

**Curriculum
Of
Bachelor of Science
In
School of Media and Communication Studies
BSMC
Revised: Spring 2023**



School of Media and Communication Studies

**University of Management and Technology,
Lahore, Pakistan**



1 Curriculum Review Committee

The following are the members of the curriculum review committee who were involved in the revision of the BSMC program.

Convener:

Dr. Anjum Zia

Professor and Dean of School of Media and Communication Studies

Member:

Dr. Saima Saqlain

BS Program Head, Assistant Professor, School of Media and Communication Studies



2 Preface

Media and communication is one of the fastest-growing disciplines of the social sciences which has created a huge demand for professionals well versed in all mediums of communication. The media industry is leading the way in the communication revolution that is sweeping across the world. A society rich in information has become an essential need for socio-political and socio-economic stability of any nation. The socio-political and economic stability of any nation depends greatly on the richness of information and its proper management.

BS 4-Year newly designed Undergraduate Program, a broad-based approach to fulfill existing and emerging communication needs of the dynamic Pakistani society. Our goal is oriented to prepare our graduates to manage the media and communications industry with a complete understanding of the dynamics of the emerging digital world and start their careers with full confidence in their skills and abilities acquired at UMT.

The curriculum conforms to the guidelines by Under Graduate Policy of UMT (UGEP).



3 Acknowledgements

We are thankful to Allah Almighty for all his blessings, and enabling us completes this important task. We acknowledge and admire Dr. Asif Raza, the honorable rector of UMT, for his vision, motivation and support, moral as well as logistic, to make our academic programs up-to-date by including state-of-the-art courses, materials and practices. We also acknowledge the support of our faculty members for sharing their invaluable experiences and pieces of advice to improve the curriculum.



4 University of Management and Technology, Vision, Mission

4.1 UMT Vision:

OUR VISION IS... LEARNING

It defines our existence, inspires all stakeholders associated with us, creates a powerful momentum inside, and responds to the challenges outside. It continues to evolve as present captures new realities and foresight unfolds new possibilities.

All in an incessant attempt to help individuals and organizations discover their God-given potentials to achieve Ultimate Success actualizing the highest standards of efficiency, effectiveness, excellence, equity, trusteeship and sustainable development of global human society.

4.2 UMT Mission:

OUR MISSION IS LEADING

We aspire to become a learning institution and evolve as the leading community for the purpose of integrated development of the society by actualizing strategic partnership with stakeholders, harnessing leadership, generating useful knowledge, fostering enduring values, and projecting sustainable technologies and practices.



5 School Of Media and Communication Studies Vision Mission

5.1 School Vision:

Producing Communication Leaders and Media Professionals in the Contemporary World.

5.2 School Mission:

Leading the Premier Media School with multiple pathways to enhance knowledge and skills through productive education & training in a progressive research environment.



6 BS Program in Media and Communication Studies' Vision, Mission

6.1 Program Vision:

The program aims to foster innovation, and a commitment to social responsibility, producing professionals to contribute meaningfully to the media industry and society as a whole.

6.2 Program Mission:

To produce graduates with developed analytical & production skills, creativity, ethical values and effective communication in the diverse field of Media.



7 Program Educational Objectives

The Graduates will be able to:

Program Educational Objectives (PEOs)	
PEO No	Description
PEO-1	Apply the knowledge and skills which are essential to flourish in Media Market Place.
PEO-2	Demonstrate career growth and continuous commitments to the enhancement of technical and interpersonal skills.
PEO-3	Uphold ethical values in their professional and societal activities.

MAPPING OF PEO'S WITH VISION AND MISSION

PEO	PEO KEYWORDS	VISION STATEMENT KEYWORD	MISSION STATEMENT KEYWORD
PEO1	Knowledge Practice	Integrated Knowledge Learning	Academic And Professional Understanding
PEO2	Skills Critical Thinking Problem Solving	Research	Application Management
PEO3	Ethical Behavior Integrity Productivity	Equity Viability Justice	Professional Values



8 Program Objectives of SMCS

The program objectives of a School of Media and Communication Studies typically aim to prepare students for careers in various fields of media and communication. These objectives may vary from one institution to another, but they often include the following:

1. **Developing Communication Skills:** To enhance students' abilities to effectively communicate, both in written and oral forms, in various media contexts.
2. **Media Literacy:** To educate students about the critical analysis of media content and to make them more discerning consumers of media.
3. **Media Production Skills:** To teach students practical skills in various media production techniques, including journalism, broadcasting, digital media, and more.
4. **Understanding Media Theory:** To provide students with a theoretical framework for understanding the role of media in society, including its impact on culture, politics, and economics.
5. **Ethical and Legal Awareness:** To educate students about the ethical and legal considerations in media and communication, including issues related to freedom of the press, copyright, and privacy.
6. **Research Skills:** To equip students with the ability to conduct research in the field of media and communication, including designing surveys, analyzing data, and conducting interviews.
7. **Multimedia Proficiency:** To prepare students to work in a variety of media formats, from print and broadcast to online and social media.
8. **Global Perspective:** To help students understand the global nature of media and communication, including international communication and cross-cultural issues.
9. **Critical Thinking:** To foster critical thinking skills, enabling students to analyze and interpret media messages and to develop their own unique perspectives.
10. **Preparation for Careers:** To provide students with practical experience and opportunities for internships, networking, and job placement in the field of media and communication.
11. **Adaptability:** To ensure that students can adapt to the evolving landscape of media and communication, which is constantly influenced by technological advancements.
12. **Interdisciplinary Knowledge:** To encourage interdisciplinary approaches by exposing students to related fields such as sociology, psychology, and marketing, among others.



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

13. **Diversity and Inclusion:** To promote an understanding of diversity and inclusion issues in media and communication and encourage the creation of content that reflects a diverse world.

These program objectives aim to produce graduates who are well-rounded, informed, and skilled professionals in the field of media and communication, capable of contributing to various sectors including journalism, public relations, advertising, digital media, and more.



9 Program Learning Outcomes

Graduates of the BS program at UMT are expected to have acquired and developed the following set of knowledge, skills and personality traits (these are also referred to as graduate attributes)

PLO 1 Knowledge: Graduates will be able to apply knowledge of historical, fundamental and theoretical contexts for producing and consuming news media for consumers, from local to global publics.

PLO 2 Problem Analysis: Graduates will be able to analyze, interpret, and question traditional methodologies and preconceived notions of media and communication on an advanced level.

PLO 3 Design/Development of Solutions: Graduates will be able to identify and solve complex problems related to media industry and communication of media and communication on an advanced level.

PLO 4 Modern Tool Usage: Graduates will be enabled with modern tools and good communication abilities in written, oral, visual, and interactive mediums to create work that adds knowledge and displays creativity.

PLO 5 Communication and Society: Graduates will be enabled to apply multiple communication skills in different contextual knowledge to assess societal, legal and cultural issues and the consequent responsibilities relevant to professional media practice and solution to complex problems.

PLO 6 Ethics: Graduates will be able to apply ethical principles and commit to professional ethics and responsibilities and norms of Media practices.

PLO 7 Individual and Team Work: Graduates will be able to think critically, creatively and independently. Graduates will be able to work effectively, as an individual or in a team, on multifaceted and/or multidisciplinary settings.

PLO 8 Communication: Graduates will be able to use good communication abilities in written, oral, visual, and interactive mediums to create work that adds knowledge and displays creativity.

PLO 9 Professional Competence: Graduates will have professional competence in the execution of communication process and practices commonly employed within the area of specialization.

PLO 10 Lifelong Learning: Graduates will be able to recognize the importance of, and pursue lifelong learning in the broader context of innovation and technological developments.



Mapping of PLOs to PEOs				
PLO No	PLO Title	PEOs		
		PEO-1	PEO-2	PEO-3
PLO-1	Knowledge	✓		
PLO-2	Problem Analysis	✓		
PLO-3	Design/ Development of Solutions	✓		
PLO-4	Modern tool usage	✓		
PLO-5	Communication and Society		✓	
PLO-6	Ethics		✓	
PLO-7	Individual and Team Work		✓	
PLO-8	Communication		✓	
PLO-9	Professional Competence		✓	
PLO-10	Life-long learning			✓



10 School Of Media and Communication Studies

Scheme of Studies BS Media and Communication

Structure

S. No	Categories	No. of courses Max	Credit Hours Max
1	General/ UMT Cohort	10	30
2	Allied/ School Cohort Course	5	14
3	Major Courses Excluding Research/Internship/Project	27	81
4	Internship	1	3
5	Project	1	3
	Total	44	131

S. No	Total Number of Credit Hours	131
1	Duration	Four years
2	Semester Duration	16-17 weeks
3	Semesters	8
4	Course-load per Semester	12-18 Credit hours
5	Number of courses per semester	4-6 Maximum

Eligibility Criteria

- The candidate has passed the intermediate or equivalent examination with 45% CGPA or 2nd division from an institution recognized by the Higher Education Commission of Pakistan/Inter Board Committee of the Chairman, Pakistan.
- Candidates having less than 45% marks will be eligible for admission after successful completion of the “[Zero Semester](#)”.
- Candidates who have earned the relevant qualification or degree specified in the admission eligibility criteria with less than 45% of the total possible marks or a CGPA of less than 2.0 out of 4, as applicable, are eligible for admission.
- The “Zero Semester” has been introduced to provide an opportunity to deprived candidates who have earned their required qualification or degree as prescribed in the admission eligibility criteria of respective programs but do not fulfill the minimum mark or CGPA requirement. Such



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

candidates, upon successful completion, can become eligible for subsequent admission to their desired program.

The students' study progress evaluation mechanism is based on continuous assessment throughout the semester by giving assignments, quizzes, presentations mid-term and final term exams.

