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## **Al Ain University Opens Registration for the New Academic Year with Discounts up to 40% for Outstanding Students**

Al Ain University of Science and Technology is accepting applications for admission for the next academic year 2015/2016 at both campuses, Abu Dhabi and Al Ain, with discounts up to 40%

for outstanding students in high school. The students are entitled to apply to various faculties and disciplines offered by the Engineering, Pharmacy, Communication and Media, Education,

Dhabi is 75% complete and is expected to start receiving students in the new academic year. The law t

Dr. Noor Al Deen Atatreh, AAU Chancellor, announced the launch of the College of Communication and Media at the University's campus in Abu Dhabi during the second semester of the academic year 2014/2015 after it was launched at the main campus in the beginning of the academic year 2014/2015 based on the directives of the Board of Trustees of the University within the framework of the Council's vision for the importance of programs that meet the trends and aspirations of leadership, and on the importance of upgrading the media sector and the development of national capacity in this area which ensures superiority and distinguishes the UAE media.

He also added that the College of Communication and Media represents the university's equity and the Higher Education as well. It covers three programs: Bachelors of Communication and Media in Journalism, in Public Relations and in Advertising, and all are taught in the Arabic language. These disciplines were raised after a study of the labor market and knowledge of the need for future national staff working in the sector of journalism and professionals in the fields of advertising and public relations, and the nature of knowledge and skills that graduates must have to be effective and creative in media.

Furthermore, he mentioned that they accepted the first batch of this specialization during the current academic year in Al Ain campus, and has currently opened enrollment in the College of Communication and Media in Abu Dhabi. Also, noting they are executing a plan in defining the new College and its specialization, which will continue until the end of the academic year with a view to attracting high school students, in addition to the visibility of the University in other disciplines as a type of academic advising.

Dr Atatreh stressed that the program's preparation process in the University has come after studying the reality of the future needs of the Emirate of Abu Dhabi, and is done through a specific mechanism through the use of experts and specialists to ensure that the program is in line with all international requirements and standards in accordance with each specialization. He even said that the University was working to provide specialized and qualified teaching staff and appropriate environment and all the education and training requirements to ensure effective application of the program.

Further in his speech, he declared that approximately 75% of the local college students who enrolled in various disciplines: Engineering, Pharmacy, Law and other fields, are happy with their abilities to contribute to the preparation and qualification of national cadres in the disciplines required for the labor market to be a real addition to the development process.

Finally, he noted that the successes achieved by the University strengthened its expansion in various programs, and the University currently has a new building being established in Madinat Zayed in Abu Dhabi as an advanced campus which will enhance the University's process and its role in building a national cadre and preparing young people for the future. With the notice

that until now 80% of the new campus is completed and is expected to be opened early next year to begin receiving students in an advanced learning environment that provides different requirements for modern education and opportunities for research, training and application according to the highest global standards.

[Press Release Link](#)