BS Media and Communication Studies- BSMC				
Semesters	Course Code	Course Title	Credit Hrs	No. of Sections
Semester 1	ENG110	Functional English	3	2
	PAK102	Ideology & Constitution of Pakistan	2	2
	CCE201	Civics and Community Engagement	2	2
	ICT101	Applications of Information & Communication Technologies (ICT)	2	2
	ICTL101	Applications of Information & Communication Technologies (ICT)-Lab	1	2
	MC1403	Introduction to Mass Communication	3	2
	PSY101	Introduction to Psychology	3	2
Semesters	Course Code	Course Title	Credit Hrs	No. of Sections
Semester 2	ENG211	Expository Writing	3	1
	MC1233	Journalistic Writing	3	1
	NS101	Environmental Sciences	3	1
	ENT102	Entrepreneurship	2	1
	SS103	Sociology	2	1
	INR101	Introduction to International Relations	3	1
Semesters	Course Code	Course Title	Credit Hrs	No. of Sections
Semester 3	ENG203	English III	3	1
	MC2723	Fundamentals of Advertising	3	1
	MC2733	Foundation of Public Relations	3	1
	SCO201	Sociology	3	1
	MCEL1422	Functional Urdu	2	1
	ISL110	Islamic Studies	2	1
	QTR101	Quran Translation	0	1
Semesters	Course Code	Course Title	Credit Hrs	No. of Sections

Semesters	Course Code	Course Title	Credit Hrs	No. of Sections
Semester 4	MC2423	Mass Communication Theories	3	1
	MC2603	Introduction to Film & Theater Studies	3	1
	MC2413	Development Communication	3	1
	PHL201	Philosophy	3	1
	MCMT2003	Statistics	3	1
	MC2213	TV Production (News & Current Affairs)	3	1
Semesters	Course Code	Course Title	Credit Hrs	No. of Sections
Semester 5	MC3113	Media Laws and Ethics	3	2
	MC3613	Documentary Production	3	2
	MC3043	Research Methods in Social Science	3	2
	MC3503	Data Journalism	3	2
	MC3053	Feature, Column & Editorial Writing	3	2
	MC3813	Storytelling in Digital Age	3	2
Semesters	Course Code	Course Title	Credit Hrs	No. of Sections
Semester 6	MC3703	Branding Strategy	3	1 (PR)
	MC3713	International PR & Advertising	3	1 (PR)
	MC3723	Media Buying & Planning	3	1 (PR)
	MC3733	Research in Advertising and PR	3	1 (PR)
	MC3743	Visual Communication Design	3	1 (PR)
	MC3623	Script & Screenplay Writing (Theater, Film & TV)	3	1 (FILM)
	MC3633	Camera Techniques	3	1 (FILM)
	MC3643	Art of Direction	3	1 (FILM)
	MC3653	Introduction to Acting	3	1 (FILM)
	MC3663	Film Criticism & Appreciation	3	1 (FILM)

Semesters	Course Code	Course Title	Credit Hrs	No. of Sections
	MC3523	Online Journalism (Theory and Practice)	3	1 (PJ)
	MC3533	Radio Feature & Drama Writing	3	1 (PJ)
	MC3543	Media Production Software	3	1 (PJ)
	MC3553	Investigative Journalism	3	1 (PJ)
	MC3563	Camera Techniques	3	1 (PJ)
Semesters	**Course Code**	**Course Title**	**Credit Hrs**	**No. of Sections**
Semester 7	MC4743	Production for Advertising & PR	3	2 (PR)
	MC4733	Account Management	3	2 (PR)
	MC4703	Copywriting (Theory & Practices)	3	2 (PR)
	MC4713	Corporate Social Responsibility	3	2 (PR)
	MC4723	Crisis Communication	3	2 (PR)
	MC4603	Sound Design	3	1 (FILM)
	MC4613	Cinematography	3	1 (FILM)
	MC4623	Theater Production Design	3	1 (FILM)
	MC4633	Animated Films	3	1 (FILM)
	MC4643	Studio Production	3	1 (FILM)
	MC4503	Magazine Production	3	1 (PJ)
	MC4513	Live/ Outdoor Broadcasting	3	1 (PJ)
	MC4523	Advance Documentary Production	3	1 (PJ)
	MC4533	TV Anchoring & Hosting	3	1 (PJ)
	MC4543	Radio Production	3	1 (PJ)
Semesters	**Course Code**	**Course Title**	**Credit Hrs**	**No. of Sections**
	MC4753	Public Relations and Advertising in Digital Age	3	1 (PR)
	MC4763	Integrated Marketing Communications	3	1 (PR)
	MC4774	Internship and Report	4	1 (PR)

Semester 8	MC4786	Project	6	1 (PR)
	MC4653	Post Production & Special Effects	3	1 (FILM)
	MC4663	Media Promotion & Marketing	3	1 (FILM)
	MC4674	Internship and Report	4	1 (FILM)
	MC4686	Project	6	1 (FILM)
	MC4553	Media Management	3	1 (PJ)
	MC4563	Mobile Technology & Journalism Practices	3	1 (PJ)
	MC4574	Internship and Report	4	1 (PJ)
	MC4586	Project	6	1 (PJ)