

Faculty of Communication and Media Arts

Bachelor of Arts in Mass Media (BA in Mass Media)

I. Why Choose this Program?

The Bachelor of Arts in Mass Media (BA in Mass Media) program was designed to:

- Develop Professional Media Production Skills
- Build Expertise in Digital Media and Emerging Technologies
- Enhance Creative Storytelling and Visual Communication
- Strengthen Critical Thinking, Research, and Ethical Journalism
- Prepare Graduates for Diverse Careers in the Media and Communication Industries
- Foster Leadership, Innovation, and Professional Development

II. Future Career Prospects

Graduates from this program will be able to pursue careers such as:

- Multimedia Producer
- Broadcast Journalist
- Public Relations Specialist
- Digital Media Specialist
- Content Strategist
- Advertising and Marketing Executive
- Television and Film Producer

III. Course Structure

The four-year program consists of **120 credits** and is structured to provide students with a comprehensive academic foundation through a well-balanced curriculum of foundation, functional, pre-major, and major courses. To fulfill the graduation requirements, students must successfully complete the following coursework:

YEAR 1		
Course Title	Credits	Priority
English I: Reading and Composition with Laboratory	4	Required
Gender Studies	3	Required
Khmer Studies	3	Required
Digital Literacy with Laboratory	4	Required
English II: Reading and Composition with Laboratory	4	Required
History of Cambodia	4	Required
Environmental Science	3	Required
Introduction to Political Science	3	Required
YEAR 2		
Course Title	Credits	Priority
Personal Growth and Development	4	Required
ASEAN Government, Politics and Economics	4	Required
Logic and Critical Thinking	3	Required
Introduction to Communication and Mass Media	3	Required
Creativity and Innovation	3	Required
Introduction to Technology and Innovation	3	Required
History of Media	3	Required
Introduction to Social Media	3	Required
Web Design	3	Required
YEAR 3		
Course Title	Credits	Priority
Digital Media	3	Required
Media Psychology	3	Required
Media and Artificial Intelligence	3	Required
Writing for Mass Media	3	Required
Public Speaking	3	Required
Media Law and Ethics	3	Required

Introduction to Film Studies	3	Required
Media Research with Laboratory	4	Required
Digital Media Production with Laboratory	4	Required
YEAR 4		
Course Title	Credits	Priority
Fundamentals of Public Relations	3	Required
Business of Media: Advertising	3	Required
Introduction to Journalism	3	Required
Visual Communication	3	Required
Introduction to Film and Television Writing	3	Required
Documentary Production	4	Required
Television/Radio Production	3	Required
Broadcast Journalism	3	Required
Cross Cultural Communications	3	<i>Elective</i>
Mass Media and Collective Behavior	3	<i>Elective</i>
Media and Popular Culture	3	<i>Elective</i>
History of World Cinema	3	<i>Elective</i>
Management and Leadership Development Skills	4	<i>Elective</i>

***Note:** *Students shall take one additional course (elective), more credits are granted.*

GRADUATION PATH		
Option I: Senior Project + Exit Exam	6	Required
Option II: Internship + Exit Exam	6	Required

***Note:** *Graduation Path: Students choose only **ONE** option.*