

BS Media and Communication Studies- BSMC				
Semesters	Course Code	Course Title	Credit Hrs	No. of Sections
Semester 1	ENG110	Functional English	3	1
	PAK102	Ideology & Constitution of Pakistan	2	1
	CCE201	Civics and Community Engagement	2	1
	ICT101	Applications of Information & Communication Technologies (ICT)	2	1
	ICTL101	Applications of Information & Communication Technologies (ICT)-Lab	1	1
	MC1403	Introduction to Mass Communication	3	1
	MC2603	Introduction to Film and Theater Studies	3	1
Semesters	Course Code	Course Title	Credit Hrs	No. of Sections
Semester 2	ENG211	Expository Writing	3	2
	MC1233	Journalistic Writing	3	2
	NS101	Environmental Sciences	3	2
	ENT102	Entrepreneurship	2	2
	SS103	Sociology	2	2
	INR101	Introduction to International Relations	3	2
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
	MCEL1422	Functional Urdu	2	1
	QR101	Quantitative Reasoning I	3	1
	ISL110	Islamic Studies	2	1
Semesters	Course Code	Course Title	Credit Hrs	No. of Sections
	MC2423	Mass Communication Theories	3	2

Semester 4	MC2603	Introduction to Film & Theater Studies	3	2
	MC2413	Development Communication	3	2
	QR201	Quantitative Reasoning II	3	2
	MCHU2053	Contemporary Issues in Politics & Economy of Pakistan	3	2
	MC2233	News Production (TV & Radio)	3	2
Semesters	Course Code	Course Title	Credit Hrs	No. of Sections
Semester 5	MC3113	Media Laws and Ethics	3	1
	MC3613	Documentary Production	3	1
	MC3043	Research Methods in Social Science	3	1
	MC3503	Data Journalism	3	1
	MC3053	Feature, Column & Editorial Writing	3	1
	MC3813	Storytelling in Digital Age	3	1
Semesters	Course Code	Course Title	Credit Hrs	No. of Sections
Semester 6	MC3803	Writing for Film, TV & Digital Media	3	1 (Film & TV)
	MC3823	Digital Cinematography	3	1 (Film & TV)
	MC3573	Investigative Reporting and Media Convergence	3	1 (Film & TV)
	FTD3053	Music Video Production	3	1 (Film & TV)
	MC4653	Post Production and Special Effects	3	1 (Film & TV)
	MC3703	Branding Strategy	3	1 (PR & Advertising)
	MC3713	International Advertising & PR	3	1 (PR & Advertising)
	MC4703	Copywriting (Theory & Practice)	3	1 (PR & Advertising)
	MC3733	Research in Advertising & PR	3	1 (PR & Advertising)
	MC3743	Visual Communication Design	3	1 (PR & Advertising)
Semesters	Course Code	Course Title	Credit Hrs	No. of Sections
	MC4743	Production for Advertising & PR	3	2 (PR)

Semester 7	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
Semester 8	MC4753	Public Relations and Advertising in Digital Ag	3	1 (PR)
	MC4763	Integrated Marketing Communications	3	1 (PR)
	MC4774	Internship and Report	4	1 (PR)
	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)