

**School of Media and Communication**

**Program Name: Post ADP- Media and Communication**

**PERFORMA FOR REVISION OF EXISTING PROGRAM**

**Program Scheme of Studies**

<b>Eligibility Criteria:</b> (Minimum Criteria for Admission)	<b>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).</b>
<b>Duration:</b> (Years of study)	<b>2 years</b>
<b>Semester Duration:</b> (Weeks)	<b>18 weeks</b>
<b>Semesters:</b>	<b>4</b>
<b>Course Load per Semester:</b> (Credit Hours)	<b>Minimum 06 Maximum: 18</b>
<b>Structure of the Scheme</b>	
<b>Courses Credit Hours</b>	<b>Without Bridging Semester: 68 With Bridging Semester: 83</b>
<b>Major Courses:</b> (Credit Hours)	<b>15 Courses 45-Credit Hours</b>
<b>Elective Courses:</b> (Credit Hours)	<b>5 Courses 15-Credit Hours</b>
<b>Compulsory Courses:</b> (Credit Hours)	<b>3 Courses No Credit Hours</b>
<b>Allied Courses:</b> (Credit Hours)	<b>1 Courses 2 Credit Hours</b>
<b>Internship</b> (Credit Hours)	<b>3 Credit Hours</b>
<b>Project</b> (Credit Hours)	<b>3 Credit Hours</b>
<b>Total Credit Hours:</b>	<b>68</b>

**School of Media and Communication Studies  
For Post ADP Mass Communication**

**Students admitted in BS Program with BA, BSc. Or ADP other than Mass  
Communication will study the Bridging semester.**

**(Bridging Semester)**

<b>Code</b>	<b>Course Title</b>	<b>Cr. Hrs.</b>	<b>Course Category</b>
MC120	Introduction to Communication and Mass Media	3	major
MC 121	Media History, Laws and Ethics	3	Major
MC 270	Fundamentals of News Reporting	3 (2+1)	Major
MC 241	Video Production	3 (2+1)	Major
IM 231	Mobile Journalism	3 (2+1)	Elective
<b>Semester Credit Hours</b>		<b>15</b>	

**Program Road Map Post ADP Mass Communication**

**Applicable to Batch No. \_\_\_\_\_ Session F 2025**

**Year – 1**

<b>Fall Semester 1</b>				<b>Spring Semester 2</b>			
<b>Code</b>	<b>Course Title</b>	<b>Cr. Hrs.</b>	<b>Category/ Prerequisite</b>	<b>Code</b>	<b>Course Title</b>	<b>Cr. Hrs.</b>	<b>Category/ Prerequisite</b>
MC 356	Development Communication	3 (2+1)	Elective	MC 349	Media Research Methods	3	Major
MC 369	Broadcast Production	3 (2+1)	Elective	MC 372	Digital Radio & Podcast Production	3 (1+2)	Major
MC 347	Digital Photography and Editing	3 (2+1)	Major	MC 373	Fundamentals of Advertising and PR	3 (2+1)	Major
MC384	Opinion and Editorial Writings	3 (2+1)	Major	TBA	Fact Checking Techniques	3 (2+1)	Elective
MC 309	Communication Theories	3	Major	MC 374	Media and Politics	3	Elective
MC214	Media Information Literacy	3 (2+1)	Major	MC 242	Graphic Design	3 (2+1)	Major
				SD 102	21 <sup>st</sup> Century Skills	No credit	Compulsory
<b>Semester Credit Hours</b>		<b>18</b>		<b>Semester Credit Hours</b>		<b>18</b>	

Year – 2							
Fall Semester -3				Spring Semester -4			
Code	Course Title	Cr. Hrs.	Category/ Prerequisite	Code	Course Title	Cr. Hrs.	Category/ Prerequisite
MC 471	Advertising and PR Campaigns	3 (2+1)	Major	MC 478	Media Planning and Buying	3 (2+1)	Major
MC 472	National & international Affairs	3	Major	MC 482	Project	3 (1+2)	Compulsory
TBA	Copy Editing and Digital Designing	3 (2+1)	Major	MC 483	Research Writings	No credit	Compulsory
TBA	News Production & Current Affairs	3 (2+1)	Major	MC 484	Internship	3	Compulsory
TBA	Post Production	3 (2+1)	Major	MC375	Media Seminar	3	Elective
MC 453	Research Report	3 (2+1)	Major	SD 210	Civic and Community Engagement	2	Allied
SD100	English Immersion	No credit	Compulsory		COOP Program	<b>6</b>	Optional
<b>Semester Credit Hours</b>		<b>18</b>		<b>Semester Credit Hours</b>		<b>14</b>	