Program Structure:

Program is equivalent to 16 years of education

Minimum Duration: 4 years, through 8 regular semesters (Fall/Spring)

Minimum Credits: 131



Curriculum Model

Program BS Semester- 01

Cr.Hrs: 18

- | | |
|---|------------|
| 1. Functional English. | 3 Cr. Hrs. |
| 2. Ideology of Constitution of Pakistan. | 3 Cr. Hrs. |
| 3. Application of Information and Communication Technology. | 3 Cr. Hrs. |
| 4. Health and Well Being. | 3 Cr. Hrs. |
| 5. Introduction to Communication and Mass Media. | 3 Cr. Hrs. |
| 6. Understanding Society & Social- Cultural Dynamics. | 3 Cr. Hrs. |

Program BS Semester- 02

Cr.Hrs: 18

- | | |
|-------------------------------|-----------------|
| 1. Expository English. | 3 Cr. Hrs. |
| 2. Media History. | 3 Cr. Hrs. |
| 3. Economics. | 3 Cr. Hrs. |
| 4. Functional Urdu. | 2+1= 3 Cr. Hrs. |
| 5. Life and Learning. | 3 Cr. Hrs. |
| 6. Intro to Film and Theatre. | 2+1=3 Cr. Hrs. |

Program BS Semester- 03

Cr.Hrs: 18

- | | |
|---|----------------|
| 1. Broadcast Media. | 3 Cr. Hrs. |
| 2. Islamic Thought & Perspectives. | 3 Cr. Hrs. |
| 3. Quantitative Reasoning 01. | 3 Cr. Hrs. |
| 4. Exploring the Mind, Behavior and Psychology. | 3 Cr. Hrs. |
| 5. Fundamentals of News Reporting. | 2+1=3 Cr. Hrs. |
| 6. National and International Affairs. | 3 Cr. Hrs. |

Program BS Semester- 04

Cr.Hrs: 17

- | | |
|------------------------------------|----------------|
| 1. Innovation and Entrepreneurship | 3 Cr. Hrs. |
| 2. Quantitative Reasoning 02. | 3 Cr. Hrs. |
| 3. Civic and Community Engagement. | 2 Cr. Hrs. |
| 4. Digital Media. | 3 Cr. Hrs. |
| 5. Graphic design and Visual Comm. | 2+1=3 Cr. Hrs. |
| 6. Everyday Science. | 2+1= 3Cr. Hrs. |

Program BS Semester- 05

Cr.Hrs: 18

- | | |
|---------------------------|------------|
| 1. Media Laws and Ethics. | 3 Cr. Hrs. |
|---------------------------|------------|



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

- | | |
|-----------------------------|----------------|
| 2. Radio &TV Production. | 2+1=3 Cr. Hrs. |
| 3. Photo Journalism. | 2+1=3 Cr. Hrs. |
| 4. Media Research Methods. | 3 Cr. Hrs. |
| 5. Communication Theories. | 3 Cr. Hrs. |
| 6. Research Writing | 0 Cr. Hrs |
| 7. Contemporary Mass Media. | 3 Cr. Hrs. |

Program BS Semester- 06

Cr.Hrs: 18

- | | |
|--|-----------------|
| 1. Feature, Column and Editorial. | 2+1= 3 Cr. Hrs. |
| 2. Development Communication. | 2+1=3 Cr. Hrs. |
| 3. Advertising and PR. | 2+1=3 Cr. Hrs. |
| 4. Journalistic Language and writing. | 2+1=3 Cr. Hrs. |
| 5. History and structure of Political Parties of Pakistan. | 3 Cr. Hrs. |

Program BS Semester- 07

Cr.Hrs: 18

- | | |
|---|----------------|
| 1. Advertising and PR Campaign. | 2+1= 3Cr. Hrs. |
| 2. Media Seminar. | 3 Cr. Hrs. |
| 3. Sub Editing and Designing. | 3 Cr. Hrs |
| 4. Advance Reporting & Interviewing techniques. | 2+1= 3Cr. Hrs. |
| 5. Ethics and Laws in advertising and PR | 3 Cr. Hrs |
| 6. Internship. | 3 Cr. Hrs. |

Program BS Semester- 08

Cr.Hrs: 6

- | | |
|---------------------|------------|
| 1. Research Report. | 3 Cr. Hrs. |
| 2. Project. | 1+2= 3Cr. |



Course Contents



RJ-4707 Online Journalism

Instructor: Sarosh Bajwa

Course Learning Outcomes (CLOs):

After successful completion of this course, the students will be able to:

1. Develop and apply journalistic skills and techniques used for online journalism (C3)
2. Identify how to search the internet to gather information and use the technical skills of uploading and editing online news item (C3)
3. Analyze online resources and evaluate online media for credibility, lay out and navigability through metrics (C4)
4. Design a digital work environment for Journalists and learn and apply non-linear story telling techniques for online Journalistic practice (C6)
5. Discuss legal and ethical issues for online Journalism and understand web page designing skills and apply in various contexts (C6)

Mapping of CLOs to Program Learning Outcomes (PLOs):

Semester	Course Code	Title	Course Learning Outcomes	PLO 1 Knowledge	PLO 2 Problem Analysis	PLO 3 Design & Develop	PLO 4 Modern Tool Usage	PLO 5 Comm & Society	PLO 6 Ethics	PLO 7 Individual & Team	PLO 8 Communication	PLO 9 Professional Comp.	PLO 10 Lifelong learning
7 th	Online Journalism		1. Develop and apply journalistic skills and techniques used for online journalism (C3)	☐									
			2. Identify how to search the internet to gather information and use the technical skills of uploading and editing online news item (C3)				☐						
			3. Analyze online resources and evaluate online media for credibility, lay out and navigability through metrics (C4)				☐						



Calendar of Course Contents

Lecture s	Topics	CLO
1-2	Introduction: Internet emergence and development Online Journalism/web Journalism Impact of New media on journalism	1
3-4	Features of New media Traits of online journalists Challenges posed by new media on newsrooms of offline Media	1
5-6	Evolution and Growth of New Media Trends in web journalism	1
7-8	Websites and Blogs: Introduction to Basics Soft wares for web/blog designing Essentials of webpage	2
9-10	Steps for web design Web site management Features of website	2
11-12	Blogs: Introduction to blogs Types of blogs Uses of blogs	2
13	Mid Term Exam	
14-17	Online Journalism around the world: Differentiation between online and multimedia journalism, convergence, internet television, hybrid newspapers, The changing landscape: why broadcast outlets and newspapers are on web	2
18-20	Citizen and Participatory Journalism: Role of citizen journalism, Hyperlocal journalism, crowdsourcing and blogging	3
21-24	Online Social Networking: Microblogging, image sharing and video sharing sites, online gaming, weblogs, chat rooms, and	3
25-30	Security, Ethical and Legal Challenges: Trolling, Fake news, graphic manipulation, and plagiarism	4, 5
	Final Exam	



Mapping of CLOs to Direct Assessments

	Direct Assessments									
CLOs ▼	Activity 1	Activity 2	Activity 3	Quiz 1	Quiz 2	Quiz 3	Quiz 4	Assign.	Mid	Final Exam
1	☐	☐							☐	
2			☐	☐					☐	☐
3		☐			☐			☐		☐
4						☐		☐		☐
5							☐	☐		☐



AP-4711 Copywriting, Body copy and Thematic Ad. Campaigns

Instructor: Sarosh Bajwa

Course Learning Outcomes (CLOs):

After successful completion of this course, the students will be able to:

1. To demonstrate proficient copywriting skills that captures the target audience's attention (C2)
2. To design thematic ad campaigns, including defining campaign objectives, creating a consistent theme, and developing content that aligns with the chosen theme (C6)
3. To identify and target specific demographics and segments effectively using Google analytics (C3)
4. To adapt copywriting skills for different media platforms like social media, print, radio, and digital advertising (C6)
5. To plan the performance of thematic ad campaigns, using metrics and analytics to measure success (C3)

Mapping of CLOs to Program Learning Outcomes (PLOs):

Semester	Course Code	Title	Course Learning Outcomes											
7 th	AP-4711	Copywriting, Body copy	To demonstrate proficient copywriting skills that captures the target audience's attention (C2)	☐	PLO 1 Knowledge	PLO 2 Problem Analysis	PLO 3 Design & Develop	PLO 4 Modern Tool Usage	PLO 5 Comm & Society	PLO 6 Ethics	PLO 7 Individual & Team	PLO 8 Communication	PLO 9 Professional Comp.	PLO 10 Lifelong learning
		To design thematic ad campaigns, including defining campaign objectives, and developing content that aligns with the chosen theme (C6)		☐										



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

		To identify and target specific demographics and segments effectively using google analytics (C3)		☐										
		To adapt copywriting skills for different media platforms like social media, print, radio, and digital advertising (C6)			☐									
		To plan the performance of thematic ad campaigns, using metrics and analytics to measure success (C3)			☐									

Learning Methodology:

Classroom lectures, problem solving exercises, videos, field/site visit(s)

Grade Evaluation Criteria

Components	Marks
Class Activities	15
Quizzes / Assignment	20
Mid Term Exam	25
Final Exam	40
Total	100

Calendar of Course Contents

Lecture s	Topics	CLO
1-2	Introduction: Overview of Advertising and its Principles What is copywriting and its importance Overview of Copywriting Principles	1
3-4	Understanding the Role of Copy in Advertising and Marketing Essentials for crafting a creative brief AIDA Model to engage consumers Audience analysis	1



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

5-6	The Power of Storytelling in Copy Writing Effective Body Copy	1
7-8	Techniques for copywriting Methods for writing taglines, body and slogans Process of writing a copy	2
9-10	Structuring Body Copy for Different Media	2
11-12	Mass Media: Copywriting for online mediums in scripting, voice overs and musical ads with radio jingles Writing for Digital and Social Media Copywriting for Print and Traditional Advertising	2
13	Mid Term Exam	
14-17	Ad Campaigns: Identify Objectives, Target Market and Rationale	2
18-20	Thematic Ad Campaigns: Understanding thematic Advertising What are themes and how they can be used in advertising Examples for theme-based ads	3
21-24	Thematic campaigns on social media: Visual Design and Imagery along with copy text Directing Ads: voice overs and ad direction with visualized	3
25-30	Ad Proposal for launching campaign	4, 5
	Final Exam	



