

## BS Media and Communication Studies- BSMC

Semesters	Course Code	Course Title	No. of Sections
<b>Semester 1</b>	ENG110	Functional English	1
	PAK102	Ideology & Constitution of Pakistan	1
	MC1403	Introduction to Mass Communication	1
	PSY101	Introduction to Psychology	1
	ICT101	Applications of Information & Communication Technologies (ICT)	1
	ICTL101	Applications of Information & Communication Technologies (ICT)-Lab	1
	CCE201	Civics and Community Engagement	1
Semesters	Course Code	Course Title	No. of Sections
<b>Semester 2</b>	ENG211	Expository Writing	2
	MC1233	Journalistic Writing	2
	NS101	Environmental Sciences	2
	INR101	Introduction to International Relations	2
	SS103	Sociology	2
	ENT102	Entrepreneurship	2
Semesters	Course Code	Course Title	No. of Sections
<b>Semester 3</b>	ENG203	English III	1
	MC2723	Fundamentals of Advertising	1
	MC2733	Foundation of Public Relations	1
	SCO201	Sociology	1
	MCHU2053	Contemporary Issues in Politics & Economy of Pakistan	1
	ISL201	Islamic Studies	1
Semesters	Course Code	Course Title	No. of Sections
	MC2423	Mass Communication Theories	2

<b>Semester 4</b>	MC2603	Introduction to Film & Theater Studies	2
	MC2413	Development Communication	2
	PHL201	Philosophy	2
	MCMT2003	Statistics	2
	MC2213	TV Production (News & Current Affairs)	2
<b>Semesters</b>	<b>Course Code</b>	<b>Course Title</b>	<b>No. of Sections</b>
<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>Semesters</b>	<b>Course Code</b>	<b>Course Title</b>	<b>No. of Sections</b>
<b>Semester 6</b>	MC3703	Branding Strategy	2 (PR)
	MC3713	International PR & Advertising	2 (PR)
	MC3723	Media Buying & Planning	2 (PR)
	MC3733	Research in Advertising and PR	2 (PR)
	MC3743	Visual Communication Design	2 (PR)
	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)
<b>Semesters</b>	<b>Course Code</b>	<b>Course Title</b>	<b>No. of Sections</b>
<b>Semester 7</b>	MC4743	Production for Advertising & PR	2 (PR)
	MC4733	Account Management	2 (PR)
	MC4703	Copywriting (Theory & Practices)	2 (PR)
	MC4713	Corporate Social Responsibility	2 (PR)
	MC4723	Crisis Communication	2 (PR)
	MC4603	Sound Design	1 (FILM)
	MC4613	Cinematography	1 (FILM)
	MC4623	Theater Production Design	1 (FILM)
	MC4633	Animated Films	1 (FILM)
	MC4643	Studio Production	1 (FILM)
	MC4503	Magazine Production	1 (PJ)
	MC4513	Live/ Outdoor Broadcasting	1 (PJ)
	MC4523	Advance Documentary Production	1 (PJ)
	MC4533	TV Anchoring & Hosting	1 (PJ)
	MC4543	Radio Production	1 (PJ)
<b>Semesters</b>	<b>Course Code</b>	<b>Course Title</b>	<b>No. of Sections</b>
	MC4753	Public Relations and Advertising in Digital Age	2 (PR)
	MC4763	Integrated Marketing Communications	2 (PR)
	MC4774	Internship and Report	2 (PR)
	MC4786	Project	2 (PR)
	MC4653	Post Production & Special Effects	1 (FILM)

<b>Semester 8</b>	MC4663	Media Promotion & Marketing	1 (FILM)
	MC4674	Internship and Report	1 (FILM)
	MC4686	Project	1 (FILM)
	MC4553	Media Management	1 (PJ)
	MC4563	Mobile Technology & Journalism Practices	1 (PJ)
	MC4574	Internship and Report	1 (PJ)
	MC4586	Project	1 (PJ)