



PHOENICIA UNIVERSITY

Innovation . Inspiration . Integrity

College of Arts and Sciences

Suggested Communication and Social Media Degree Plan

2024-2025

College of Arts and Sciences (CAS)

Communication and Social Media

Program Description

The Bachelor of Arts in Communication and Social Media at Phoenicia University requires students to complete 120 credit hours at the freshman level and 90 credit hours for those joining as sophomores. Of the total credit hours required, 48 credit hours must be completed in major courses (including a one-credit professional internship program), 3 credit hours of elective major courses, and 9 credit hours in required non-major courses, with the remainder allocated to general education.

Graduation Requirements

Students obtain a minimum “Program GPA” of 2.0; no rounding (e.g., a GPA of 1.99)—whatsoever—will be applied.

Students obtain a minimum “Cumulative GPA” of 2.0; no rounding (e.g., a GPA of 1.99)—whatsoever—will be applied.

Students obtain “Graduation Clearance” as detailed in the following section.

University Graduation Requirements (30 credits hours)

To graduate with a Bachelor of Arts in Communication and Social Media, students will require 30 credit hours in university general requirements, in addition to the college graduation requirements. The 30 credit hours in general educational requirements for degree programs will include the following:

- 3 credits in Basic Sciences (Introduction to Data Science)
- 3 credits in Social Sciences
- 6 credits in English (English I and English II)
- 6 credits in Civilization (World Civilization I and World Civilization II)
- 3 credits in Arabic
- 3 credits in Communication (Public Speaking)
- 3 credits in Computing (Intro to Computing for Arts)
- 3 credits in Globalization & World Cultures

BA Degree in Communication and Social Media Graduation Requirements (60 credit hours)

The College of Arts and Sciences requirements for the BA degree in Communication and Social Media program will include the following additional requirements:

- 48 credits of mandatory core courses (including a one-credit professional internship program)
- 3 credits of elective major courses (1 course)
- 9 credits of required non-major courses (3 courses)

Required Major Courses

1. COSM 200: Basic News Writing and E-Journalism - 3 cr.
2. COSM 201: Fundamental Issues in Media - 3 cr.
3. COSM 203: Media Law & Ethics in Journalism - 3 cr.
4. COSM 204: News Reporting and Writing - 3 cr.
5. COSM 205: Media Research Methods - 3 cr.
6. COSM 206: Evaluating Information and Analyzing Media - 3 cr.
7. COSM 208: Persuasion - 3 cr.
8. COSM 209: Exploring Digital Media and Society - 3 cr.
9. COSM 211: Social Media Journalism - 3 cr.
10. COSM 213: Social Media and News - 3 cr.
11. COSM 214: Social Media Management - 3 cr.
12. COSM 216: Citizen Journalism - 3 cr.
13. COSM 217: Digital Media Analytics & Growth Techniques - 3 cr.
14. COSM 218: Fake News and News Validation - 3 cr.
15. COSM 220: Senior Project I - 2 cr.
16. COSM 221: Professional Internship - 1 cr.
17. COSM 222: Senior Project II - 3 cr.

Elective Major Courses

1. COSM 210: Special Topics in Communication - 3 cr.
2. COSM 219: Netiquette and the Language of Social Media - 3cr.
3. COSM 223: Digital Advertising - 3 cr.
4. COSM 224: Political Campaigns - 3 cr.
5. COSM 225: Investigative Journalism - 3 cr.

Required Non-Major Courses

1. ENGL 203: Introduction to Creative Writing - 3 cr.
2. STAT 201: Statistics - 3 cr.
3. DSAI 401: Artificial Intelligence: Innovations and Applications - 3 cr.

Graduation Clearance

Upon reaching senior-level status, students must fill out the graduation clearance form after completing all their degree requirements. The graduation clearance form should be signed by the following personnel: Departmental Coordinator, Dean of College, IT Director, Library Coordinator, Finance Director, Registrar Director, Career Center Director, Head of the Exit Interview Committee, President, and Chancellor. Failure to do so will delay graduation.