Mapping of CLOs to Direct Assessments

	Direct Assessments									
CLOs ▼	Activity 1	Activity 2	Activity 3	Quiz 1	Quiz 2	Quiz 3	Quiz 4	Assign.	Mids	Final Exam
1	☐	☐							☐	
2			☐	☐					☐	☐
3		☐			☐			☐		☐
4						☐		☐		☐
5							☐	☐		☐



AP-3603 Media Marketing and Branding

Instructor: Sarosh Bajwa

Course Learning Outcomes (CLOs):

After successful completion of this course, the students will be able to:

1. Explain the marketing mix (product, price, place, promotion) and its relevance to media and branding. (C2)
2. Create effective branding strategies that align with organizational goals and values. (C6)
3. Analyze consumer behavior and its implications for marketing and branding. (C4)
4. Interpret data to make informed decisions for optimizing marketing strategies. (C2)
5. Apply theoretical knowledge to practical situations through hands-on projects. (C4)

Mapping of CLOs to Program Learning Outcomes (PLOs):

Semester	Course Code	Title	Course Learning Outcomes										
6 th	AP 3603	Media Marketing and Branding	Explain the marketing mix (product, price, place, promotion) and its relevance to media and branding. (C2)	☐									
		Create effective branding strategies that align with organizational goals and values. (C6)		☐									
		Analyze consumer behavior and its implications for marketing and branding. (C4)				☐							
		Interpret data to make informed decisions for optimizing marketing strategies. (C2)			☐								
		Apply theoretical knowledge to practical situations through hands-on projects. (C4)				☐							
				PLO 1 Knowledge	PLO 2 Problem Analysis	PLO 3 Design & Develop	PLO 4 Modern Tool Usage	PLO 5 Comm & Society	PLO 6 Ethics	PLO 7 Individual & Team	PLO 8 Communication	PLO 9 Professional Comp.	PLO 10 Lifelong learning



Learning Methodology:

Classroom lectures, problem solving exercises, videos, field/site visit(s)

Grade Evaluation Criteria

Components	Marks
Class Activities	15
Quizzes / Assignment	20
Mid Term Exam	25
Final Exam	40
Total	100



Calendar of Course Contents

Lecture s	Topics	CLO
1-2	Introduction: Introduction of Media Marketing Difference between Marketing and Branding,	1
3-4	Objectives and Functions of Marketing and Branding Types of Brands, 7Ps of Marketing	1
5-6	Social Media Marketing vs Conventional Marketing 3C's of Branding	1
7-8	McDonald's Case Study Strategies and Guidelines to Marketing Types of Marketing Research	2
9-10	Digital Media Marketing: Tools and Effectiveness of digital Media Marketing	2
11-12	Product Life-cycle and STP Process in Marketing Branding and Integrated Marketing Communications	2
13	Mid Term Exam	
14-17	Effective Branding strategies with IMC SEO and SEM: Differentiation	2
18-20	Process of SEO Role in effective digital marketing	3
21-24	Content Marketing Steps and Process of Content Marketing	3
25-30	Email Marketing How to design email content Facebook and Google Analytics	4, 5
	Final Exam	



Mapping of CLOs to Direct Assessments

	Direct Assessments									
CLOs ▼	Activity 1	Activity 2	Activity 3	Quiz 1	Quiz 2	Quiz 3	Quiz 4	Assign.	Mids	Final Exam
1	☐	☐							☐	
2			☐	☐					☐	☐
3		☐			☐			☐		☐
4						☐		☐		☐
5							☐	☐		☐



MC-2308 Fundamentals of Advertising and PR

Instructor: Sarosh Bajwa

Course Learning Outcomes (CLOs):

After successful completion of this course, the students will be able to:

1. Outline the theories that inform practice of advertising through online and traditional marketing platforms (C2)
2. It will build the techniques to improve the design independently using messages in advertising process. (C3)
3. Demonstrate the managerial approach to advertising and develops an understanding of terminology of promotion, in general, and advertising in particular (C2)
4. Develop an appreciation of the role of advertising using advanced advertising models (C6)
5. Develop an understanding of the activities that form the five new practices of advertising (C6)

Mapping of CLOs to Program Learning Outcomes (PLOs):

Semester	Course Code	Title	Course Learning Outcomes	PLO 1 Knowledge	PLO 2 Problem Analysis	PLO 3 Design & Develop	PLO 4 Modern Tool Usage	PLO 5 Comm & Society	PLO 6 Ethics	PLO 7 Individual & Team	PLO 8 Communication	PLO 9 Professional Comp.	PLO 10 Lifelong learning
3rd	MC 2308	Fundamentals of Advertising and	1. Outline the theories that inform practice of advertising through online and traditional marketing (C2)	☐									
			2. It will build the techniques to improve the design independently using messages in advertising. (C3)				☐						
			3. Demonstrate the managerial approach to advertising and develops an understanding of terminology of		☐								



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

			promotion, in general, and advertising in particular (C2)										
			4. Develop an appreciation of the role of advertising using advanced advertising models (C6)				☐						
			5. Develop an understanding of the activities that form the five new practices of advertising (C6)							☐			

Learning Methodology:

Classroom lectures, problem solving exercises, videos, field/site visit(s)

Grade Evaluation Criteria

Components	Marks
Class Activities	15
Quizzes / Assignment	20
Mid Term Exam	25
Final Exam	40
Total	100

Suggested books and other material

- Contemporary Advertising by William F Arens
- Advertising Principles and Practices by William Wells, Sandra and John B
- Kleppener's Advertising Procedure by Thomas and W Ronald
- Contemporary Public Relations by Aurangzeb Soharwardi
- Public Relations-The Basics by Ron Smith



Calendar of Course Contents

Lecture s	Topics	CLO
1-2	Introduction: Introduction of course outline. Overview of Advertising, and types of advertising	1
3-4	Objectives and Functions of Advertising Advertising Appeals (Rational, Emotional, Moral, Direct and Indirect) Elements and Role of Advertising	1
5-6	Advertising and Marketing: Differentiation and 7Ps of Marketing	1
7-8	Advertising Plan and Process (3 basic plans, SWOT analysis, advertising strategies and use of research) Copy writing and language of advertising (guidelines for copywriting for print, TV, outdoor and SM)	2
9-10	Creative Writing and Designing: Message construction, Head and heart strategy, layouts, and visual communication	2
11-12	Advertising Proposal and Agency Advertising Agency and its Structure Types of Advertising Agency	2
13	Mid Term Exam	
14-17	Introduction to PR (objectives and functions) Differentiation (PR, advertising and marketing) Qualities of PRO	2
18-20	PR and Media Management (Tools in PR, strategies, and basic plans) Process of PR (RACE Model)	3
21-24	PEST Analysis and PR Research Strategy Four Models of PR PR Campaign Proposal	3
25-30	PR Organizations (PID, DGPR, ISPR) Code and Ethics for PR and Advertising	4, 5
	Final Exam	



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Mapping of CLOs to Direct Assessments

	Direct Assessments									
CLOs ▼	Activity 1	Activity 2	Activity 3	Quiz 1	Quiz 2	Quiz 3	Quiz 4	Assign.	Mids	Final Exam
1	☐	☐							☐	
2			☐	☐					☐	☐
3		☐			☐			☐		☐
4						☐		☐		☐
5							☐	☐		☐



Outline Social Media

Course Code: (MC1206)

Course Head: Dr. Saima Saqlain

Course Learning Outcomes (CLOs):

After successful completion of this course, the students will be able to:

- Define how social media has changed the concept of communication(C1)
- Explain the various applications of social media convergence (C5)
- Identify the importance and influence of the social media (C3)
- Compare the social media and social networks (C5)
- Analyze the role of search engine techniques in finding solid Knowledge (C4)

Mapping of CLOs to Program Learning Outcomes (PLOs):

Semester: 02	Course Code: MC-1206	Title	Course Learning Outcomes	PLO 1 Knowledge	PLO 2 Problem Analysis	PLO 3 Design & Development of Solution	PLO 4 Modern Tool Usage	PLO 5 Communication & Society	PLO 6 Ethics	PLO 7 Individual and Team Work	PLO 8 Communication	PLO 9 Professional Competency	PLO 10 Lifelong Learning
		Intro to Social media	• Define how social media has changed the concept of communication(C1)	Y									
			• Explain the various applications of social media convergence (C5)		Y								
			• Identify the importance and influence of the social media (C3)				Y						



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

			Compare the social media and social networks (C5)							Y			
			Analyze the role of search engine techniques in finding solid Knowledge (C4)										Y

Learning Methodology:

Books, Handouts, Notes and Classroom lectures,

Text Books:

1. Joseph R. Dominick, The dynamics of Mass Communication Twelfth edition. McGraw- Hill international edition.
2. Evans, D. (2012). *Social media marketing: An hour a day*: John Wiley & Sons.
3. Safko, L. (2010). *The social media bible: tactics, tools, and strategies for business success*: John Wiley & Sons.
4. Xiang, Z., & Gretzel, U. (2010). Role of social media in online travel information search. *Tourism management*, 31(2), 179-188.
5. The Handbook of Science and Technology Studies, Third Edition, Edited by, Edward J. Hackett, Olga Amsterdamska, Michael Lynch, Judy Wajcman, Published in cooperation with the Society for Social Studies of Science
6. Handouts, Lectures Notes

Grade Evaluation Criteria

Components	Marks
Assignment	05
Project	10
Book Review Assessment	05
A wake up call	05
Presentation	10
Mid Term Exam	25
Final Exam	40
Total	100



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Calendar of Course Contents

Lectures	Topics	CLO	Textbook Chapter(s)
1-2	Discussion on course outline. Introductory and Orientation session of whole class	1	1
3-4	Communication and its Types • Verbal Communication • Non Verbal Communication Communication Process • Five basic components of Communication Process	1	2-3
5-6	Types of media Print Media: • Newspapers • Magazines • Books And other printed Materials Electronic and static media • Television • Radio • Film and all out of home media	1	4
7-8	• Definitions of Social media, advantages and disadvantages of social media • Social Media and its impacts on society. • Difference between Social Media and Social Networks Social Media and its applications • Facebook • Twitter	2	6



