

School of Media and Communication Studies

Program Name: MS in Media and Communication

Program Scheme of Studies

Eligibility Criteria: (Minimum Criteria for Admission)	Sixteen-year Education with first division or 2.5 CGPA
Duration: (Years of study)	2 Years
Semester Duration: (Weeks)	18 Weeks
Semesters:	4
Course Load per Semester: (Credit Hours)	13 Credit Hours
Number of Courses per semester:	5 Max
<u>Structure of the Scheme</u>	
Courses Credit Hours:	26
Core Courses: (Credit Hours)	6 Courses (14 Credit Hours)
Foundation Courses : (Credit Hours)	
Major Courses: (Credit Hours)	
Technical Electives: (Credit Hours)	4 Courses (12 Credit Hours)
General Electives: (Credit Hours)	
Supporting Science: (Credit Hours)	
Thesis/Research Project	06
Total Credit Hours:	32

Program Road Map

Applicable to Batch No. F2025 and onwards

Deficiency Course List (for other than Media and Communication Students) (Select any two)			
Code	Course Title	Cr. Hrs.	Prerequisite
MC 356	Development Communication	3	
MC 309	Communication Theories	3	
MC 120	Introduction to Mass Communication	3	
Semester Credit Hours		09	

Semester I			Semester II		
Code	Course Title	Cr. Hrs.	Code	Course Title	Cr. Hrs.
MC 611	Advanced Theories of Communication	3	MC 602	International Communications	3
MC 612	Media & Society	3	MC 613	Advanced Research Methodologies	3
MC	Elective I**	3	MC	Elective III**	3
MC	Elective II**	3	MC	Elective IV**	3
MC	Fehm ul Quran-I	1	MC	Fehm ul Quran- II	1
Semester Credit Hours		13	Semester Credit Hours		13
Year 2 (Semester III & IV)					
Code	Course Title	Cr. Hrs.			
MC 699	Thesis/Research Project	6			
Semester Credit Hours		6			

Total Credit Hours of Degree: 32

Approved Elective Courses List

Course Code	Title (Credit Hours)	Course Code	Title (Credit Hours)	Course Code	Title (Credit Hours)
MC 719	Disaster Communication (3-0)	MC 721	TV Program & News Production (3-0)	MC 725	Advanced Reporting (3-0)
MC 718	Documentary Making (3-0)	MC 722	Political Communication (3-0)	MC 726	Public Relations and Advertising Campaign (3-0)
MC 717	Conceptual & Project-based PR & Advertising (3-0)	MC 723	Online Journalism (3-0)	MC 727	Media and Gender (3-0)
MC 720	Short Film Making (3-0)	MC 724	Visual Communication (3-0)	MC 728	Social Media Management (3-0)

Course Code	Title	Credit Hours
MC 729	Media Psychology	03
MC 730	Documentary Production	03
MC 731	Research Seminar	03
MC 732	Public Relations Dynamics	03
MC 733	Conflict Crisis and Communication	03
MC 734	Tools & Skills of Production	03
MC 735	Media & Information Literacy	03
MC 736	Media Enterprise Management	03
MC 737	Advertising (Strategic Communication	03
MC 738	Managing Information	03

