

MS Advertising and Public Relations				
Semester 1	Fall 2026			
	Course Code	Course Title	Section	Cr. Hrs.
	APR671	Integrated Marketing Communication: Case Studies	1	3
	MC643	Advanced Theories of Communication	1	3
	APR674	Digital Media Marketing	1	3
	APR670	AI-Assisted Digital Media Aesthetics	1	3
Semester 3	Fall 2026			
	Course Code	Course Title	Section	Cr. Hrs.
	APR799	Thesis	1	6
	APR790	Thesis Continuation	1	0
Semester 5	Fall 2026			
	Course Code	Course Title	Section	Cr. Hrs.
	APR791	Thesis Continuation	1	1