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

	• Instagram • Linked in • Youtube • Blog		
9	Mid Term Exam		
10-11	Communication Models • Role of Models in Communication process Definitions of Models • Aristotle Model • Laswell's (1948) Model of Communication • Shannon and Weaver's Model • Schramm's Model • Berlo's "SMCR" Model Traditional Media Vs Online Media • Social Media Strategy • Introducing "C" Generation • Corporate social media • POST Strategy • SMART Strategy Facebook and self-perception: Individual susceptibility to negative social comparison on Facebook	2	4
12-13	• Social media & journalism Technologies used • Blogs • Picture sharing • Wall postings • Email • Instant messaging • Music sharing • Crowd sourcing • Mobile social media • Collaborative projects (Wikipedia) • Blogs	3	5



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

	• Micro blogs (Twitter) • Content communities (YouTube) • Social network sites (Facebook) • Virtual game worlds (World of Warcraft) • Virtual social worlds (second life) A wakeup call by Students of SMCS on Social media and its usage.		
14-15	• Cultural issue and Ethical concerns of social media • Future trends & developments in social media	3	3
	Final Exam		

Mapping of CLOs to Direct Assessments

CLOs ▼	Assignment	Chapter Review	A wake Up Call By Students Of SMCS	Special Lecture Series on Social Media	MidtermExam	Project	Final Exam
1	Y	Y		Y			
2			Y				
3					Y		
4						Y	
5			Y				Y



Media History, Ethics & Laws

Resource Person: Mr. Tayyab Bhatti

Course Learning Outcomes (CLOs):

After successful completion of this course, the students will be able to:

1. To extend the theoretical knowledge of students regarding history, laws, ethics & functioning of media. (C2)
2. To able the student to make use of publishing and evaluating the media content on basis of ethics and laws by providing different examples of media content. (C3)
3. To analyze in critical thinking skills that will move them to an understanding of broader ramifications of events and decisions (C4)

Mapping of CLOs to Program Learning Outcomes (PLOs):

Semester	Course Code	Title	Course Learning Outcomes	PLO 1 --Knowledge	PLO 2-Problem Analysis	PLO 3-Design/Development of Solutions	PLO 4 – Modern Tool Usage	PLO 5 --Communication and Society	PLO 6 -- Ethics:	PLO 7 Individual and Team Work	PLO 8 Communication	PLO9 Professional Competence	PLO 10 Lifelong Learning
1st	MC1101	Media history, ethics & Laws	To extend the theoretical knowledge of students regarding history, laws, ethics & functioning of media. (C2)	✓									
			To able the student to make use of publishing and evaluating the media content on basis of ethics and laws by providing different examples of media content. (C3)		✓								



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

			To analyze in critical thinking skills that will move them to an understanding of broader ramifications of events and decisions (C4)									✓	
--	--	--	--	--	--	--	--	--	--	--	--	---	--

Learning Methodology:

The classroom is an interactive community in which the resource person and participants work together in the learning process. This is a combination of lecture, discussions, group discussions, quizzes, assignments and presentations. The class will be very interactive so you all requested to show your deep concern and interest in this regard and attend the class timely and regularly.

Grade Evaluation Criteria

Components	Marks
Class Activities	10
Quizzes / Assignments	30
Mid Term Exam	20
Final Exam	40
Total	100

Text Book:

- 1-Mass Communication Theory and Practice by M A Hijazi, G M Naqqash
- 2- Competitive Journalism by Shabbir Sarwar, Nadeem Abbas
- 3- Pakistan Media Scene (Orient Publishers).
- 4- The Dynamics of Mass Communication by Joseph R Dominic and McGraw-Hill
- 5- Media history Laws and Ethics by Zahir Saeed
- 6- Lecture Handouts, and files of Current Affairs Bibliography (CAB) from UMT Library.



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Week No.	Lecture No.	Lecture Contents	Relation with CLO
W1	L1	Discussion on course outline. Introductory and orientation session of whole class	CLO1
W2	L2 L3	History of Communication and Media (World, Subcontinent, Pakistan)	Group Discussion
W3	L4 L5	Evolution of Media in Subcontinent with Special Reference to Muslim Journalism	Quiz
W4	L6 L7	Role of Muslim Press in Pakistan Movement History and Development of Media in Pakistan	Debate
W5	L8 L9	Journalistic Organizations and institutes in Pakistan Activities and overall Impact of these organizations	Group Discussion



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

W6	L10	Study Tour		
W7	L 11		Quiz	CLO 3
	L12	Emergence of Electronic Media in Pakistan		
W8	L13	Mid Term Exam		
W9	L14			
	L15	PEMRA: Introduction and Critical Analysis Pakistan's Press Laws, Regulations	Group Discussion	3
W10	L16		Quiz	CLO 2
	L17	Sensationalism, Yellow journalism		
W11	L18		Debate	CLO 3
	L19	Freedom of Media in Pakistan -- Constitutional Guarantee --Struggle -- Current situation		
W12	L20		Group Discussion	CLO
	L21	Code of Ethics, Issues of Ethics in Media		2
W13	L23		Quiz	CLO 1
	L24	Media ethics in Islamic Society		



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

W14	L25 L26	Freedom and Responsibility	Group Discussion	CLO 2
W15	L27 L28	Presentations		CLO 2
W16		Final Exam		

Mapping of CLOs to Direct Assessments

	Direct Assessments									
CLOs ▼	Activity 1	Activity 2	Activity 3	Quiz 1	Quiz 2	Quiz 3	Quiz 4	Assign.	Mids	Final Exam
1	✓	✓							✓	
2			✓	✓					✓	✓
3		✓			✓			✓		✓
4						✓		✓		✓
5							✓	✓		✓



Intro to Broadcast Journalism (MC 1024)

Ms. Maria Naeem

Course Learning Outcomes (CLOs):

This subject aims:

1. To adapt an understanding of creation of broadcast journalism and its content creation (C6)
2. To analyse and critique broadcast and production practices both holistically and in terms of their component parts, namely: audio, video, scripting, production, and editing. (C4)
3. To relate effectively for broadcast media as well as other forms and styles appropriate for the communications by making use of other professions and audiences they serve. (C1)

Semester	Course Code	Title	Course Learning Outcomes	PLO 1 Knowledge	PLO 2 Problem Analysis	PLO 3 Design & Analysis	PLO 4 Modern tool usage	PLO 5 Communication &	PLO 6 Ethics	PLO 7 Individual & team	PLO 8 Communication	PLO 9 Professional	PLO 10 life-long
2	MC- 1204	Broad cast Journalism	1. To adapt an understanding of creation of broadcast journalism and its content creation (C6)	✓									
			2. To analyze and critique broadcast and production practices both holistically and in terms of their component parts, namely: audio, video, scripting, production, and editing. (C4)	✓									
			3. To relate effectively for broadcast media as well as other forms and styles appropriate for the communications by making use of other professions and			✓							



		audiences they serve. (C1)											
--	--	----------------------------	--	--	--	--	--	--	--	--	--	--	--

Learning Methodology:

- Class lectures
- Writing practice both in English and Urdu
- Writing for all broadcast, print and online media

Grade Evaluation Criteria

Following is the criteria for the distribution of marks to evaluate final grade in a semester.

Marks Evaluation

Marks in Percentage

Mid Term	25
Attendance & Class Participation	05
Term Project & Assignment	20
Final exam	35
Quiz	15
Total	100



Calendar of Course contents to be covered during semester

Week	Course Content	CLO's
1	Discussion on course outline. Introductory and Orientation session of whole class	1
2	Basic definition, concepts, of Broadcast journalism	1
3	- History of Radio Broadcasting - Equipment's used in Radio Broadcasting	2
4	- Functions of Radio - Radio Program Production	1 & 3
5	- Radio News Production News writing - Radio Documentary	1 & 2
6	- Radio Feature - Radio Drama	1
7	- Radio Interviews - Impact of radio on society	3 & 5
8	Mid-term	
9	- Introduction and History of TV Broadcasting - History and Role of PTV	4 & 5



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

10	• Camera and Lightening Techniques • Basic Shots on Camera	1 & 3
11	• TV drama & types of drama	4
12	• Process of writing drama • TV Documentary • Types of Documentary	1 & 4
13	• Observational & Participant camera • Organizational structure of TV	
14	Presentations	
15	Revision of whole syllabus	

Mapping of CLOs to Direct Assessments

	Direct Assessments									
CLOs ▼	Activity 1	Activity 2	Activity 3	Quiz 1	Quiz 2	Quiz 3	Quiz 4	Assign.	Mids	Final Exam
1	✓	✓							✓	
2			✓	✓					✓	✓
3		✓			✓			✓		✓
4						✓		✓		✓
5							✓	✓		✓



Intro to Media Writings (MC1102)

Ms. Maria Naeem

Course Learning Outcomes (CLOs):

This subject aims

1. To illustrate students' writing in general by introducing them to the fundamental skills by comparing it with professional writers. (C2)
2. Students will learn to analyze on their own news stories by making use of other available written communication. (C4)
3. Students will also become familiar to perceive various styles and contexts of media writing by classifying different platforms of media. (C5)
4. Student will propose critical thinking skills when generating, consuming, and evaluating messages in relevant communication contexts. (C6)

Mapping of CLOs to Program Learning Outcomes (PLOs):

Semester	Course Code	Title	Course Learning Outcomes											
1st	MC 1102	Intro to Media Writing	1. To illustrate students' writing in general by introducing them to the fundamental skills by comparing it with professional writers. (C2)	✓										
			2. Students will learn to analyze on their own news stories by making		✓									
				PLO 1 Knowledge	PLO 2 Problem Analysis	PLO 3 Design & Analysis	PLO 4 Modern tool usage	PLO 5 Communication &	PLO 6 Ethics	PLO 7 Individual & team	PLO 8 Communication	PLO 9 Professional	PLO 10 life-long	



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

			use of other available written communication. (C4)										
			3. Students will also become familiar to perceive various styles and contexts of media writing by classifying different platforms of media. (C5)								✓		
			4. Student will propose critical thinking skills when generating, consuming, and evaluating messages in relevant communication contexts. (C6)							✓			

Learning Methodology:

- Class lectures
- Writing practice both in English and Urdu
- Writing for all broadcast, print and online media

Grade Evaluation Criteria

Following is the criteria for the distribution of marks to evaluate final grade in a semester.