- **Total Credit hours without Bridging Semester: 68**
- **Total Credit hours with Bridging Semester: 83**
- **The COOP Program is optional; however, if a student opts for it, the corresponding credit hours will be reflected on their transcript.**
- **In case a student has already studied any of the courses during their ADP, BA, or BSc program, they will be required to select alternative courses from the list of electives.**

**List of Elective Courses for Post ADP Mass Communication**

<b>Code</b>	<b>Course Title</b>	<b>Cr. Hrs.</b>	<b>Course Category</b>
MC 123	Intro to Film and Theater	3	Major
MC 122	Journalistic Urdu Language and Practices	3	Major
MC 241	Video Production	3	Major
TBA	AI and data Analytic in Media	3 (2+1)	Allied
IM 231	Mobile Journalism	3 (2+1)	Elective
MT 231	Artificial Intelligence for Media	3 (2+1)	Elective
CH 211	Everyday Science	2	Allied
MC120	Introduction to Communication and Mass Media	3	Major
MC 270	Fundamentals of News Reporting	3	Major
MC 121	Media History, Laws and Ethics	3	Major
CH 211	Everyday Science	2	Allied
HWB 101	Health and well being	2	General

## Course Coding

Each course shall be numbered and coded as shown below:

### *Coding Scheme for BS (4-year) Program*

<b>Sr. #</b>	<b>Description</b>	<b>BS</b>
1	Courses offered in the first year (Semester I&II)	100
2	Courses offered in the second year (Semester III & IV)	200
3	Courses offered in the third year (Semester V & VI)	300
4	Courses offered in the fourth year (Semester VII & VIII)	400

## Course Coding

Each course shall be numbered and coded as shown below:

### **Coding Scheme for BS (4Year) Program**

<b>Sr.#</b>	<b>Description</b>	<b>BS</b>
1	Course offered in the first year (Semester I & II)	100
2	Courses offered in the second year (Semester III & IV)	200
3	Courses offered in the third year (Semester V & VI)	300
4	Courses offered in the fourth year (Semester VII & VIII)	400

### **Coding Scheme for BS (5Year) Program**

<b>Sr.#</b>	<b>Description</b>	<b>BS</b>
1	Course offered in the first year (Semester I & II)	100
2	Courses offered in the second year (Semester III & IV)	200
3	Courses offered in the third year (Semester V & VI)	300
4	Courses offered in the fourth year (Semester VII & VIII)	400
5	Courses offered in the fifth year (Semester IX & X)	500

### **Coding Scheme for MA/MSc/ Post ADP after 2 Years Bachelor Program**

<b>Sr.#</b>	<b>Description</b>	<b>MA/MSc/ Post ADP</b>
<b>1</b>	<b>Course offered in the first year (Semester I &amp; II)</b>	<b>300</b>
<b>2</b>	<b>Courses offered in the second year (Semester III &amp; IV)</b>	<b>400</b>

### **Coding Scheme for MS/MPhil Program**

<b>Sr.#</b>	<b>Description</b>	<b>MS/MPhil.</b>
1	Course offered in the first year (Semester I & II)	500
2	Courses offered in the second year (Semester III & IV)	600

The course codes shall be preceded by two or three alphabets. The courses which have same course contents shall be given one course code despite being offered to many different batches.

**Details of Faculty, Enrollment and Resources**

**Estimated Enrollment, Faculty and other Resources Required for New Program**

<b>Year</b>	<b>Full-time Enrollment</b>	<b>Part-time Enrollment</b>
<b>1</b>		
<b>2</b>		
<b>3</b>		

