

Program Name: Post ADP “Media and Communication”

Program Scheme of Studies

Eligibility Criteria: (Minimum Criteria for Admission)	45% marks or CGPA 2.0 out of 4 with 14 years of education (B. A/ B.Sc./B. Com all Associate degrees or equal).
Duration: (Years of study)	2 Years
Semester Duration: (Weeks)	18
Semesters:	4
Course Load per Semester: (Credit Hours)	Minimum: 06 Maximum: 18
Structure of the Scheme	
Courses Credit Hours	68
School Core Courses: (Credit Hours)	5 courses 15-Credit Hours
Major Courses: (Credit Hours)	15 Courses 45-Credit Hours
Compulsory Courses: (Credit Hours)	3 Courses No Credit Hours
Optional Course: (Credit Hours)	1 Courses No-Credit Hours
Allied Course: (Credit Hours)	1 Courses 2- Credit Hours
Internship	1 Course 3 Credit Hours
Project	1 Course 3 Credit Hours
Total Credit Hours:	68

Note: This roadmap is applicable from F2024.

School of Media and Communication Studies

Roadmap for students admitted in BS Program with BA, BSc. Or ADP other than Mass Communication.

For Post ADP Mass Communication

(Bridging Semester)

Code	Course Title	Cr. Hrs.	Course Category
MC120	Introduction to Communication and Mass Media	3	School Core Course
MC 121	Media History, Laws and Ethics	3	School Core Course
MC 270	Fundamentals of News Reporting	3	Major
MC 241	Video Production	3	School Core Course
IM 231	Mobile Journalism	3	Major
Semester Credit Hours		15	

Semester 1				Semester 2			
Code	Course Title	Cr. Hrs.	Course Category	Code	Course Title	Cr. Hrs.	Course Category
MC 356	Development Communication	(2+1) 3	School Core Course	MC 349	Media Research Methods	3	School Core Course
MC 369	Broadcast Production	(2+1) 3	Major	MC 372	Digital Radio Production	(1+2) 3	Major
MC 347	Digital Photography and Editing	(2+1) 3	Major	MC 373	Fundamentals of Advertising and PR	(2+1) 3	Major
MC 348	Journalistic Language and writing	(2+1) 3	Major	MT 363	Fact Checking Technology	2+1 (3)	Major
MC 309	Communication Theories	3	School Core Course	MC 374	History and structure of Political Parties of Pakistan	3	Major
MC 375	Contemporary Mass Media	3	Major	MC 376	Media Seminar	3	Major
SD100	English Immersion	No credit	Compulsory	SD 101	21 st Century Skills	No credit	Compulsory
Semester Credit Hours		18		Semester Credit Hours		18	

Semester -3				Semester -4			
Code	Course Title	Cr. Hrs.	Course Category	Code	Course Title	Cr. Hrs.	Course Category
MC 471	Advertising and PR Campaigns	3 (2+1)	Major	MC 453	Research Report	3 (2+1)	Major
MC 472	National and International affairs	3	Major	MC 482	Project	3 (1+2)	Major
MT 473	Editing and Digital Designing	3 (2+1)	Major	MC 483	Research Writings	No credit	Compulsory
MC 473	Advance Reporting and Interviewing technique	3 (2+1)	Major	MC 484	Internship	3	Major
MC 474	Media and Society	3	Major	MT 231	Artificial Intelligence for Media	3	School Core Course
MC 123	Intro to Film and Theater	3	School Core Course	SD 210	Civic and Community engagement	2	Allied
					COOP Program		Optional
Semester Credit Hours		18		Semester Credit Hours		14	

Total Credit hours without Bridging Semester: 68

Total Credit hours with Bridging Semester: 83

The COOP Program carries 6 credit hours, which will be reflected on the student's transcript as additional credits.

Chairperson of Department

Dean concerned

Director AAQIC

Registrar

