



Symbiosis International University, Dubai
Bachelor of Arts in Media and Communication
(Honors)
Batch 2026-30

Concentrations:

- **Digital Marketing and Advertising**
- **Public Relations and Corporate Communication**

Semester I						
Catalogue Code	Course Title	Course Category	Credits	Continuous Assessment	Semester End Exam	Total Marks
DBBMC2001	Media Psychology	Core	4	60	40	100
DBBMC2002	Introduction to Media and Communication	Core	4	60	40	100
DBBMC2003	Introduction to Graphic Design	Core	4	60	40	100
DGEN102	Arabic Conversational Skills	General Education	3	60	40	100
DBP6001	Academic English	General Education	3	60	40	100
		Total	18			500

Semester II						
Catalog Code	Course Title	Course Category	Credits	Continuous Assessment	Semester End Exam	Total Marks
DBBMC2004	Applied Communication Theories	Core	4	60	40	100
DBT2465A	Fundamentals of Marketing	Core	4	60	40	100
DBT6739A	Media Economics	Core	4	60	40	100
DBT8732	Design Thinking	General Education	2	60	40	100
DBT6002	UAE Culture, Society, and Economy	General Education	3	60	40	100
		Total	17			500
DBT8000A	Service Learning**	Project	4	100	-	100
**Service Learning is a project-based approach to learning, and this course continues to engage students during the summer; it will be graded in Semester 3.						

Semester III*						
Catalog Code	Course Title	Course Category	Credits	Continuous Assessment	Semester End Exam	Total Marks
DBT2276	Cross-cultural Management	General Education	3	60	40	100
DGEN104	Fundamentals of Artificial Intelligence	General Education	3	60	40	100
DBBMC2005	Media Production Techniques	Core	4	60	40	100
DBT3680A	Digital Marketing	Core	4	60	40	100
DBBMC2006	Introduction to Advertising & Public Relations	Core	4	60	40	100
		Total	18			500
Semester IV*						
Catalog Code	Course Title	Course Category	Credits	Continuous Assessment	Term End Exam	Total Marks
DBMKT317	Consumer Behaviour	Core	4	60	40	100
DBTMC5174A	Digital Branding Strategy	Core	4	60	40	100
DBMK-AE2	Integrated Marketing Communication	Core	4	60	40	100
DBTMC5216	Social Media Marketing	Concentration 1 - DMA	3	60	40	100
DBTMC5219	Event Management	Concentration 1- PRCC		60	40	
DBT5611	Advertising Strategy	Concentration 2 - DMA	3	60	40	100
DBT5952	Corporate Communication Strategy	Concentration 2- PRCC		60	40	
		Total	18			500
*Note: In Semester IV, students have to choose one Concentration. They have to complete two courses in their chosen concentration.						
DBT5904	INTERNSHIP***	INTERNSHIP	8	100	-	100
***Internship is a practicum-based learning experience involving training, and this course continues to engage students during the summer; it will be graded in Semester V.						

Semester V*						
Catalog Code	Course Title	Course Category	Credits	Continuous Assessment	Term End Exam	Total Marks
DBT2001	Entrepreneurship, Sustainability and Innovation	General Education	3	60	40	100
DBBMC2007	Client Relationship Management	Core	4	60	40	100
DBBMC2008	Marketing and Communication Analytics	Core	4	60	40	100
DBBMC3001	Advertising Campaign Planning	Concentration 3 - DMA	3	60	40	100
DBTMC5218	Strategic PR & Campaign Planning	Concentration 3- PRCC				
DBBMC7001	Integrated Content Production	PROJECT	4	100	-	100
		Total	18			500
*Note: In Semester V, students have to complete One course in the Concentration they chose in Semester IV.						
Semester VI*						
Catalog Code	Course Title	Course Category	Credits	Continuous Assessment	Term End Exam	Total Marks
DBBMC2009	Market Research	Core	4	60	40	100
DBBMC2010	Global Media Regulations	Core	4	60	40	100
DBTMC5227	Influencer and Content Marketing	Concentration 4 - DMA	3	60	40	100
DBTMC5211	Crisis Management in Public Relations	Concentration 4 - PRCC				
DBBMC7002	Capstone Project	PROJECT	8	100	-	100
		Total	19			400
Note: * In Semester VI, students have to complete One course in the Concentration they chose in Semester IV.						

Semester VII*						
Catalog Code	Course Title	Course Category	Credits	Continuous Assessment	Term End Exam	Total Marks
DBCOM2018	Systematic Review and Ethics	Core	4	60	40	100
DBCOM5002	Data Analysis Tools and Techniques for Researchers	Core	4	60	40	100
DBTMC5176	Advertising Design and Creatives	Concentration 5 - DMA	3	60	40	100
DBTM2219	Corporate Governance and CSR	Concentration 5 - PRCC		60	40	
DBBMC2011	No Code Tools for Digital Media	Concentration 6 - DMA	3	60	40	100
DBTMC5220	Corporate Communications in Specialized Sector	Concentration 6 – PRCC		60	40	
		Total	14			400
Note: * In Semester VII, students have to complete two courses in the Concentration they chose in Semester IV						
Semester VIII*						
Catalog Code	Course Title	Course Category	Credits	Continuous Assessment	Term End Exam	Total Marks
DBT5712	Dissertation	Dissertation	12	100	-	100
		Total	12	100	-	100

Summary Classification of Credits

Semester	Core	Concentration	General Education	Internship	Project/ Capstone	Dissertation	Total Credits
1	12	0	6	0	0	0	18
2	12	0	5	0	4	0	21
3	12	0	6	0	0	0	18
4	12	6	0	8	0	0	26
5	8	3	3	0	4	0	18
6	8	3	0	0	8	0	19
Exit Award							120 Credits
7	8	6	0	0	0	0	14
8	0	0	0	0	0	12	12
Total	72	18	21	8	16	12	146