"My experience at AUI helped me be the person I am today. It taught me way more than just school lessons; it taught me how to be a better person everyday. It taught me that it is possible to achieve anything you want with hard work. My 4 years at AUI were truly the best years of my life.

Soraya HACHAM – Class of 2015
Bachelor of Arts in Communication Studies"
Bachelor of Arts in 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 & Visual Story Telling
- Art & Design Production
- Global Communication & Media Policy
- 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 Communication
- Organizational Communication

**Career Opportunities**

The program prepares students for a wide range of careers. Opportunities exist in communication and information departments of ministries and private companies, adverting and marketing agencies, media institutions, NGOs, and international organizations. It also opens the way to advanced studies in the field. **73%** is the employment rate of Communication Studies graduates.

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

Graduates of the BACS program are expected to:

1- gain an understanding of the role of media in shaping contemporary societies and cultures;
2- understand the dynamics of global media flows and their impact on the socio-political and cultural affairs of modern societies;
3- build an appreciation for the role of media systems in fostering democracy and informed citizenship;
4- gain theoretical, technical, and applied knowledge in the fields of public relations, advertising, global communication and media policy, organizational communication, print and audio-visual production, and media research; and
5- learn how to apply various research methods to the academic (as well as administrative) study of media and communications.