<b>Current Faculty</b>					
<b>Name of Faculty</b>	<b>Highest Degree Earned</b>	<b>Total Years of Experience</b>	<b>Years Teaching in this Institution</b>	<b>Area of Degree</b>	<b>Full Time/Part Time</b>
<b>Dr. Anjum Zia</b>	<b>PhD Media and Communication</b>	<b>35Years</b>	<b>3.5 Years</b>	<b>Media and Communication</b>	<b>Full Time</b>
<b>Mr. Suheil Warrairch</b>	<b>MA English Languages and Literature</b>	<b>35+ Years</b>	<b>1.5 Years</b>	<b>English Languages and Literature</b>	<b>Full Time</b>
<b>Dr. Jawed Aslam</b>	<b>PhD Media and Communication</b>	<b>25Years</b>	<b>3Years</b>	<b>Media and Communication</b>	<b>Full Time</b>
<b>Dr. Aemen Khalid</b>	<b>PhD Media and Communication</b>	<b>17 Years</b>	<b>3years</b>	<b>Media and Communication</b>	<b>Full Time</b>
<b>Dr. Saima</b>	<b>PhD Media and Communication</b>	<b>14Years</b>	<b>9 Years</b>	<b>Media and Communication</b>	<b>Full Time</b>
<b>Ms. Maria</b>	<b>MS Media and Communication</b>	<b>12 Years</b>	<b>10years</b>	<b>Media and Communication</b>	<b>Full Time</b>
<b>Mr. Suad Ahmed Baig</b>	<b>MPhil Multimedia Arts</b>	<b>10 Years</b>	<b>8 Years</b>	<b>Multimedia Arts</b>	<b>Full Time</b>
<b>Ms. Iqra Saeed</b>	<b>MPhil Media and Communication</b>	<b>10Years</b>	<b>7Years</b>	<b>Media and Communication</b>	<b>Full Time</b>
<b>Ms. Nor u lain Nasir</b>	<b>MPhil Media and Communication</b>	<b>9Years</b>	<b>6 Years</b>	<b>Media and Communication</b>	<b>Full Time</b>
<b>Ms. Sarosh Bajwa</b>	<b>MPhil Media and Communication</b>	<b>7years</b>	<b>4 Years</b>	<b>Media and Communication</b>	<b>Full Time</b>
<b>Ms. Rabia Farooq</b>	<b>MPhil Media and Communication</b>	<b>11 Years</b>	<b>5Years</b>	<b>Media and Communication</b>	<b>Full Time</b>

**Total Full Time Faculty in Program: 10**

**Total Part Time (Visiting) Faculty in Program 4-5 Visiting Faculty for Professional Courses**

**REQUIRED FACULTY**

Number of Faculty Needed	Highest Degree Earned	Anticipated Rank/Experience Desired	Area of Degree Specialty	Year of Program to Be Employed	Full-time or % Part-time (Visiting) in Program

Total Full-time Faculty in Program:

Total Part-time (Visiting) Faculty in Program

**Resources**

	Existing	Required
Building		
Furniture		
Equipment		
Library (books, journals, etc)		
Laboratories		

## Comparison of Roadmap

Applicable to Batch No. \_\_\_\_\_ Session Fall 2025

1 <sup>st</sup> Semester							
Existing Roadmap				Proposed Roadmap			
Code	Course Title	Cr. Hrs.	Prerequisite	Code	Course Title	Cr. Hrs.	Prerequisite
MC 356	Development Communication	(2+1) 3	School Core Course	MC 356	Development Communication	(2+1) 3	Elective
MC 369	Broadcast Production	(2+1) 3	Major	MC 369	Broadcast Production	(2+1) 3	Elective
MC 347	Digital Photography and Editing	(2+1) 3	Major	MC 347	Digital Photography and Editing	(2+1) 3	Major
MC 348	Journalistic Language and writing	(2+1) 3	Major	MC384	<b>Opinion and Editorial Writings</b>	(2+1) 3	Major
MC 309	Communication Theories	3	School Core Course	MC 309	Communication Theories	3	Major
MC 375	Contemporary Mass Media	3	Major	MC214	<b>Media Information Literacy</b>	(2+1) 3	Major
SD100	English Immersion	No credit	Compulsory				
<b>Semester Credit Hours</b>		18		<b>Semester Credit Hours</b>		18	
2 <sup>nd</sup> Semester							
Existing Roadmap				Proposed Roadmap			
Code	Course Title	Cr. Hrs.	Prerequisite	Code	Course Title	Cr. Hrs.	Prerequisite
MC 349	Media Research Methods	3	School Core Course	MC 349	Media Research Methods	3	Major
MC 372	Digital Radio Production	(1+2) 3	Major	MC 372	<b>Digital Radio &amp; Podcast Production</b>	(1+2) 3	Major
MC 373	Fundamentals of Advertising and PR	(2+1) 3	Major	MC 373	Fundamentals of Advertising and PR	(2+1) 3	Major
MT 363	Fact Checking Technology	2+1 (3)	Major	TBA	<b>Fact Checking Techniques</b>	2+1 (3)	Elective

