

ADP in Media & Communication Studies

Semester 1

S.N	Course Code	Course Title	Credit Hours	Category
1	MCS-501	Introduction to Mass Communication	3 (3-0)	Major
2	MCS-502	Mass Media in Pakistan	3 (3-0)	Major
3	ICP-501	Ideology & Constitution of Pakistan	2 (2-0)	General Education
4	ARB-500	Arts & Humanities* (Arabic Language)	2 (2-0)	General Education
5	ENG-501	Functional English	3 (3-0)	General Education
6	ISL-501	Islamic Studies / Ethics (for non-Muslims)	2 (2-0)	General Education
7	ICT-501	Applications of ICT	3 (2-1)	General Education
		Total Credit Hours	18	

Semester 2

S.N	Course Code	Course Title	Credit Hours	Category
1	MCS-503	Introduction to Advertising & Public Relations	3 (3-0)	Major
2	MCS-504	Introduction to Digital Media	3 (2-1)	Major
3	SOC-500	Social Science** (Introduction to Sociology)	2 (2-0)	General Education
4	QRE-501	Quantitative Reasoning – I	3 (3-0)	General Education
5	ENG-502	Expository Writing	3 (3-0)	General Education
6	PKS-501	Pakistan Studies	2 (2-0)	General Education
7	UHQ-501	Understanding of Holy Quran - I	1 (0-1)	General Education
		Total Credit Hours	17	

Semester 3

S.N	Course Code	Course Title	Credit Hours	Category
1	MCS-505	Basics of Media Production	3 (2-1)	Major

2	MCS-506	Media & Information Literacy	3 (3-0)	Major
3	MCS-507	Fundamentals of News Reporting	3 (2-1)	Major
4	ES-501	Natural Science *** (Environmental Science)	3 (3-0)	General Education
5	QRE-502	Quantitative Reasoning – II	3 (3-0)	General Education
6	CCE-501	Civics & Community Engagement	2 (2-0)	General Education
7	UHQ-502	Understanding of Holy Quran - II	1 (0-1)	General Education
		Total Credit Hours	18	

Semester 4

S.N	Course Code	Course Title	Credit Hours	Category
1	MCS-508	Communication Theories	3 (3-0)	Major
2	MCS-509	News Production & Current Affairs	3 (2-1)	Major
3	MCS-510	Media Ethics & Laws in Pakistan	3 (3-0)	Major
4	MCS-511	Sub-Editing and Page Designing	3 (2-1)	Major
5	IAI-501	Interdisciplinary Course – I (Introduction to Artificial Intelligence)	3 (3-0)	Interdisciplinary (Mandatory)
6	ENT-501	Entrepreneurship	2 (2-0)	General Education
		Total Credit Hours	17	