Marks Evaluation	Marks in Percentage
Mid Term	25
Attendance & Class Participation	05
Term Project & Assignment	20
Final exam	35
Quiz	15
Total	100



Calendar of Course contents to be covered during semester

Week	Course Contents	Reference Chapter(s)	CLO's
1	Basic tools of writing/ How to write	Ch# 1 Writing for the Mass Media By James Stovall	1
2	Essentials of Media Writing	CH#2 1 Writing for the Mass Media By James Stovall From slides	1
3	Difference b/w Academic & Journalistic Writing “and” Interviewing Technique: drawing information from people	& Chapter 6 of Writing for the Media By “Usha Raman”S	4
4	Writing for print media Understanding what makes news/ What is news writing (Quiz 1)	Chapter 1 of Writing for the Media By “Usha Raman”S	3
5	Identifying 5w's & 1 H from news story	Chapter 7 of Writing	3



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

		for the Media By “Usha Raman”S	
6	Generating lead from news story	Chapter 8 of Writing for the Media By “Usha Raman”S	2
7	Body Copy (Assignment)	Ch# 5 Writing for the Mass Media By James Stovall	3
8	Writing For Broadcast Media	Ch# 6 Writing for the Mass Media By James Stovall	3
9	Writing Advertising Copy (Quiz 2)	Ch# 7 Writing for the Mass Media By James Stovall	1 & 3
10	Writing for Public relations/ Writing Press Conference, Press Release (Quiz 3)	Ch# 8 Writing for the Mass Media By James Stovall OR	1 & 3



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

		Chapter 11 of Writing for the Media By “Usha Raman”S	
11	Feature Writing	Ch# 11 of News Writing & Reporting By “Carole Rich”	5
12	Editorial & Column Writing	Chapter 13 of Writing for the Media By “Usha Raman”	1 & 3
13	Writing for Online Medium (Project)	Ch# 13 of News Writing & Reporting By “Carole Rich”	2
			5
14	Blog Writing	Ch# 02 of News Writing & Reporting By “Carole Rich”	
15	Final Term Exam		

Recommended Text Books:

1. “Writing for Mass Media” By James Glen Stovall”
2. Writing For the Media By “Usha Raman”
3. News Writing & Reporting By “Carole Rich”
4. The Internet and the Mass Media edited by Lucy Küng, Robert G Picard, Ruth Towse
5. Media Writing: A Practical Introduction By Craig Batty, Sandra Cain



Mapping of CLOs to Direct Assessments

	Direct Assessments									
CLOs ▼	Activity 1	Activity 2	Activity 3	Quiz 1	Quiz 2	Quiz 3	Quiz 4	Assign.	Mids	Final Exam
1	☐	☐							☐	
2			☐	☐					☐	☐
3		☐			☐			☐		☐
4						☐		☐		☐
5							☐	☐		☐



Course Title: Introduction to Mass Communication

Resource person: Ms. Iqra Saeed

Course Learning Outcomes (CLOs)

After successful completion of this course, students are expected to be able to:

CLO1. To understanding of the basic concepts of mass media (C2)

CLO2. To demonstrate the basic models of the Mass Communication (C2)

CLO3. To understand the study of Mass communication as a sub type of human communication. (C3)

CLO4: To understand the study of Mass communication as a sub type of human communication. (C3)

CLO5. To explore the various media in the areas of social, political, economic and technological influences (C4)

Mapping of CLOs to Program Learning Outcomes (PLOs)

Semester	Course Code	Title	Course Learning Outcomes	PLO 1 Knowledge	PLO 2 Problem Analysis	PLO 3 Design & Analysis	PLO 4 Mod. Tool Usage	PLO 5 Comm & Society	PLO 6 Ethics	PLO 7 Ind & Team Work	PLO 8 Communication	PLO 9 Lifelong Learning	PLO 10 Prof Comp
Ist		Introduction to Mass Communication	CLO1. To understanding of the basic concepts of mass media (C2)	✓									
			CLO2. To demonstrate the basic models of the Mass Communication (C2)	✓									
			CLO3. To understand the study of Mass communication as a sub type of human communication. (C3)				✓						
			CLO4: To understand the study of Mass communication as a sub type of human communication. (C3)					✓					
			CLO5. To explore the various media in the areas of social, political, economic and technological influences (C4)							✓			



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Learning Methodology

Classroom Lectures, Problem Solving Exercises, Videos, Games, Quizzes, Project.

Grade Evaluation Criteria

Components	Marks
Mid Term	20
Quizzes / Assignment	20
Final Term Exam	35
Project	15
Presentation	5
Class Participation	5
Reaction Papers	5
Workgroups	5

Class Assignments

Quizzes: There will be 5-item quizzes on most of the readings. These are based on the readings and are open-book. Therefore, you should be able to get all answers correct.

What are the Projects and Reaction Papers? On the dates indicated on the course schedule, you will be expected to turn in a reaction paper that covers the assigned topic. Reaction papers are "thought papers" based on the readings you have done, videos you have watched, and your own experiences. Each reaction paper will have questions assigned for you to consider.

You are not expected to consult outside sources for your reaction papers, but you are welcome to do so if you would like. If you use another source, definitely include the reference (book title and author, article citation, or web address).

Note: *All of the reaction papers will be graded as acceptable (full points) or not Acceptable (no points).*

Books/References

- The Dynamics of Mass Communication. By Joseph R Dominic. McGraw-Hill
- Introduction to Mass Communication. By Stanley J Baran. McGraw-Hill



Calendar of Course Content

Lectures	Topics	CLO	Textbook/Chapter
1-2	Introduction of Class		
	○ One to One Orientation ○ Course Overview and Syllabus, Brief introduction of Communication and Mass Communication	1	Chapter 1: Introduction to Mass Communication by Stantley J. Baran
3-4	Laying the Groundwork	1	Chapter 1: Part 1: Laying the Ground Work
	• Communication, Mass Communication • The Evolving Mass Communication Process		
5-6	Type of Communication		Chapter 2:
	Forms of Communication	2	Communication, Media and Forms
	Process of Mass Communication		By Stanley J Baran. McGraw-Hill
	Effective communication		
	(Build connection with core subject)		
7-8	Media of Mass Communication		Chapter 4:
	Print (Newspapers, Magazines, Books, Leaflet, Newsletter, Booklet and Poster)		The Dynamics of Mass Communication



	(Build connection with core subject)		by Joseph R Dominic McGraw-Hill
9-10	Media of Mass Communication. Electronic and static media (Television, Radio, Film and all out of home media Folk media. Music, Sayings and Dance. Traditional ways of communication. Characteristics of folk media.	3	Chapter 6: Newspaper, Radio and Film by Joseph R Dominic McGraw-Hill
11	Intercultural communication. Barriers of cultural communication. Media Globalization. Cultural change.	3	Introduction to Mass Communication by Stanley J Baran. McGraw-Hill
12	Psychological warfare and its tools Aims and operations of political war. Types of Propaganda.	4	Chapter 8: In the era of warfare by Stanley J Baran. McGraw-Hill
12	Communication Technologies, Innovations, Advantages of Com. Technologies. Importance of hand-held devices.	4	The Dynamics of Mass Communication by Joseph R Dominic McGraw-Hill
13	Types of Media Audience and its different dimensions. Feedback and its criteria.	2	The Dynamics of Mass Communication



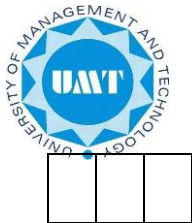
by Joseph R Dominic McGraw-Hill

14-15 Presentations on assigned topics with power point presentation 3,4

Workgroup 6: *Communication Strategies*

Mapping of CLOs to Direct Assessments

	Direct Assessments									
CLOs ▼	Activity 1	Activity 2	Activity 3	Quiz 1	Quiz 2	Quiz 3	Quiz 4	Assign.	Mids	Final Exam
1	☐	☐							☐	
2			☐	☐					☐	☐
3		☐			☐			☐		☐
4						☐		☐		☐
5							☐	☐		☐



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Learning Methodology

Classroom Lectures, Problem Solving Exercises, Videos, Assignments, Quizzes, Project.

Grade Evaluation Criteria

Components	Marks
Mid Term	25
Quizzes	10
Assignment	5
Project/ Presentation	10
Class Participation	5
Attendance	5
Final Term Exam	40

Text Books/References

فن ادارت (مسکین علی حجازی)

صحافتی زبان (مسکین علی حجازی)

Calendar of Course Content

Course Contents				
Week No.	Topic	Lecture No.	Lecture Contents	Book Chapters
W1	زبان کا ارتقاء	L1	کلاس اور کورس کا تعارف ، زبان کیا ہے؟	
		L2	زبان کا ارتقاء , زبان کی اقسام تحریری اور بولی جانے والی زبان کے مابین فرق	Chapter 1:
W2	ادب اور صحافتی زبان کے مابین مشترکات اور	L3	ادب اور صحافتی زبان کے مابین مشترکات اور اختلافات	Chapter 2:

	اختلافات	L4	صحافتی زبان کی خصوصیات , موجودہ صحافتی زبان	Chapter 3:
W3	اردو زبان کا ارتقاء زبان کی اقسام کا تقابلی جائزہ	L5	اردو زبان کا ارتقاء زبان کی اقسام کا تقابلی جائزہ	Chapter 4:
		L6	صحافتی اردو زبان کا ارتقاء	
W4	سابقے (تعریف) + مشق	L7	سابقے (تعریف) + مشق	Chapter 5:
		L8	لاحقے مترادفات	Chapter 6,7:
W5	تلخیص نگاری کے اصول اور اہمیت	L9	تلخیص نگاری کے اصول اور اہمیت	Chapter 8:
		L10	، سائنسی زبان اہمیت اور خصوصیات	Chapter 9
W6	ترجمہ , ترجمہ کے اصول , مترجم کی خصوصیات	L11	ترجمہ , ترجمہ کے اصول , مترجم کی خصوصیات	Chapter 10:
		L12	اردو اصطلاحات اور ان کی وضاحت , قواعد زبان	
W7		L13	پریزنٹیشن	
		L14		
W8	xxiv. --Mid Term Examination			xxv.

