

Master of Arts in Media Studies and Practice

Your gateway to a global career in media



The Master of Arts in Media Studies and Practice (MAMSP) program offered by the Department of Media Communication is an interdisciplinary program that provides students with critical theoretical and practical skills to navigate the evolving media landscape. By blending mass communication, journalism, integrated marketing communication and digital media, the program offers a well-rounded education that equips students with the skills needed to excel in their chosen media industry.

Multiple education options:

Tailor your academic journey to align with your aspirations by selecting from three dynamic options:

- course option
- thesis option
- professional project option

Degree Requirements

To qualify for graduation with a MAMSP degree, students must successfully complete at least **30 credit hours**:

- 6 credits (2 courses)** core courses
- 18 credits (6 courses)** chosen from a wide range of electives
- 6 credits** master's thesis or professional project



Graduate Assistantships and Employment

AUS offers graduate students research and teaching assistantships awarded on a competitive basis. This offers not only financial assistance but also hands-on experience in teaching and research helpful to students interested in pursuing a career in academia.



What can you expect?



• **Advanced skills and knowledge:** Develop practical skills in media production, storytelling, content creation and other technical areas while gaining a deeper understanding of media theory and communication strategies.



• **In-house student run agency:** Gain expert guidance and real-world experience in advertising, public relations, marketing and communications through the UAE's first student-run agency while pursuing your degree.



• **Outstanding facilities and hands-on experience:** Our advanced digital studio features a virtual stage designed for high-quality digital and virtual productions.



• **Focus on research and analytical skills:** Conduct original research that can contribute to academic knowledge or industry insights.



Program Faculty

Students are guided by expert faculty, including top UAE media researchers, award-winning filmmakers and immersive media storytellers.



Admission Requirements

In addition to meeting the university's admission requirements, applicants must have completed undergraduate-level courses in media theory and practice. Those who have not completed these courses may be required to complete remedial courses offered through the Department of Media Communication or at an accredited institution recognized by the UAE Ministry of Higher Education and Scientific Research.



Contact us

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