MC 374	History and structure of Political Parties of Pakistan	3	Major	MC374	Media and Politics	(3)	Elective
MC 376	Media Seminar	3	Major	MC 242	<b>Graphic Design</b>	2+1 (3)	Major
SD 101	21 <sup>st</sup> Century Skills	No credit	Compulsory	SD 102	21 <sup>st</sup> Century Skills	No credit	Compulsory
<b>Semester Credit Hours</b>		18		<b>Semester Credit Hours</b>		18	

3rd Semester							
Existing Roadmap				Proposed Roadmap			
Code	Course Title	Cr. Hrs.	Prerequisite	Code	Course Title	Cr. Hrs.	Prerequisite
MC 471	Advertising and PR Campaigns	3 (2+1)	Major	MC 471	Advertising and PR Campaigns	3 (2+1)	Major
MC 472	National and International affairs	3	Major	MC 472	National and International affairs	3	Major
MT 473	Editing and Digital Designing	3 (2+1)	Major	TBA	Copy Editing and Digital Designing	3 (2+1)	Major
MC 473	Advance Reporting and Interviewing technique	3 (2+1)	Major	TBA	<b>News Production &amp; Current Affairs</b>	3 (2+1)	Major
MC 474	Media and Society	3	Major	TBA	<b>Post Production</b>	3 (2+1)	Major
MC 123	Intro to Film and Theater	3	School Core Course	MC 453	Research Report	3 (2+1)	Major
				SD100	English Immersion	No credit	Compulsory
<b>Semester Credit Hours</b>		18		<b>Semester Credit Hours</b>		18	

4 <sup>th</sup> Semester							
Existing Roadmap				Proposed Roadmap			
Code	Course Title	Cr. Hrs.	Prerequisite	Code	Course Title	Cr. Hrs.	Prerequisite
MC 453	Research Report	3 (2+1)	Major	MC 478	<b>Media Planning and Buying</b>	3 (2+1)	Major
MC 482	Project	3 (1+2)	Major	MC 482	Project	3 (1+2)	Compulsory
MC 483	Research Writings	No credit	Compulsory	MC 483	Research Writings	No credit	Compulsory

MC 484	Internship	3	Major	MC 484	Internship	3	Compulsory
MT 231	Artificial Intelligence for Media	3	School Core Course		COOP Program	6	Optional
SD 210	Civic and Community engagement	2	Allied	SD 210	Civic and Community engagement	2	Allied
	COOP Program		Optional	MC375	Media Seminar	3	Elective
<b>Semester Credit Hours</b>		14		<b>Semester Credit Hours</b>		14	

#### Total Credit Hours:

- **Total Credit hours without Bridging Semester: 68**
- **Total Credit hours with Bridging Semester: 83**
- **The COOP Program is optional; however, if a student opts for it, the corresponding credit hours will be reflected on their transcript.**

#### 1. List of Courses Deleted

Code	Course	Credit Hours	Category
MC 474	Media and Society	3	Major
MC123	Introduction to Film and Theatre	3	School Cre Course
MC375	Contemporary Mass Media	3	Major

#### 2. List of Courses Suggested

Code	Course	Credit Hours	Category
MC454	News Production and current Affairs	3 (2+1)	Major
MC478	Media Planning and Buying	3 (2+1)	Major
MC214	Media Information Literacy	3 (1+2)	Major

### 3.List of Courses for Title change

Code	Course	Credit Hours	Category
MC122	Journalist Language and Practices	3 (2+1)	Major
MC348	Opinion and Editorial Writing	3 (2+1)	Major
MC374	Media and Politics	3	Elective
MC473	Copy Editing and Digital Designing	3(2+1)	Major

Note: Course outlines on standard template shall be attached with Program Revision Performa.

#### Compliance Certificate for UG 2.0

It is hereby certified that the General Education Courses have been incorporated into the roadmap of \_\_\_\_\_ in accordance with the Undergraduate 2.0 Policy, duly approved by Academic Council vide Meeting No. \_\_\_\_\_ dated \_\_\_\_\_.

General Education Courses are not compliant with the Undergraduate 2.0 Policy due to the requirements of the respective Accreditation Council, as detailed below:

UG 2.0			Deviation		Reason
Sr	Course Title	Cr Hrs.	Course Title	Cr Hrs.	
1					
2					

\_\_\_\_\_  
Chairperson of Department

\_\_\_\_\_  
Dean concerned

\_\_\_\_\_  
Director AAQIC

\_\_\_\_\_  
Registrar