

## BS Media and Communication Studies- BSMC

Semesters	Course Code	Course Title	No. of Sections
<b>Semester 1</b>	ENG101	English I	2
	PAK101	Pakistan Studies	2
	MC1403	Intro Mass Communication	2
	MC1203	News Reporting & Writing (Eng/Urdu)	2
	MC1513	Introduction to Broadcast Journalism	2
	MCCS1002	Computer Skills	2
<b>Semester 2</b>	ENG102	English –II	3
	MCEL1422	Functional Urdu	3
	MC1803	Introduction to Digital Media	3
	INR101	Introduction to International Relations	3
	PSY101	Introduction to Psychology	3
	FNL101	Foreign Language	3
	ENT101	Fundamentals of Entrepreneurship	3
<b>Semester 3</b>	MCHU2043	Introduction to Sociology	2
	MC2713	Foundation of Public Relations	2
	MC2723	Fundamentals of Advertising	2
	MCEL2013	Speak Well	2
	MCEL2023	Functional Urdu	2
	MC2813	Storytelling in Digital Age	2
<b>Semester 4</b>	MC2423	Mass Communication Theories	5
	MC2603	Introduction to Film & Theater Studies	5
	MC2413	Development Communication	5
	MC2103	Media Laws and Ethics	5

	MCMT2003	Statistics	5
	MC2213	TV Production (News & Current Affairs)	5
<b>Semester 5</b>	MC3833	Community Media	2
	MC3613	Documentary Production	2
	MC3003	Research Methods	2
	MC3503	Data Journalism	2
	MC3823	Contemporary World Media	2
	MC3303	Contemporary Issues in Politics & Economy of Pakistan	2
<b>Semester 6</b>	MC3703	Branding Strategy	1 (PR)
	MC3713	International PR & Advertising	1 (PR)
	MC3723	Media Buying & Planning	1 (PR)
	MC3733	Research in Advertising and PR	1 (PR)
	MC3743	Visual Communication Design	1 (PR)
	CSO3001	Career Lab	4
	MC3623	Script & Screenplay Writing (Theater, Film & TV)	1 (FILM)
	MC3633	Camera Techniques	1 (FILM)
	MC3643	Art of Direction	1 (FILM)
	MC3653	Introduction to Acting	1 (FILM)
	MC3663	Film Criticism & Appreciation	1 (FILM)
	MC3523	Online Journalism (Theory and Practice)	1 (PJ)
	MC3533	Radio Feature & Drama Writing	1 (PJ)
	MC3543	Media Production Software	1 (PJ)
	MC3553	Investigative Journalism	1 (PJ)
	MC3563	Camera Techniques	1 (PJ)
	JMS4463	Copywriting (Theory & Practice)	1 (PR)

## Semester 7

JMS4453	International PR & Advertising	1 (PR)
JMS4473	Advertising & Society	1 (PR)
JMS4483	Public Relations & Advertising Case Studies	1 (PR)
JMS4433	Production for Advertising & PR	1 (PR)
JMS4363	Post Production	1 (FILM)
JMS4373	Directing The Actors	1 (FILM)
JMS4393	Introduction to Animation	1 (FILM)
JMS4303	Screen Play Writing	1 (FILM)
JMS4333	Sound Design	1 (FILM)
JMS4263	Specialized Reporting/ Disaster Reporting	1 (PJ)
JMS4273	Page Make-up & Design	1 (PJ)
JMS4283	Magazine Journalism	1 (PJ)
JMS4293	Free & Responsible Journalism	1 (PJ)
JMS4233	TV Anchoring & Hosting	1 (PJ)
JMS4403	PR and Advertising in Digital Age	2 (PR)
JMS4414	Internship & Report	2 (PR)
JMS4424	Final Project on Public Relations	2 (PR)
JMS4434	Final Project on Advertising	2 (PR)
JMS4344	Final Project	2 (FILM)
JMS4183	Post Production & Special Effects	2 (FILM)
JMS4334	Internship and Report	2 (FILM)
JMS4323	Live Outdoor Broadcasting	2 (FILM)
JMS4123	Mobile Technology & Journalism Practices	1 (PJ)
JMS4214	Final Project (RD & TV)	1 (PJ)
JMS4224	Internship & Report	1 (PJ)

## Semester 8

JMS4234	Final Project (Print Media)	1 (PJ)
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