· **Course Scheme**

Structure of BS (Media and Communications) Program

Areas Covered in BS Media and Communications Program

Course Group	Credit Hours
Compulsory Courses	**25**
General Courses	**15**
Core	**42**
Major Courses Including Research	**39**
Elective Courses	**12**
Total	*133*

Compulsory Courses (Credit Hours: 25)				
#	Course Code	Course Title	Credit Hours	Proposed Semester
1	MC-501	Functional English I	3	Semester I
2	MC-513	Technical Writing and Presentation Skills (English III)	3	Semester III
3	MC-507	Communication Skills (English II)	3	Semester II
4	MC-519	English for Journalism (English IV)	3	Semester IV
5	MC-502	Islamic Studies	2	Semester I
6	MC-503	Pakistan Affairs	2	Semester I
7	MC-514	Computer Skills	3	Semester III
8	MC-509	Mathematics for Liberal Studies	3	Semester II
9	MC-511	Personal Development	3	Semester II
		Total	25	

General Choice (Credit Hours: 15)				
#	Course Code	Course Title	Credit Hours	Proposed Semester
1	MC-515	Introduction to Psychology	3	Semester III
2	MC-506	Introduction to International Relations	3	Semester I
3	MC-611	Introduction to Innovation and Entrepreneurship	3	Semester VI

#	Course Code	Course Title	Credit Hours	Proposed Semester
4	MC-521	Introduction to Philosophy and Thought	3	Semester IV
5	MC-508	Introduction to Sociology	3	Semester II
		Total	15	

Core (Credit Hours: 42)				
#	Course Code	Course Title	Credit Hours	Proposed Semester
1	MC-505	Introduction to Mass Communication	3	Semester I
2	MC-517	Mass Media and Society	3	Semester III
3	MC-522	Contemporary World Media	3	Semester IV
4	MC-523	Social Media Networks Culture	3	Semester IV
5	MC-518	Introduction to Broadcast Media	3	Semester III
6	MC-614	Online Journalism	3	Semester VII
7	MC-524	Introduction to Film and Theatre	3	Semester IV
8	MC-606	International Communication	3	Semester V
9	MC-505	Introduction of Multimedia	3	Semester I
10		Photography	3	Semester II
11	MC-520	Digital Audio/Video	3	Semester IV
12	MC-510	Storytelling in Digital Age	3	Semester II
13	MC-605	Media Ethics and Laws	3	Semester V
14	MC-516	Media Psychology	3	Semester III
		Total	42	

Major Courses Including Research Project/Internship (Credit Hours: 39)				
#	Course Code	Course Title	Credit Hours	Proposed Semester
1	MC-601	Theories of Mass Communication I	3	Semester V
2	MC-603	Opinion Writing	3	Semester V
3	MC-604	Introduction to Advertising and Public Relations	3	Semester V

4	MC-602	Journalistic Urdu/Functional Urdu	3	Semester V
5	MC-607	Theories of Mass Communication II	3	Semester VI
6	MC-608	Research Methods- I	3	Semester VI
7	MC-609	Development Communication	3	Semester VI
8	MC-610	Introduction to Conflict Reporting	3	Semester VI
9	MC-612	Current Affairs	3	Semester VII
10	MC-619	Regional Mass Media	3	Semester VIII
11	MC-613	Media Management	3	Semester VII
12	MC-617	Research Project/Internship	3	Semester VIII
13	MC-618	Academic Writing and Professional Writing	3	Semester VIII
		Total	39	

Electives Courses within the Major (Any Four Courses Credit Hours: 12)				
#	Course Code	Course Title	Credit Hours	Proposed Semester
1	MC-615	Brand Management	3	Any two of these Courses in Semester VII
2	MC-616	Event Management	3	
		3D Animation Design	3	
		Storytelling and Script Writing	3	Any two of the Remaining Courses in Semester VIII
		News Writing Reporting	3	
3	MC-620	Media and Politics	3	
4	MC-621	Visual Effects		
		Total	12	

Semester 1

Serial Number	Course Code	Course Name	Credit hours	Pre Requisite
1	MC-501	Functional English	3	None
2	MC-502	Islamic Studies	2	None
3	MC-503	Pakistan Affairs	2	None
4	MC-504	Introduction to Multimedia	3	None
5	MC-505	Introduction to Mass Communication	3	None
6	MC-506	Introduction to International Relations	3	None
Total			16	

Semester 2

Serial Number	Course Code	Course Name	Credit hours	Pre Requisite
7	MC-507	Communication Skills	3	
8	MC-508	Introduction to Sociology	3	
9	MC-509	Mathematics for Liberal Arts	3	
10	MC-510	Storytelling in Digital Age	3	
11	MC-511	Personal Development	3	
12	MC-512	Photography	3	
Total			18	

Semester 3

Serial Number	Course Code	Course Name	Credit hours	Pre Requisite
13	MC-513	Technical Report Writing and Presentation Skills	3	
14	MC-514	Computer Skills	3	
15	MC-515	Introduction to Psychology	3	
16	MC-516	Media Psychology	3	
17	MC-517	Mass Media and Society	3	
18	MC-518	Introduction to Broadcast Media	3	
Total			18	

Semester 4

Serial Number	Course Code	Course Name	Credit hours	Pre Requisite
19	MC-519	English for Journalism (English IV)	3	
20	MC-520	Digital Audio/Video	3	Intro to Multimedia
21	MC-521	Introduction to Philosophy and Thought	3	
22	MC-522	Contemporary World Media	3	
23	MC-523	Social Media Networks Culture	3	
24	MC-524	Introduction to Film and Theatre	3	
Total			18	

Semester 5

Serial Number	Course Code	Course Name	Credit hours	Pre Requisite
25	MC-601	Theories of Mass Communication I	3	
26	MC-602	Journalistic Urdu/Functional Urdu	3	
27	MC-603	Opinion Writing	3	
28	MC-604	Introduction to Advertising and Public Relations	3	
29	MC-605	Media Laws and Ethics	3	
30	MC-606	International Communication	3	
Total			18	

Semester 6

Serial Number	Course Code	Course Name	Credit hours	Pre Requisite
31	MC-607	Theories of Mass Communication II	3	
32	MC-608	Research Methods-I	3	
33	MC-609	Development Communication	3	
34	MC-610	Introduction to Conflict Reporting	3	
35	MC-611	Introduction to Innovation and Entrepreneurship		
Total			15	

Semester 7

Serial Number	Course Code	Course Name	Credit hours	Pre Requisite
36	MC-612	Current Affairs	3	
37	MC-613	Media Management	3	
38	MC-614	Online Journalism	3	
39	MC-615	Elective I	3	
40	MC-616 To be selected from the Electives	Elective II	3	
Total			15	

Semester 8

Serial Number	Course Code	Name	Credit hours	Pre Requisite
41	MC-617	Research Project and Internship	3	
42	MC-618	Academic Writing and Professional Writing	3	
43	MC-619	Regional Mass Media	3	
44	MC-620	Elective III	3	
45	MC-621 To be selected from the Electives To be selected from the Electives	Elective IV	3	
Total			15	