special Topics in Communications	3 SCH	[] Met [] Not met
COM 5398	Special Topics in Media	3 SCH	[] Met [] Not met

TOTAL	30 SCH
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