W9	لکھنے میں عام غلطیاں ضرب المثل	L17	لکھنے میں عام غلطیاں ضرب المثل	Chapter 11:
		L18	محاورے اور ان کا استعمال اور کالم فیچر کا تعارف	Chapter 12:
W10	اردو بطور قومی زبان	L19	اردو بطور قومی زبان	Chapter 13:
		L20	خبر لکھنے کی زبان، انٹرویو کی زبان	Chapter 14:
W11	xxvii. پرزینٹیشن			
W12	فیچر نگاری، تحقیقاتی صحافت کی زبان	L23	فیچر نگاری، تحقیقاتی صحافت کی زبان	Chapter 14:
		L24	فنون لطیفہ کی زبان، معاشرے اور مواصلات میں زبان کی اہمیت	Chapter 15:
W13	اصطلاحات اسم معرفہ کی اقسام	L25	اصطلاحات اسم معرفہ کی اقسام	Chapter 16,17:
		L26	خبر کی ہئیت (ابتدایہ + ترتیب)	
W14	سرخی کا تعارف مقصد اہمیت اوصاف اقسام، سرخی بنانے کے اصول	L27	سرخی کا تعارف مقصد اہمیت اوصاف اقسام	Chapter 18:
		L28	سرخی بنانے کے لیے درکار اوصاف	
W1	xxxii. Revision			



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

5				
W1 6		L31	Exhibition and report submission	

Mapping of CLOs to Direct Assessments

	Direct Assessments									
CLOs ▼	Activity 1	Activity 2	Activity 3	Quiz 1	Quiz 2	Quiz 3	Quiz 4	Assign.	Mids	Final Exam
1	☐	☐							☐	
2			☐	☐					☐	☐
3		☐			☐			☐		☐
4						☐		☐		☐
5							☐	☐		☐



Outline ENGLISH-04 ⁶

Course Code: (ENG-202)

Course Head: Dr. Saima Saqlain

Course Learning Outcomes (CLOs):

After successful completion of this course, the students will be able to:

1. Analyze the Journalistic writing components (C4)
2. Evaluate information to craft stories for the broad public (C5)
3. Discovering news from diverse communities. (C4)
4. Elaborate on basic news reporting and writing skills that you will find necessary for any career in journalism (C5).
5. Outline core skills of news judgment, news writing, basic reporting and editing, feature writing, law and ethics (C2).

Mapping of CLOs to Program Learning Outcomes (PLOs):

Semester: 04	Course Code: ENG-202	Title	Course Learning Outcomes									
English -04	Analyze the Journalistic writing components (C4)	Y	PLO 1 Knowledge	PLO 2 Problem Analysis	PLO 3 Design & Development of Solution	PLO 4 Modern Tool Usage	PLO 5 Communication & Society	PLO 6 Ethics	PLO 7 Individual and Team Work	PLO 8 Communication	PLO 9 Professional Competency	PLO 10 Lifelong Learning
	Evaluate information to craft stories for the broad public (C5)	Y										
	Discovering news from diverse communities. (C4)				Y							
	Elaborate on basic news reporting and writing skills that you will find necessary for any career in journalism (C5)		Y									



Calendar of Course Contents

Lectures	Topics	CLO	Textbook Chapter(s)
1-2	Discussion on course outline. Introductory and Orientation session of whole class	1	1
3-4	journalistic writing (modes, types and online journalism) Qualities of good writing (values of newsworthiness and writing essentials)	1	2-3
5-6	Process of good writing. (print media writing process, electronic media writing process, and online writing) The Writing Styles: Types of Writing Styles with Examples_ (Assignment)	1	4
7-8	Paragraph Writing (how to organize paragraph, development of paragraph) Practice of paragraph writing Parts of a Newspaper: The Language of Newspapers. News Writing and Style	2	5
9	Mid Term Exam		
10-11	The Writing Styles: Narratives and Report Writing Descriptive And Persuasive Writings	2	5
12-13	Broadcast and Web News Writing. The Art Of Interviewing A wakeup call by Students of SMCS on the role of Media writings.	3	3
14-15	Editorial, Column and Feature Writing Press Release, Reviews And Obituaries Press Release	3	4,5



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

	Final Exam		
--	-------------------	--	--

Mapping of CLOs to Direct Assessments

CLOs ▼	Assignment	Chapter Review	A wake Up Call By Students Of SMCS	Special Lecture Series on Journalistic writings	MidtermExam	Project	Final Exam
1	Y	Y		Y			Y
2		Y	Y	Y		Y	
3	Y				Y		Y
4			Y			Y	
5			Y				Y



Introduction to Film and Theatre
(MC-2307)
Resource Person: Mr. Summair Ahmed

Course Learning Outcomes (CLOs):

This course is designed to offer a comprehensive exploration of film and theater, covering their history, current status, and practical involvement in theater production. It aims to enhance students' visual literacy and understanding of the transformation.

- 1- Define the unique language of film, including camera angles, lighting, editing, and sound design. (C1)
- 2- Develop the skills to analyze and appreciate the visual and auditory elements that contribute to the storytelling process. (C3)
- 3- Assess critical thinking skills by engaging in thoughtful analysis of films and theatrical productions. (C5)

Mapping of CLOs to Program Learning Outcomes (PLOs):

Semester	Course Code	Title	Course Learning Outcomes	PLO 1 Knowledge	PLO 2 Problem Analysis	PLO 3 Design	PLO 4 Mod. Tool Usage	PLO 5 Comm. & Society	PLO 6 Ethics	PLO 7 Team Work	PLO 8 Communication	PLO 9 Professional comp.	PLO 10 Lifelong Learning
3rd	MC-2307	Introduction to Film and Theatre											
			Define the unique language of film, including camera angles, lighting, editing, and sound design. (C1)						✓				
			Develop the skills to analyze and appreciate the visual and auditory elements that contribute to the storytelling process. (C3)			✓							
			Assess critical thinking skills by engaging in thoughtful analysis of films and theatrical productions. (C5)			✓							



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Learning Methodology:

Classroom lectures, Ppt, Class Activities, Books.

Grade Evaluation Criteria

Components	Marks
Assignment	10
Quizzes	10
Mid Term Exam	20
Project	20
Final Exam	40
Total	100

Calendar of Course Contents

Lectures	Topics	CLO	Textbook Chapter(s)
1-2	Introduction and discussion on Subject. What is film? History of film.	1	Film History: An Introduction Bordwell, Thompson, Jeff Smith
3-4	Film Industries in the world. Films as the medium of communication.	2	Film as Film Graeme Burton
5-6	Films Genres. Muslim Film Industry. Egyptian, Iranian, and etc.	2,3	Film History: An Introduction Bordwell, Thompson, Jeff Smith
7-8	Film Industry in Pakistan, downfall and revival. Short Film and Documentaries. Quiz 1	3	Film History: An Introduction Bordwell, Thompson, Jeff Smith



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

	Movie Screening		Film History: An Introduction
9-10	Production/Making of movies. Idea Generation, Script Writing, Story boarding, Camera Techniques and etc.	2	Bordwell, Thompson, Jeff Smith
11-12	Activity related to Brain storming or Idea generation. Guest Lecture.	2	
13-14	Quiz 2	1,2	
15-16	Mid Term Exams		
	TED Talk on movies		
17-18	Revision and Discussion before Midterm Exam.	1,3	
19-20	What is Theatre? Theatre as the part of arts and communication. History of Theatre.	1,2	Respect for Acting. John Wiley & Sons, 04-May-2009.
21-22	Types of theatre plays. Types of Theatre.	2,3	Respect for Acting. John Wiley & Sons, 04-May-2009.
23-24	Theatre in Pakistan. Revival of theater. Acting Techniques According to scholars.	1,3	Respect for Acting. John Wiley & Sons, 04-May-2009.



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

	Theatre Play writing and production.		Respect for Acting.
25-26	Theatre Play writing and production.	1,2	John Wiley & Sons, 04-May-2009.
Quiz 3			
27-28		1,2,3	
	Revisions		
29-30	Final Term Exam	1,2,3	

Mapping of CLOs to Direct Assessments

CLOs ▼	Quiz 1	Quiz 2	Quiz 3	Assignment	Project	Midterm Exam	Final Exam
1	☐	☐				☐	☐
2			☐	☐		☐	☐
3					☐	☐	☐
4				☐	☐		



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

			Demonstrate a foundation that will aid students in the development of a thesis or dissertation and the preparation for comprehensive examinations. (C2)									✓	
--	--	--	---	--	--	--	--	--	--	--	--	---	--

Learning Methodology:

Classroom lectures, class practice, videos, presentations

Grade Evaluation Criteria

Components	Marks
Quizzes	15
Assignment	10
Class Participation/attendance	05
Presentation	05
Mid Term Exam	25
Final Exam	40
Total	100

Reference books:

1. Mass Communication Theory: Foundations, Ferment, and Future by Stanley J. Baran, Dennis K. Davis
2. **Intro to Com. Theory** by Richerd West and Lynn H. Turner
3. Media Use and the Selective Individual by y John R. Baldwin, Stephen D. Perry, and Mary Anne Moffitt. Boston
4. The Effects of Mass Communication by Joseph Klapper
5. Understanding Media: The Extensions of Man by Marshall Macluhan
6. The People's Choice How the Voter Makes up His Mind in a Presidential Campaign by Paul Lazars Feld, Bernard Berelson, Hazel Gaudet.



