LEBANESE INTERNATIONAL UNIVERSITY

Major Title: Bachelor of Communication Arts (Journalism)
Major Code: BACJO
Level: underGraduate
Number Of Credits: 108
Date: 05-11-2025

Bachelor of Communication Arts (Journalism) (BACJO)

Program Objectives

Objective	Description
PO-1	Provide students with knowledge and understanding of principles and concepts of journalism.
PO-2	Help students analyze various communication tools in journalism.
PO-3	Transmit to students the interest of journalism and multi-media software, from history and theory classes to technical and hands-on projects.
PO-4	Enhance students' critical thinking, especially in new media.
PO-5	Recognize basic standards and materials, as well as digital media production.
PO-6	Prepare students for careers in journalism to be able to successfully compete in the marketplace.

Program Learning Outcomes

Outcome	Description
PLO-1	Define the fundamentals in Journalism.
PLO-2	Describe the elements and principles of writing to produce articles and working compositions of photos-visual/audio and texts.
PLO-3	Explain the relationship of Journalism to other fields of specialization like advertising and PR as well as new media from websites and social media platforms.
PLO-4	Acquire and practice the knowledge of basic Journalism concepts into different fields of audio visual.
PLO-5	Relate methodological techniques of report to execute contents that are meaningful for the public.
PLO-6	Optimize students' communication both orally, visually and in writing.
PLO-7	Assess information through research; classify and use this information in specific communication jobs
PLO-8	Develop various articles and reports that communicate with a specific client or target group.
PLO-9	Enhance the students' skills in creating reports from specified themes and valid concepts in collaboration with the end user.
PLO-10	Create an academic portfolio to be used when applying for future job vacancies.