

**Duration of Study:**

Four years

**Credit Hours:**

144 hours

**Degree:**

The faculty grants students a bachelor's degree in the following fields:

- Public Relations and Advertising
- Radio and Television
- Journalism
- Internet and Electronic Publishing



THE GATE TO  
**YOUR** FUTURE



## WHY JOIN **MASS COMMUNICATION AND PUBLIC RELATIONS?**

### **The faculty provides a unique learning environment including:**

- Radio and TV Studios that are equipped with the latest technology.
- The first online university TV channel, Nahda TV.
- The first radio channel "Radio Al-Nahda" on the Internet.
- One day Field visits to media institutions as :
  - CBC TV Networks
  - Al-Ahram Advertising Agency
  - Ten TV.
  - Al-Jomhoriah newspaper
  - AL Nahar TV Networks
  - On TV Network
  - Al-Ahram Foundation
  - Egyptian Media Production City ( 6th October City)
  - The Department of Moral Affairs in the Armed Forces
  - The Information and Decision Support Center of the Council of Ministers
  - National Media Authority
  - The seventh day newspaper

### **The faculty is well equipped with:**

- Digital Radio and TV studios
- Cinema Club for students to preview and discuss the best films of the season.
- Apple Labs that are used to enhance students' skills in editing and graphic design.
- Learning Management system (LMS) for teaching as well as communication tool between students and Academic Staff.
- Media club for students to practice creative artistic activities and organize recreational and promotional events.

### **Teaching and learning methods:**

- The faculty depends on modern teaching and learning methods such as self-learning and collaborative learning methods as well as Hybrid learning.
- Most of the courses have a practical and applied nature that develops the student's media skills.
- The faculty employs a group of faculty staff from the best Arab and foreign universities and distinguished experts and practitioners.



### **NUB TV / Radio**

**NUB** TV is the first private university channel in Egypt to broadcast its service on the internet and through the **NUB** website [www.nubtv.net](http://www.nubtv.net) The channel also broadcasts its service on campus via screens placed across the faculties, the cafeteria area, and the **NUB** Residence Hall. The channel is connected to a Wi-Fi system to serve **NUB's** academic and pedagogical mission and to communicate with the local community and the surrounding environment.

### **Sectors that employ Media Faculty graduates**

- Press institutions
- Advertising and Digital Media Agencies
- Local and international news channels
- E-marketing companies
- News agencies
- Banks
- Radio and TV channels
- News sites
- Public relations departments in various governmental and private institutions
- TV production companies
- Interactive platforms such as Netflix, shahid and watch it

## STUDENT INTERNSHIP

The faculty provides students with training opportunities during the mid-year vacation and summer vacation in major leading media institutions to qualify them, acquire a lot of skills, and learn about the requirements of the labor market.



## TRAINING OPPORTUNITIES

- The faculty offers training programs that aim to enhance students' practical skills.
- The faculty offers powerful and customized media training by distinguished experts in the disciplines of (photojournalism - TV presentation – TV Editing and directing - production and web design - graphic design and animation).
- The faculty provides internal training for the students to produce radio and television programs at the faculty studios.
- Students publish a quarterly newspaper named " Tikers " under the supervision of journalism professors.
- Internship opportunities are available during the study period.
- The faculty provides job opportunities for distinguished graduates in various media institutions.

## NAHDA LEARNING RESOURCE CENTER (NLRC)

**NUB Learning Resource Center (NLRC)** is a chain that connects the University with society.

Therefore, the University has established NLRC as a center of excellence for sustainable development in Upper Egypt in collaboration with the major international companies in training, human development, and information technology, which aims to build capacity and increase employment rates for Egyptians.

The Center allows the most significant possible number of community members to benefit from **NUB's** expertise, experiences, and resources by offering programs that develop the required skills and expertise while providing a supportive and encouraging environment in theory and practice.

In addition, University tasked NLRC with improving teaching, learning, and training methods to develop the capabilities of all parties involved in the educational process, leveraging academic expertise by offering advanced programs that develop the abilities and skills of **NUB** faculty and staff. The Center also offers advanced training programs for academic and administrative leaders to improve their leadership performance and decision-making abilities, as well as their intellectual and research skills.

Finally, **NLRC** offers a wide range of training programs in Digital Transformation and Enterpnuship and integrates with Aptech, IBDL, Huawei, Cisco, and Oracle academies.



## APTECH AT NUB — EMPOWERING STUDENTS WITH ESSENTIAL EMPLOYABILITY SKILLS



**NUB** is committed to securing its students' future by empowering them with the necessary knowledge and employability skills to introduce a generation of leaders ready for employment immediately upon graduation. Consequently, in 2017-2018, **NUB** collaborated with Aptech Academy of Learning and Training Ltd. in India, offering internationally accredited English and IT courses as university requirements at all faculties. Courses are compulsory for students who start their first academic year at **NUB** and are taught over three years of study, within three academic years, across six academic semesters.

### NUB'S E-LEARNING PLATFORM:

**NUB** devised its online e-learning platform utilizing MOODLE Learning Management System (LMS), a platform for online teaching, learning, community building, and knowledge sharing. Our LMS system is one of the **NUB's** vital educational pillars, which sets it not only at the forefront of Egyptian universities but also provides easy access for students, through **NUB's** website, to:

- Monitor students' progress and Facilitate intelligent adaptive learning
- Enables students to interact with their tutors and peers daily
- Broadcast Synchronous and Asynchronous video lectures
- Increases productivity and efficiency of educational learning
- It helps students solve the most critical challenges in today's ever-changing environment while increasing their success chances.