Course Description

Required Major Courses

COSM 200. Basic Newswriting and E-Journalism - 3cr.

This course provides a foundational understanding of news-writing and e-journalism essentials. Students will delve into the principles of writing clear and concise news articles for both print and electronic media. Through practical exercises, students will develop proficiency and acquire basic skills in newsgathering, news-writing and exploring the fundamentals of different writing structures. **Concurrent Prerequisite: ENGL 201.**

COSM 201. Fundamental Issues in Media - 3cr.

This course introduces students to major issues in media, exploring critical topics such as media diversity, the role of press in democratic societies, the transformation from traditional to digital media and the role of technology in shaping the media landscape. Students will engage in thoughtful discussions, analyze case studies, and understand the key challenges that impede a free press. Through media literacy, students will become critical consumers of news, equipped to analyze media content effectively. **Concurrent Prerequisite: ENGL 201.**

COSM 203. Media Law & Ethics in Journalism - 3 cr.

This course introduces students to the study of legal and ethical dimensions of media industry. Students will learn the legal frameworks shaping media practices and the ethical considerations for responsible journalism. Students will analyze case studies, understand the important theories of ethics and the regulations of different countries. **Prerequisite: COSM 209.**

COSM 204. News Reporting and Writing - 3 cr.

This course immerses students in hands-on experiences to master news audio-visual reporting and podcasting techniques. They will acquire essential skills in storytelling, scriptwriting, interviewing and multimedia production. Through practical applications, students gain the necessary skills to produce engaging podcasts and effectively convey news stories, leveraging the powerful combination of audio and visuals. **Prerequisite: COSM 200.**

COSM 205. Media Research Methods - 3 cr.

This course introduces students to major communication and media research methods. Theories, models and methods are applied in development and writing a research paper. Foundational elements include quantitative and qualitative research methodologies, case studies, and the development of skills in data collection and interpretation. **Prerequisite: ENGL 201.**

COSM 206. Evaluating Information and Analyzing Media - 3 cr.

This course concentrates on the analysis of social media platforms, delving into content trends, user behavior, and algorithmic dynamics. Students will develop skills in data interpretation, audience engagement strategies, and analytics specific to various platforms. The course equips students to analyze Meta social media platforms, YouTube, X, LinkedIn, and other similar platforms. **Prerequisite: ENGL 201.**

COSM 208. Persuasion - 3 cr.

This course covers the key elements of persuasive communication, the advanced strategies, and the in-depth analysis of impactful speeches and persuasive messages. It equips students with effective communication techniques, the ability to craft compelling messages, understand persuasive strategies, and critically analyze influential speeches for a nuanced understanding of persuasive communication. **Concurrent Prerequisite: ENGL 202.**

COSM 209. Exploring Digital Media and Society - 3 cr.

This course introduces students to Mass Media theories. It provides an in-depth exploration into the foundational theories that underpin the dynamic world of mass media. Students will delve into key concepts such as agenda-setting, framing, and media effects, providing a comprehensive understanding of how media shapes and influences society. Through critical analysis of media examples and theories, students will develop the skills to evaluate the impact and implications of mass communication. **Concurrent Prerequisite: ENGL 201.**

COSM 211. Social Media Journalism - 3 cr.

This course is tailored to equip students with essential skills for creating impactful digital content. It focuses on the five types of content creation, exploring strategies to engage and captivate audiences across diverse

social media platforms. Emphasis is placed on creating reels and videos, covering conceptualization, scripting, filming, editing, and posting to craft impactful and shareable content on social media.

COSM 213. Social Media and News - 3 cr.

This course integrates Adobe Premiere and other cutting-edge techniques in video production tailored for social media news. It utilizes live editing and advanced video production techniques, aiming to enhance students' skills in creating engaging and impactful social media news videos. **Concurrent Prerequisite: COSM 211.**

COSM 214. Social Media Management - 3 cr.

This course explores social media management practices, by exploring various applications for social media analysis and page administration. From interpreting analytics to making data-driven decisions, students gain practical insights into effectively leveraging analysis tools to optimize social media and communication strategies, as well as audience engagement. **Prerequisite: COSM 211.**

COSM 216. Citizen Journalism - 3 cr.

