

BS Media and Communication Studies- BSMC

Semesters	Course Code	Course Title	No. of Sections
Semester 1	ENG101	English I	4
	PAK101	Pakistan Studies	4
	MC1403	Intro Mass Communication	4
	MC1203	News Reporting & Writing (Eng/Urdu)	4
	MC1513	Introduction to Broadcast Journalism	4
	MCCS1002	Computer Skills	4
Semesters	Course Code	Course Title	No. of Sections
Semester 2	ENG102	English –II	1
	MCEL1422	Functional Urdu	1
	MC1803	Introduction to Digital Media	1
	INR101	Introduction to International Relations	1
	PSY101	Introduction to Psychology	1
	FNL101	Foreign Language	1
	ENT101	Fundamentals of Entrepreneurship	1
Semesters	Course Code	Course Title	No. of Sections
Semester 3	ENG203	English III	2
	MC2723	Foundation of Public Relations	2
	MC2733	Fundamentals of Advertising	2
	SCO201	Sociology	2
	MCHU2053	Contemporary Issues in Politics & Economy of Pakistan	2
	ISL201	Islamic Studies	2
Semesters	Course Code	Course Title	No. of Sections
	MC2423	Mass Communication Theories	2

Semester 4	MC2603	Introduction to Film & Theater Studies	2
	MC2413	Development Communication	2
	MC2103	Media Laws and Ethics	2
	MCMT2003	Statistics	2
	MC2213	TV Production (News & Current Affairs)	2
Semesters	Course Code	Course Title	No. of Sections
Semester 5	MC3833	Community Media	4
	MC3613	Documentary Production	4
	MC3003	Research Methods	4
	MC3503	Data Journalism	4
	MC3823	Contemporary World Media	4
	MC3303	Contemporary Issues in Politics & Economy of Pakistan	4
Semesters	Course Code	Course Title	No. of Sections
Semester 6	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)
Semesters	Course Code	Course Title	No. of Sections
Semester 7	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)
Semesters	Course Code	Course Title	No. of Sections
	JMS4403	PR and Advertising in Digital Age	1 (PR)
	JMS4414	Internship & Report	1 (PR)
	JMS4424	Final Project on Public Relations	1 (PR)
	JMS4434	Final Project on Advertising	1 (PR)

Semester 8	JMS4344	Final Project	1 (FILM)
	JMS4183	Post Production & Special Effects	1 (FILM)
	JMS4334	Internship and Report	1 (FILM)
	JMS4323	Live Outdoor Broadcasting	1 (FILM)
	JMS4123	Mobile Technology & Journalism Practices	1 (PJ)
	JMS4214	Final Project (RD & TV)	1 (PJ)
	JMS4224	Internship & Report	1 (PJ)
	JMS4234	Final Project (Print Media)	1 (PJ)