



**LEBANESE  
INTERNATIONAL  
UNIVERSITY**

**Major Title:** Radio and TV  
**Major Code:** RTVF  
**Level:** underGraduate  
**Number Of Credits:** 108  
**Date:** 19-01-2017

**Radio and TV (RTVF)**

**First Year**

**Fall Semester**

Code	Title	Credits	Prerequisites	Corequisites
COMM220	Rhetoric & Persuasion	3	ENGL151	
COMM200	Introduction to Communication Studies	3	ENGL151	
ARAB200	Arabic Language and Literature	3		
CSCI200	Introduction to Computers	3	ENGL051	
ENGL201	Composition and Research Skills	3	ENGL151	
COMM225	Workshop	3	ENGL151	
<b>Total</b>		<b>18</b>		

**Spring Semester**

Code	Title	Credits	Prerequisites	Corequisites
GDES270	Design Software I	3	CSCI200	
ENGL251	Communication Skills	3	ENGL201	
	General Education Electives	3		
COMM265	Performance Theory & Practice	3	COMM200	
COMM285	Theories of Perception	3	ENGL151-COMM200	
RATV230	Radio-TV Workshop II	3	COMM225	
<b>Total</b>		<b>18</b>		

**Second Year**

**Fall Semester**

Code	Title	Credits	Prerequisites	Corequisites
COMM325	Animation Software	3	RATV230	
PREL300	Public Relations Principles & Concepts	3	COMM200	
COMM310	Research Methods in Communication Arts	3	COMM285	
ADVR300	Advertising Theory & Practice	3	COMM285-BMKT300	
COMM320	Radio-TV Announcing	3	COMM200-ARAB200	
RATV370	Writing for Radio and TV	3	COMM285-COMM320	
<b>Total</b>		<b>18</b>		

**Spring Semester**

Code	Title	Credits	Prerequisites	Corequisites
CULT200	Introduction to Arab - Islamic Civilization	3		
RTVF340	Script Writing	3	COMM225-ENGL251-COMM200	
	Major Elective	3		
COMM300	Media Laws & Ethics	3	COMM285	
RATV315	Television Production	3	RATV230	
COMM330	Media Planning & Audience Analysis	3	COMM285	
<b>Total</b>		<b>18</b>		

**Third Year**

**Fall Semester**

Code	Title	Credits	Prerequisites	Corequisites
RTVF410	Art of Film	3	COMM285	

RATV425	TV Directing	3	RATV315	
ARTS350	Photography	3	ENGL151	
COMM205	Introduction to Western Civilization	3	ENGL151-COMM200	
COMM400	Media Management	3	COMM285-COMM330	
	Major Elective	3		
<b>Total</b>		<b>18</b>		

### Spring Semester

Code	Title	Credits	Prerequisites	Corequisites
RATV435	Radio-TV News	3	RATV370	
RATV430	Radio Production	3	COMM285-RATV230	
RATV495	Senior Study in Radio and TV	3	COMM400-RATV425	
RTVF400	Talk Show	3	RATV315	
	Major Elective	3		
	General Education Electives	3		
<b>Total</b>		<b>18</b>		

### Major Elective Courses

Code	Title	Credits	Prerequisites	Corequisites
ADVR348	Advertising Pitching	3	ENGL151	
ADVR350	Advertising Copywriting	3	ENGL151	
ADVR370	Psychology of Advertising	3		
ADVR390	Branding and Corporate Identity	3	ENGL051	
ADVR400	Global Advertising	3	ENGL151	
ADVR410	Advertising & Sales Promotion	3	ENGL151	
ADVR460	Advertising Creativity	3	CSCI200	
ADVR485	Advertising Campaign Design	3	ENGL201	
ARTS200	Foundation Drawing I	3		
ARTS205	Geometry for the Studio	3	COMM200	
ARTS210	Color Theory - Painting	3	ENGL151-COMM200	
ARTS250	Foundation Drawing II	3	COMM225	
ARTS260	Design Fundamentals - 2D	3	RATV230	
ARTS270	Design Fundamentals - 3D	3	COMM200	
ARTS280	History of Ancient Art	3	COMM285	
ARTS320	Rendering and Perspective Techniques	3	COMM285-BMKT300	
ARTS330	History of Modern Art	3	COMM200-ARAB200	
BMKT300	Marketing Theory and Principles	3	COMM285-COMM320	
CSCI631	Fundamentals of Robotics	3		
JORN200	News Writing & Reporting	3	COMM225-ENGL251-COMM200	
JORN285	Travel Journalism	3		
JORN300	News Writing & Reporting	3	COMM285	
JORN370	Arabic News Writing & Reporting	3	RATV230	
JORN375	Journalism Workshop	3	COMM285	
JORN380	Web Journalism	3	COMM285	
JORN385	Citizen Journalism	3	RATV315	
JORN400	Newspaper & Magazine Writing & Production	3	ENGL151	
JORN440	Reporting of Public Affairs	3	ENGL151-COMM200	
PREL360	Public Relations Practice & Analysis	3	COMM285-COMM330	
PREL375	Specialized Writing in Public Relations	3		
PREL380	Communication Tools in Public Relations	3	RATV370	
PREL390	Public Relations & Advertising	3	COMM285-RATV230	

PREL415	Public Relations and Marketing	3	COMM400-RATV425	
PREL430	Public Relations Campaign	3	RATV315	
PREL445	Critical Inquiry & Public Relations	3		
PREL450	Public Relations Workshop	3		
PREL455	Public Speaking	3		
PREL480	Public affairs and Public Relations	3		
RATV316	Mobile Media	3		
RTVF420	Editing	2		
RTVF425	Documentary Making	3		
RTVF440	Music Production	3		
RTVF494	Video Production and Post Production	3		