This course delves into the dynamic world of citizen journalism, illustrating how ordinary individuals contribute significantly to the news ecosystem. Through practical exercises, students will acquire the skills necessary for engaging in citizen journalism by creating their broadcasting channels and blogs. They will explore interaction across diverse social media platforms and enhance their videography and photography skills. **Concurrent Prerequisite: ENGL 201.**

COSM 217. Digital Media Analytics & Growth Techniques - 3 cr.

This course familiarizes students with fundamental digital analytics concepts in marketing. It showcases how analytics aids in comprehending online consumer behavior and campaign effectiveness, empowering marketers within their current business contexts. Topics include equation formulation, data mining, KPI interpretation, and analytics reporting. **Concurrent Prerequisite: ENGL 201.**

COSM 218. Fake News & News Validation - 3 cr.

In this course, students delve into discerning credible news sources amongst biased content, fake news, hoaxes, and user-generated material. They acquire systematic skills in identifying misinformation through social media verification principles, noise analysis, and detection. Additionally, students learn news verification techniques using tools such as EXIF viewers and Google Analytics. **Concurrent Prerequisite: ENGL 201.**

COSM 220. Senior Project I - 2 cr.

In this course, students will undertake an academic research paper within the field of communication and social media studies. They will employ diverse research methodologies to formulate and present their research findings. The research conducted in this course will lay the groundwork for developing a campaign in the COSM 222 course. **Prerequisite: COSM 205.**

COSM 222. Senior Project II - 3 cr.

In this course, students will execute a comprehensive social media campaign based on their research topics covered in COSM 220. Applying the knowledge acquired from the communication and social media program, students will present their campaigns at the end of the semester. **Prerequisite: COSM 220.**

Elective Major Courses

COSM 210. Special Topics in Communication - 3 cr.

This course addresses contemporary issues and topics in media and communication. The content can be either thematic/conceptual and research-based or hands-on and practice-oriented. Topics are selected by the instructor and announced prior to registration. **Prerequisite: Junior standing.**

COSM 219. Netiquette and the Language of Social Media - 3 cr.

This course delves into the principles of etiquette, professionalism, and safety in social media interactions. Furthermore, students examine the language of social media and its influence on interpersonal relationships, communities, and the portrayal of self in our digitally interconnected global society. **Concurrent Prerequisite: ENGL 201.**

COSM 223. Digital Advertising - 3 cr.

This course instructs students in crafting digital campaigns tailored to a diverse online audience. It covers strategies for effective online campaigns, analyzing data-driven insights, and mastering tools and platforms in digital advertising, promoting businesses, individuals, products, and diverse ideas across social media platforms. **Prerequisites ENGL 201 and COSM 209.**

COSM 224. Political Campaigns - 3 cr.

This course dives into the dynamics of political campaigns, including strategic planning, messaging, fundraising, and various related activities. Through case studies and hands-on simulations, students will grasp the essential components vital for successful political campaigns. **Prerequisite: ENGL 201.**

COSM 225. Investigative Journalism - 3 cr.

This course delves into uncovering concealed information and focuses on problem-solving to construct stories of public significance. With a practical approach, students will learn techniques to acquire and analyze data and public records from various sources, enabling them to contribute to impactful and ethically sound investigative reporting. **Prerequisite: ENGL 201.**

General Education Courses

ENGL 201. English I - 3 cr.

This course focuses on improving students' reading and comprehension skills and guides them through the process of writing short essays of various types such as classification, argumentation, and critique. Students are also expected to develop their listening and speaking skills, as well as grammar and vocabulary through a variety of course requirements such as class presentations and debates. **Prerequisite: Sophomore Standing.**

ENGL 202. English II - 3 cr.

This course focuses on enabling students to use a variety of strategies to read academic and nonacademic texts to build vocabulary in context. Readings from a wide range of topics will challenge students to practice and develop their language skills through discussions and written responses. Students will practice their critical thinking skills as they analyze and evaluate the readings and express their own ideas. Students enhance their research skills through collecting and analyzing information from various sources available in the library and on the Internet, and write short essays based on their critical reading of selected articles. The course requires oral presentations in class and a number of writing assignments. **Prerequisite: ENGL 201.**

ARAB 201. Arabic - 3 cr.

