

## BS Media & Communication Studies

Sections: A, B, C, D, E, F			
Semester 1	Course Code	Course Title	No. of Sections
	MCHU1003	English I	6
	MCHU1023	Pakistan Studies	6
	MC1403	Introduction to MassCommunication	6
	MC1203	News Reporting & Writing (English/Urdu)	6
	MC1513	Introduction to Broadcast Journalism	6
	MCCS1002	Computer Skills	6
	Sections: A, B, C		
Semester 2	Course Code	Course Title	No. of Sections
	MCHU1013	English II	3
	MCHU1032	Islamic Studies	3
	MC1803	Introduction to Digital Media	3
	MC1703	International Relations	3
	MC1223	Feature, Column & Editorial Writing	3
	MCEL1003	Foreign Language (Chinese)	3
Sections: A, B, C, D, E			
Semester 3	Course Code	Course Title	No. of Sections
	MCEL2013	Speak Well	5
	MC2713	Foundation of Public Relations	5
	MC2723	Fundamentals of Advertising	5
	MCHU2043	Introduction to Sociology	5
	MCEL2023	Functional Urdu	5
	MC2813	Storytelling in Digital Age	5

<b>Sections: A, B</b>			
<b>Semester 4</b>	<b>Course Code</b>	<b>Course Title</b>	<b>No. of Sections</b>
	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
	MC2423	Mass Communication Theories	2
	<b>Sections: A, B, C, D</b>		
<b>Semester 5</b>	<b>Course Code</b>	<b>Course Title</b>	<b>No. of Sections</b>
	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
	<b>Sections: A, B, C</b>		
<b>Semester 6</b>	<b>Course Code</b>	<b>Course Title</b>	<b>No. of Sections</b>
	JMS3453	Theories, Principle and Practices of PR (PR)	1
	JMS3483	Visual Communication Design (PR)	1
	JMS3444	Research in PR & Advertising (PR)	1
	JMS3433	Media Planning, Operations, Monitoring & Evaluation (PR)	1
	JMS3363	Script Writing for Radio & TV (Film)	1
	JMS3343	Planning a Documentary for TV (Film)	1
	JMS3283	Camera Techniques (Film)	1

	JMS3352	Introduction to Filmosophy (Film)	1
	JMS3333	Film, Theater & Society (Film)	1
	JMS3224	News Writing (RD & TV) (PJ)	1
	JMS3263	Media Production Software (PJ)	1
	JMS3213	Online Journalism (PJ)	1
	JMS3243	Video Production (PJ)	1
<b>Semester 7</b>	<b>Sections: A, A1, B, C</b>		
	<b>Course Code</b>	<b>Course Title</b>	<b>No. of Sections</b>
	JMS4463	Copywriting (Theory & Practice) (PR)	2
	JMS4453	International PR & Advertising (PR)	2
	JMS4473	Advertising & Society (PR)	2
	JMS4483	Public Relation & Advertising Case Studies (PR)	2
	JMS4433	Production for Advertising & PR (PR)	2
	JMS4363	Post Production (FILM)	1
	JMS4373	Directing The Actors (FILM)	1
	JMS4393	Introduction to Animation (FILM)	1
	JMS4303	Screen Play Writing (FILM)	1
	JMS4333	Sound Design (FILM)	1
	JMS4263	Specialized Reporting/ Disaster Reporting (PJ)	1
	JMS4273	Page Make-up & Design (PJ)	1
	JMS4283	Magazine Journalism (PJ)	1
	JMS4293	Free & Responsible Journalism (PJ)	1
	JMS4233	TV Anchoring & Hosting (PJ)	1
	<b>Sections: A, B, C</b>		
	<b>Course Code</b>	<b>Course Title</b>	<b>No. of Sections</b>

## Semester 8

JMS4403	PR and Advertising in Digital Age (PR)	1
JMS4414	Internship & Report (PR)	1
JMS4424	Final Project on Public Relations (PR)	1
JMS4434	Final Project on Advertising (PR)	1
JMS4344	Final Project (FILM)	1
JMS4183	Post Production & Special Effects (FILM)	1
JMS4334	Internship and Report (FILM)	1
JMS4323	Live Outdoor Broadcasting (FILM)	1
JMS4123	Mobile Technology & Journalism Practices (PJ)	1
JMS4214	Final Project (RD & TV) (PJ)	1
JMS4224	Internship & Report (PJ)	1
JMS4234	Final Project (Print Media) (PJ)	1