

BS Media & Communication Studies				
Semester 1	Fall 2026			
	Course Code	Course Title	Section	Cr. Hrs.
	ENG110	Functional English	2	3
	PAK102	Ideology & Constitution of Pakistan	2	2
	MC1403	Introduction to Mass Communication	2	3
	MC2603	Introduction to Film and Theater Studies	2	3
	ICT101	Applications of Information and Communication Technologies	2	2
	ICTL101	Applications of Information and Communication Technologies - Lab	2	1
	CCE201	Civics and Community Engagement	2	2
Semester 2	Fall 2026			
	Course Code	Course Title	Section	Cr. Hrs.
	MC1803	Introduction to Digital Media	1	3
	MC4543	Radio Production	1	3
	ENG211	Expository Writing	1	3
	NS101	Environmental Sciences	1	3
	SS103	Sociology	1	2
	BAHU2012	Foreign Language	1	2
	ENT102	Fundamentals of Entrepreneurship	1	2
Semester 3	Fall 2026			
	Course Code	Course Title	Section	Cr. Hrs.
	FTD1313	Video Editing	2	3
	MC2733	Foundation of Public Relations	2	3

Seme	MC1233	Journalistic Writing	2	3
	QR101	Quantitative Reasoning - I	2	3
	MCEL1422	Functional Urdu	2	2
	ISL110	Islamic Studies	2	2
Semester 4	Fall 2026			
	Course Code	Course Title	Section	Cr. Hrs.
	MC2413	Development Communication	1	3
	MC2213	TV Production (News & Current Affairs	1	3
	QR201	Quantitative Reasoning II	1	3
	MC2423	Mass Communication Theories	1	3
	MCHU2053	Contemporary Issues in Politics & Economy of Pakistan	1	3
	MC2723	Fundamentals of Advertising	1	3
Semester 5	Fall 2026			
	Course Code	Course Title	Section	Cr. Hrs.
	MC3113	Media Laws and Ethics	1	3
	MC3613	Documentary Production	1	3
	MC3043	Research Methods in Social Science	1	3
	MC3503	Data Journalism	1	3
	MC3813	Storytelling in Digital Age	1	3
	Fall 2026			
	Course Code	Course Title	Section	Cr. Hrs.
	MC3803	Writing for Film, TV & Digital Media	1	3
	FTD2433	Digital Cinematography	1	3

Semester 6	MC3573	Investigative Reporting and Media Convergence	1	3
	FTD3053	Music Video Production	1	3
	MC4653	Post Production & Special Effects	1	3
	MC3703	Branding Strategy	1	3
	MC3713	International PR & Advertising	1	3
	MC4703	Copywriting (Theory & Practices)	1	3
	MC3733	Research in Advertising and PR	1	3
	MC3743	Visual Communication Design	1	3
Semester 7	Fall 2026			
	Course Code	Course Title	Section	Cr. Hrs.
	MC4603	Sound Design	1	3
	FTD3413	Narrative Production in Digital World	1	3
	MC4823	Studio and Outdoor Production	1	3
	FTD2233	Film, Theory & Criticism	1	3
	MC3743	Visual Communication Design	1	3
	MC3723	Media Buying & Planning	1	3
	MC4723	Crisis Communication	1	3
	MC4793	Digital Content Creation	1	3
	MC4743	Production for Advertising & PR	1	3
	MC4713	Corporate Social Responsibility	1	3
	Fall 2026			
	Course Code	Course Title	Section	Cr. Hrs.
	MC4533	TV Anchoring & Hosting	1	3

Semester 8	MC4853	Animation and Special Effects	1	3
	MC4574	Internship and Report	1	4
	MC4586	Project	1	6
	MC4673	Social Media Management	1	3
	MC4773	Influencer Marketing	1	3
	MC4774	Internship and Report	1	4
	MC4786	Project	1	6