This course focuses on improving students' writing skills pertinent to academic work such as writing an argumentative essay and a research report. Students read selected classical and contemporary literature, lead class discussions, give oral presentations and prepare a short research paper on a current topic.

SOCL 210. Globalization & World Cultures - 3 cr.

This course focuses on the practical and theoretical issues arising from globalization and cross-cultural encounters around the world. Students will acquire a strong grounding in global affairs and an understanding of the complex phenomenon of globalization. It will also help students anticipate the social, economic and political changes brought about by globalization and the resistance to it, along with the critical knowledge and skills that will set them apart in this new world and help them succeed in an increasingly globalized context.

Concurrent Prerequisite: ENGL 202.

CIVL 201. World Civilizations I - 3 cr.

This course examines the main social, economic and political features of Classical, Medieval, Islamic, and Renaissance Civilizations beginning with the Mesopotamian civilization era circa 3500 B.C. The course emphasizes the achievements of great civilizations in sciences and arts. Students are required to read, discuss and reflect on selected texts. **Concurrent Prerequisite: ENGL 201.**

CIVL 202. World Civilizations II - 3 cr.

The course examines the major changes in global cultures and civilizations from the seventeenth century onward. In this course, students explore the rise of modernity and enlightenment, as well as the major cultural and intellectual features of the nineteenth and twentieth centuries. Topics covered include the philosophies and literary trends of enlightenment, scientific advancement, radical critique, the rise of psychology, colonialism and post-colonialism, and the culture of liberation. **Prerequisite: CIVL 201.**

COMM 201. Public Speaking - 3 cr.

This course is a university requirement for all students. It aims at developing students' ability to speak fluently and effectively in public. The course discusses the characteristics of various types of speeches and speech situations. Students have to write and deliver speeches for various occasions and to different audiences and to use visuals and slideshows. **Concurrent Prerequisite: ENGL 201.**

INFO 404. Introduction to Data Science - 3 cr.

Introduction to Data Science integrates computing, statistics and visualization and communication into the one course. The course is particularly helpful in building hands-on experience with data manipulation and analysis to finally presenting impressive results. Such results are core to enhance decision-making activities, transforming the workplace into a data driven mini-society. Students from Marketing and Entrepreneurship concentration area can take this course as well. **Prerequisites: CMPS 202 or equivalent and STAT 201.**

CMPS 202. Introduction to Computing for Arts - 3 cr.

This course offers a broad introduction to the field of computer science, intended for arts students only. Topics include: history of computing, social issues in computing, the Internet and the World Wide Web, and social media. Students also learn common applications such as word processing, spreadsheets, and database systems.

Practice-Based Courses

COSM 221. Professional Internship - 1 cr.

This course requires the equivalent of eight weeks of practical, on-the-job work experience and training at select on-campus or off-campus facilities. Students become eligible to register for this course after completing 45 credit hours. **Prerequisites: BCOM 300, ENGL 202, COSM 203, COSM 204, and COSM 211.**

BCOM 300. Workplace Etiquette

This is a mandatory workshop that all students should successfully complete prior to their internships. The course comprises a series of workshops that focus on workplace etiquette and communication in formal and professional settings. In this course, students work on developing their business etiquette and professional practice skills in addition to advancing their presentation skills so that they are well- equipped for their internships. **Prerequisite: ENGL 201.**

Required Non- Major Courses

DSAI 401. Artificial Intelligence: Innovation and Applications - 3 cr.

This course provides a practical and multidisciplinary exploration of Artificial Intelligence (AI) and its transformative applications across sectors, including marketing, operations, finance, human resources, customer service, public health and social media. Throughout the course, students will learn fundamental AI concepts such as machine learning, deep learning, and natural language processing, while understanding the distinction between narrow and general AI.

