

Bachelor of Studies 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	

Semester 5

S.N	Course Code	Course Title	Credit Hours	Category
1	MCS-601	Development Support Communication	3 (3-0)	Major
2	MCS-602	Data Journalism	3 (2-1)	Major
3	MCS-603	Op-ed Writing	3 (2-1)	Major
4	POL-501	Interdisciplinary Course – II (Introduction to Political Science)	3	Interdisciplinary
5	IIR-501	Interdisciplinary Course – III (Introduction International Relations)	3	Interdisciplinary
6	MCS-604	AI & Data Analytics in Media	3 (3-0)	Interdisciplinary

		Total Credit Hours	18	
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Semester 6

S.N	Course Code	Course Title	Credit Hours	Category
1	MCS-605	Advanced Production Techniques	3 (1-2)	Major
2	MCS-606	Graphic Design & Animation	3 (2-1)	Major
3	MCS-607	Communication Research Methods	3 (3-0)	Major
4	MCS-608	Elective – I	3	Major
5	MCS-609	Elective – II	3	Major
		Total Credit Hours	15	

Semester 7

S.N	Course Code	Course Title	Credit Hours	Category
1	MCS-610	Documentary Production	3 (3-0)	Major
2	MCS-611	Conflict & Crisis Communication	3 (3-0)	Major
3	MCS-612	Internship	3	Internship
4	MCS-613	Elective – III	3	Major
5	MCS-614	Elective – IV	3	Major
6	MCS-615	Elective – V	3	Major
		Total Credit Hours	18	

Semester 8

S.N	Course Code	Course Title	Credit Hours	Category
1	MCS-616	Media Enterprise Management	3 (3-0)	Major
2	MCS-617	Media Advocacy	3 (2-1)	Major
3	MCS-618	Elective – VI	3	Major
4	MCS-619	Elective – VII	3	Major
5	MCS-620	Capstone	3	Capstone
		Total Credit Hours	15	

Interdisciplinary courses List

- Introduction to Psychology
- Climate Change
- Conflict Studies & Peacebuilding
- Demography & Population Studies
- Human Rights & Social Justice
- Introduction to Anthropology
- Introduction to Cultural Studies
- Introduction to Development Studies
- Introduction to Economics
- Introduction to Gender Studies
- Introduction to Geography
- Introduction to Global History
- Introduction to Human Geography
- Introduction to International Relations
- Introduction to Political Science
- Introduction to Public Administration
- Introduction to Social Work
- Public Policy & Governance
- Sustainable Development
- Technology & Society
- Urbanization & Society

The interdisciplinary courses will be offered subject to the availability of the course instructor.

Specializations with Major

1. Advertising & Public Relations

Advertising & PR Campaign

Branding: Principles & Practices

Consumer Behavior Insights for Media

Content Creation for Advertising

Integrated Marketing Communication

Media Planning & Buying

Public Relations Writing

2. Theatre, Film & Television

- Advanced Acting Techniques

- Cinematography & Visual Composition
- Documentary Filmmaking for Social Change
- Film Direction & Production
- Genre Studies in Film & Theater
- Lighting Techniques for Stage & Screen
- Motion Capture & Performance Animation
- Props & Set Designing
- Screenwriting & Script Development
- Sound & Music Design for Film
- Theater Production Design

3. Electronic Media

- Advanced Animation
- Advanced Editing Techniques
- Advanced TV News Production
- Documentary Filmmaking for Broadcast
- Media Technology Integration
- Props & Set Designing
- Radio Hosting & Production
- Scripting for Radio & Television
- Sound Design & Audio Engineering