Calendar of Course Contents

Lectures	Topics	CLO	Textbook Chapter(s)
1-2	Discussion on course outline. Introductory and Orientation session of whole class Introduction to Mass Com. Theory What is theory? a. Dimension of Theory b. Major Approaches in Social Science c. Theory Construction d. Parts of Theory e. What is sociological theory? f. What is Communication theory? Class discussion	1	1
3-4	Five Eras of Media theory Mass Society and Mass Culture Class discussion	1	2-3
5-6	Magic Bullet Theory Limited effect media theory Two Step Flow of Communication Quiz	1	4
	Cultivation Theory Knowledge Gap Theory		



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

7-8	Social Learning Theory	2	5
9	Mid Term Exam		
10-11	Agenda setting theory Agenda setting theory: Framing, Priming, and stereotyping, gatekeeping, and status conferrals. Propaganda Model theory by Noam Chomsky	2	5
12-13	Normative theories: Authoritarian theory Libertarian theory Normative theories: Social responsibility theory, Soviet media theory Quiz, Class discussion	3	3
14-15	Diffusion of Innovation Theory Class discussion Spiral of Silence theory User and Gratification Theory Quiz Revision and Q&A session	3	4, 6
	Final Exam		



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Mapping of CLOs to Direct Assessments

CLOs ▼	Quiz 1	Quiz 2	Quiz 3	Assignment	Assignment	Midterm Exam	Final Exam
1	☐	☐				☐	☐
2			☐	☐		☐	☐
3					☐	☐	☐



National & International Affairs (NC-2322)

Course Head: Tayyab Farooq Bhatti

Course Learning Outcomes (CLOs):

This subject aims

- To plan to enlighten and enable the students to analyze the issues with proper perspective and background. (C3)
- To discover significant events, serious issues and important affairs in and around Pakistan by making use of historical events. (C4)
- To build understanding regarding national and international matters is very important for the persons who working in the field of media and communication. (C6)

Mapping of CLO's to Program Learning Outcomes (PLOs):

Semester: 3 rd and 4 th	Course Code:	Title: National and International Affairs	Course Outcomes	PLO1 Knowledge	PLO2 Problem Analysis	PLO3 Design & Analysis	PLO 4 Modern tool usage	PLO5 Communication & Ethics	PLO7 Individual & team	PLO 8 Communication	PLO9 Professional	PLO 10 life-long learning
			To plan to enlighten and enable the students to analyze the issues with proper perspective and background. (C3)	✓								
			To discover significant events, serious issues and important affairs in and around Pakistan by making use of historical events (C4)		✓							



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

		To build understanding regarding national and international matters is very important for the persons who working in the field of media and communication. (C6)									✓	
--	--	---	--	--	--	--	--	--	--	--	---	--

Learning Methodology:

Lectures/ discussion/Two way communication

Grade Evaluation Criteria

Following is the criteria for the distribution of marks to evaluate final grade in a semester.

Marks Evaluation

Marks in Percentage

Mid Term	25
Attendance & Class Participation	05
Term Project & Assignment	20
Final exam	35
Quiz	15
Total	100



Calendar of Course contents to be covered during semester

Week	Course Contents	CLO's
1	Discussion on course outline. Introductory and orientation session of whole class Constitutional history of Pakistan Objectives Resolution, All constitutions (constitution of 1956, 1962 and 1973) and 3 Martial Laws also.	1
2	Basic Institutions of Pakistan and its role. State and Govt, Three pillars of State, Types of Govt, establishment and civil society. Foreign policy of Pakistan its history and contrast	2
3	- Basic Institutions of Pakistan and its role. - Foreign policy of Pakistan its history and contrast. - Provincial autonomy and its importance.	2
4	- Study Tour - Water politics and Energy crisis of Pakistan	3
5	- Geo-political status of Pakistan. - International relations	3
6	- Muslim world and its Importance - Role of United Nations.	2
7	- War on Terror - Cold War	2
8	Talk Shows on.....Energy crisis, Water politics, War on terror, Two nation theory, Law and Order, Our true Culture, Rule of Law, Karachi operation, Talban, Sectarianism, Election rigging, Geo-Political Status of Pakistan, Corruption, Sports, Education, Healthcare, Tourism, United Nations' role	3
9	Talk Show 1	2



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

10	Talk Show 2	2
11	Special Lecture/Seminar	3
12	Talk Show 3	2
13	Exhibition	3
14	Revision of whole syllabus	1
15	Final Term Exam	

Mapping of CLOs to Direct Assessments

	Direct Assessments									
CLOs ▼	Activity 1	Activity 2	Activity 3	Quiz 1	Quiz 2	Quiz 3	Quiz 4	Assign.	Mids	Final Exam
1	☐	☐							☐	
2			☐	☐					☐	☐
3		☐			☐			☐		☐
4						☐		☐		☐
5							☐	☐		☐



FUNDAMENTALS OF NEWS REPORTING

Instructor: Mr. Muazam Ali Khan

Course Learning Outcomes (CLOs):

After successful completion of this course, the students will be able to:

1. To identify and understand the core news values, such as timeliness, relevance, prominence, proximity, and impact. (C3)
2. To apply inverted pyramid style in writing news stories, focusing on clear and concise writing. (C3)
3. To design interviews with sources, both in person and remotely, and use effective questioning techniques to gather information for news stories.(C6)
4. To analyze topics thoroughly and fact-check information to ensure accuracy and credibility in their news reporting. (C4)
5. To construct strong understanding of the ethical principles and legal issues related to journalism, including issues like defamation, privacy, and plagiarism (C3)

Mapping of CLOs to Program Learning Outcomes (PLOs):

Semester	Course Code	Title	Course Learning Outcomes	PLO 1 Knowledge	PLO 2 Problem Analysis	PLO 3 Design & Develop	PLO 4 Modern Tool	PLO 5 Comm & Society	PLO 6 Ethics	PLO 7 Individual & Team	PLO 8 Communication	PLO 9 Professional Comp.	PLO 10 Lifelong learning
3rd		News to Fundamentals	To identify and understand the core news values, such as timeliness, relevance, prominence, proximity, and impact. (C3)	✓									
			To apply inverted pyramid style in writing news stories, focusing on clear and concise writing. (C3)		✓								



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

		To design interviews with sources, both in person and remotely, and use effective questioning techniques to gather information for news stories.(C6)								✓	
		To analyze topics thoroughly and fact-check information to ensure accuracy and credibility in their news reporting. (C4)			✓						
		To construct strong understanding of the ethical principles and legal issues related to journalism, including issues like defamation, privacy, and plagiarism (C3)			✓						

Learning Methodology:

Classroom lectures, problem solving exercises, videos, field/site visit(s)

Grade Evaluation Criteria

Components	Marks
Class Activities	15
Quizzes / Assignment	20
Mid Term Exam	25
Final Exam	40
Total	100

Calendar of Course Contents

Lectures	Topics	CLO
----------	--------	-----



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

1-2	Introduction: Discussion on course outline. Introductory and Orientation session	1
3-4	What is reporting What is news , how to write for news paper Language of news	1
5-6	Skills required for a Good reporter What are the terminologies and • create an attention-grabbing intro or first paragraph • structure the content of your story effectively	1
7-8	Intro , Body and ending Proof read ,corrections Follow up	2
9-10	Sources of news Importance of credibility	2
11-12	How to manage statement and confirmation	2
13	Mid Term Exam	
14-17	Ethics of news reporting News biases and angel of news	2
18-20	News beats Political beat Crime beat	3
21-24	Education beat Sports beat Health beat	3
25-30	Covering a press conference News writing drill Ethics of news reporting	4, 5
	Final Exam	



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Mapping of CLOs to Direct Assessments

	Direct Assessments									
CLOs ▼	Activity 1	Activity 2	Activity 3	Quiz 1	Quiz 2	Quiz 3	Quiz 4	Assign.	Mids	Final Exam
1	☐	☐							☐	
2			☐	☐					☐	☐
3		☐			☐			☐		☐
4						☐		☐		☐
5							☐	☐		☐



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Discovering news from diverse communities. (C4)				Y							
Analyze the advance news reporting and writing skills that you will find necessary for any career in journalism (C4)			Y								
Outline core skills of news judgment, news writing, advance reporting, interviewing, investigative and interpretative reporting, feature writing, law and ethics (C2).										Y	

Learning Methodology:

Books, Hand outs, Notes, Classroom lectures and Practice

Text Books:

- Books: Kathryn T. Stofer, James R. Schaffer, Brian A. Rosenthal (2019), Sports Journalism, An Introduction to Reporting and Writing.
- News Reporting and Writing, The Missouri Group, 2019
- Vincent F. Filak, Dynamics of News Reporting and Writing: Foundational Skills for a Digital Age Second Edition.
- Vincent F. Filak, (2018) Dynamics of Media Writing.
- Peterson's (2019), the Associated Press Guide to News Writing, 4th Edition.
- These books are available at UMT library.
- News Writing & Reporting for today media, Bruce D. Itle & Douglas A. Anderson, McGraw Hill m, New York , 3rd, Ed. 1994
- News Reporters & News Sources, Herbert Strenzt, Prentice Hall, New Delhi, 2nd Ed 1992
- News Reporting & Writing, Brian S. Brook, George Kennedy, Daryl R. Moen, Don Raully, St Martin's Press, New York 4th Ed 1992
- Reporting for the Print Media, Fred Fedler, Harcourt Brad ollege Publishers, Forthworth , 5th Ed 1993
- Interpretive Reporting, Cutis D. MacDougal, Macmillan, New York 8th Ed. 1982
- The Computerized Newspaper, Paul Williams, Heinemann, London, 1990
- Investigative Reporting, Clark R. Mollenhoff, Macmillan, New York. 1981.
- Media Credibility , S.K. Aggarwal, Mittal Publications, New Delhi, 1989
- Public Affairs Reporting: Investigation, Interpretation and research, George S. Hage, Everett E. Dennis, Arnold H. Ismach, Stephen Hartgen, Prentice Hall, New Jersey, 1976



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Grade Evaluation Criteria

Components	Marks
Assignment	10
Project	10
Quiz	10
Class participation/attendance	05
Midterm Exam	25
Final Exam	40
Total	100

Calendar of Course Contents

Lectures	Topics	CLO	Textbook Chapter(s)
1-2	Discussion on course outline. Introductory and Orientation session Introduction of news and reporting	1	1
3-4	- Requirements of a reporter and his/her role - How to gather news	1	2-3
5-6	- How to write news - Beats and their importance, how to handle them, understand issues and their sources of information	1	4