The course integrates real-world use cases that demonstrate AI's impact across sectors, such as research, content generation and personalization, decision-making, process automation, customer engagement, financial forecasting, predictive health analytics, disease surveillance, sentiment analysis, social media analytics, and audience targeting. Students will learn how to employ user-friendly, non-coding platforms to explore AI-driven tools and solutions relevant to their respective disciplines. The course also delves into the ethical considerations, governance frameworks, emerging trends and the societal implications of AI.

The course concludes with a capstone project where students collaborate to design AI-driven solutions to field-specific challenges, demonstrating the practical application of AI concepts and tools.

STAT 201. Statistics - 3 cr.

This course promotes students' statistical literacy and reasoning as it draws on the four main areas of statistics: descriptive statistics, associative statistics, inferential statistics, and probability and statistics. The course offers a general introduction to the role, importance, and significance of statistics in real-life situations and scenarios with practical emphasis on major-related settings. The course stresses a critical read and analysis of qualitative and quantitative data: graphical and numerical descriptive analysis. Additionally, the course deals with probability, discrete random variables and their probability distributions, binomial distribution, normal distribution, simple linear regression, sampling, and hypothesis testing.

ENGL 203. Introduction to Creative Writing - 3 cr.

This course introduces students to various forms of creative writing in fiction, non-fiction, poetry, drama, short film or novel. The course is run in the form of workshops where students share their writing with each other, and each is required to prepare a portfolio of original work. **Prerequisite: ENGL 202.**

Degree Plan

(1) Communication and Social Media Graduation Requirements	
Core Communication Courses	47 credits
Elective Major Courses	3 credits
Required Non-Major Courses	9 credits
Professional Internship	1 credit
Total courses	60 credits
(2) General Education Courses	
Civilization	6 credits
English	6 credits
Communication	3 credits
Arabic	3 credits
Basic Sciences	3 credits
Social Sciences	3 credits
Globalization & World Cultures	3 credits
Computing	3 credits
Total GE courses	30 credits
Total	90 credits

Suggested Communication and Social Media Degree Plan

First Year					
Fall 1			Spring 1		
Course	Title	Wt.	Course	Title	Wt.
ENGL 201	English I	3	ENGL 202	English II	3
ARAB 201	Arabic	3	CIVL 201	World Civilizations I	3
COSM 211	Social Media Journalism	3	COSM 200	Basic Newswriting and E-Journalism	3
COSM 209	Exploring Digital Media and Society	3	STAT 201	Statistics	3
CMPS 202	Introduction to Computing for Arts	3	COSM 216	Citizen Journalism	3
Total Credits		15	Total Credits		15

Second Year					
Fall 2			Spring 2		
Course	Title	Wt.	Course	Title	Wt.
SOCL 210	Globalization & World Cultures	3	COSM 206	Evaluating Information and Analyzing Media	3
COSM 204	News Reporting and Writing	3	DSAI 401	Artificial Intelligence: Innovation and Applications	3
COSM 214	Social Media Management	3	COMM 201	Public Speaking	3
ENGL 203	Introduction to Creative Writing	3	COSM 201	Fundamental Issues in Media	3
COSM 208	Persuasion	3	COSM 205	Media Research Methods	3
BCOM 300	Workplace Etiquette (Mandatory Workshop)				
Total Credits		15	Total Credits		15

Summer		
Course	Title	Wt.
COSM 221	Professional Internship	1
Total Credits		1

Third Year					
Fall 3			Spring 3		
Course	Title	Wt.	Course	Title	Wt.
COSM 213	Social Media and News	3	COSM 217	Digital Media Analytics & Growth	3
COSM 203	Media Law & Ethics in Journalism	3	COSM 218	Fake News and News Validation	3
COSM 220	Senior Project I	2	INFO 404	Introduction to Data Science	3
CIVL 202	World Civilizations II	3	XXXX XXX	Social Science Elective	3
COSM 223	Elective Major Course (Digital Advertising)	3	COSM 222	Senior Project II	3
Total Credits		14	Total Credits		15



Main Campus, District of Zahrani,
Saida-Tyre Highway, South Lebanon

+ 961 7 420 720