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

7-8	- Journalistic code of ethics and media laws - News structure, writing practice	2	5
9	Mid Term Exam		
10-11	- Investigative reporting,, history, top investigative reporting in the world, and their role/importance in correcting a soceity/country - Tapping and maintaining sources for investigative reporting	2	5
12-13	. Investigative reporting (How to investigate an issue and build a case impartially and fairly, and how to analyze/verify data, information) writing practice - Interpretative reporting	3	3
14-15	- Interpretative reporting , issues at hand, writing practice Interview and Interview writing	3	4,5
	Final Exam		

Mapping of CLOs to Direct Assessments

	Direct Assessments									
CLOs ▼	Activity 1	Activity 2	Activity 3	Quiz 1	Quiz 2	Quiz 3	Quiz 4	Assign.	Mids	Final Exam
1	☐	☐							☐	
2			☐	☐					☐	☐
3		☐			☐			☐		☐
4						☐		☐		☐
5							☐	☐		☐



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Course: Development Communication (MC3514)

Instructor: Ms. Iqra Saeed

Course Learning Outcomes (CLOs)

After successful completion of this course, students are expected to be able to:

CLO1: To define ‘Development Communications’ and to the communication practices that promote development, material change and social justice. (C1)

CLO2: To outline the interface between communication technologies and development with appropriate form. (C2)

CLO3. Compare the theories of development communication and articulate their own theoretical position in the field. (C4)

CLO4: Organize campaigns based on an informed understanding of development communications (C3)

Mapping of CLOs to Program Learning Outcomes (PLOs)

Semester	Course Code	Title	Course Learning Outcomes	PLO 1 Knowledge	PLO 2 Problem Analysis	PLO 3 Design & Analysis	PLO 4 Mod. Tool Usage	PLO 5 Comm & Society	PLO 6 Ethics	PLO 7 Ind & Team Work	PLO 8 Communication	PLO 9 Lifelong Learning	PLO 10 Prof Comp
5 th	MC3514	Development Communication	CLO1. To define ‘Development Communications’ and to the communication practices that promote development, material change and social justice.(C1)	☐									
			CLO2. To outline the interface between communication technologies and development with appropriate form(C2)		☐								
			CLO3. Compare the theories of development communication and articulate their own theoretical position in the field. (C4)			☐							
			CLO4. Organize campaigns based on an informed understanding of development communications. (C3)									☐	

[illegible]

Classroom Lectures, Problem Solving Exercises, Videos, Games, Quizzes, Project.

Components	Marks
Mid Term	20
Quizzes / Assignment	20
Final Term Exam	35
Project	15
Presentation	5
Class Participation	5
Reaction Papers	5
Workgroups	5

Quizzes: There will be 5-item quizzes on most of the readings. These are based on the readings and are open-book. Therefore, you should be able to get all answers correct.

On the dates indicated on the course schedule, you will be expected to turn in a reaction paper that covers the assigned topic. Reaction papers are "thought papers" based on the readings you have done, videos you have watched, and your own experiences. Each reaction paper will have questions assigned for you to consider. You are not expected to consult outside sources for your reaction papers, but you are welcome to do so if you would like. If you use another source, definitely include the reference (book title and author, article citation, or web address).

Note: All of the reaction papers will be graded as acceptable (full points) or not acceptable (no points)



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Calendar of Course Content

Lectures	Topics	CLO	Textbook/Chapter	Activities/Games/Case Studies
1-2	Introduction of Class ○ One to One Orientation ○ Course Overview and Syllabus, Brief introduction of Development Communication ○ Development Support Communication	1	Chapter 1: Communication for Development and Social Change by Jan Servaes	Make a Facts Chart/Illustrate what you think the main idea
3-4	Development Communication, Empowerment, Social Justice in the Globalization Epoch ○ Media and Communication ○ Development and Directed Change ○ Empowerment ○ Social Justice ○ Development Communication ○ Third World Globalization Case Study: <i>Communication and Development for Social Justice in the 21st Century</i>	1	Chapter 1: Communication For Development By Melkote & Steeves	Form a Panel to discuss view. i.e., “Learning at School”



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

	Reaction Paper: Initial Thought			
5-6	Development Discourse, Modernization Theory <i>Modernization, Globalization, and the Dominant Development Discourse</i> ○ Modernization as an Economic Model ○ Modernizations as Social Evolution ○ Modernizations as Individual Change Workgroup 1: Modernizations as Discourse	2	Chapter 3: Communication For Development By Melkote & Steeves	Quiz 1
7-8	Media and Communication in Modernizations and Globalization ○ Communication Effect Approach ○ Mass Media and Modernizations Approach ○ Diffusion of Innovation ○ Social Marketing ○ Family Planning and HIV/AIDS Communication Campaigns	2, 3	Chapter 4: Communication For Development By Melkote & Steeves	Workgroup 2: <i>Strategies and Exemplars</i> <i>Opinion Leaders and Social Change</i>
9	Mid Term			



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

10	Critical Perspectives on Communication and Development - Gender and Environmental Biases in Modernization Discourse - Alternative Perspectives of Development and Social Change	3,4	Chapter 5: Communication For Development By Melkote & Steeves	Workgroup 3: Media Withdrawal A Health Campaign by Political Actor
11	Development Communication and Social Change - The concept of change - Level of change - Sources of change - Factors influencing change - Obstacles to change - Reducing resistance to change	5	Chapter 11: Communication For Development By Melkote & Steeves	Class Activity: <i>Deconstructing, 8mints)</i>
12	Planning Development Communication Planning Development Communication campaign - Concept of campaign i.e. Health, Literacy, Sanitation etc. - Advantages of campaign - Creating the plan - Stages - Techniques of campaign - Using Slogans	6	Chapter 16: Communication for Development and Social Change by	Quiz 2



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

	Message Construction in Development Communication		Jan Servaes	
12	Special Case: HIV/AIDS Campaigns Digital Communication Technologies for Development	7	Chapter 13: Communication for Development and Social Change by Jan Servaes	Case Study: Rural HIV/AIDS Campaigns: From using Models to Using Frameworks and Common Principles
13	NGO Visit			
Reaction Paper:				
14	Prospects and Challenges of Development Communication in Pakistan		Chapter 9: Communication For Development By Melkote & Steeves	Quiz 3: Planning Development Communication



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Reaction Paper:				
15	Display the Development Communication (Project)		Seeing Through and Seeing beyond	Prepare a case to present your view about...
	Workgroup 6: <i>Communication Strategies</i>			
	<u>Response Lecture</u> ○ Bring Questions ○ Prepare for Exams (Overall lectures, readings and presentations)			
	Final Paper			

Text Books/References

- Communication for Development and social change by Servaes
- Communication for development by Malkote & Steeves
- Development Communication” By “Paolo Mefalopulos”



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Mapping of CLOs to Direct Assessments

	Direct Assessments									
CLOs ▼	Activity 1	Activity 2	Activity 3	Quiz 1	Quiz 2	Quiz 3	Quiz 4	Assign.	Mids	Final Exam
1	☐	☐							☐	
2			☐	☐					☐	☐
3		☐			☐			☐		☐
4						☐		☐		☐
5							☐	☐		☐



Course: International Journalism RJ 3603

Course Learning Outcomes (CLOs):

The course offers the opportunity to gain a perspective on 21st century journalism in different media and in different countries. It offers a mix of practice and theory – blending journalistic techniques and advanced academic study.

While the program offers practical journalism. The practical working environment within the degree aims to deepen professional knowledge and challenge understandings.

- 1- Analyze and comprehend the structure and dynamics of the global media landscape. (C4)
- 2- Explain the roles and functions of international news organizations. (C2)
- 3- Evaluate the impact of digital media on the dissemination of international news.(C5)

Mapping of CLOs to Program Learning Outcomes (PLOs):

Semester	Course Code	Title	Course Learning Outcomes	PLO 1 Knowledge	PLO 2 Problem Analysis	PLO 3 Design	PLO 4 Mod. Tool Usage	PLO 5 Comm. & Society	PLO 6 Ethics	PLO 7 Team Work	PLO 8 Communication	PLO 9 Professional comp.	PLO 10 Lifelong Learning
6 th Semester	RJ-3603	International Journalism	Analyze and comprehend the structure and dynamics of the global media landscape. (C4)						☐				
			Explain the roles and functions of international news organizations. (C2)				☐						
			Evaluate the impact of digital media on the dissemination of international news.(C5)			☐							



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Learning Methodology:

Classroom lectures, Ppt, Books. Newspaper.

Grade Evaluation Criteria

Components	Marks
Assignment	10
Quizzes	10
Mid Term Exam	20
Project	20
Final Exam	40
Total	100

Recommended Book.

Key Concepts in Journalism Studies By: **Bob Franklin, Martin Hamer, Mark Hanna, Marie Kinsey & John E. Richardson** Publisher: **SAGE Publications Ltd** Series: **SAGE Key Concepts**
Publication year: **2005** Online pub date: **August 02, 2012** Discipline: **Media, Communication & Cultural Studies** Subject: **Journalism, Mass Communication**
DOI: <https://doi.org/10.4135/9781446215821> Print ISBN:9780761944829 Online ISBN:9781446215821

Calendar of Course Contents

Lectures	Topics	CLO
1-2	Introduction and discussion on Subject. Evolutions of journalism: Comparison between national and international Journalism.	1
3-4	The rise of Journalism. Technologies and trends in Journalism.	2



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

5-6	International Rules and Laws for journalists. Global News Landscape Understanding the global media organizations.	1
7-8	Challenges and opportunities in international reporting Quiz 1	1
9-10	Role of social media in international journalism. International News reporting Research and identifying international news stories	2
11-12	Reporting and sensitive issues and conflicts.	2
13-14	Class Activity Challenges for journalist in global journalism. i. Quiz 2	1
15-16	Mid Term Exams	
17-18	International News analysis Understanding the role of analysis and commentary journalism	1,3
19-20	Analyzing global Political, economic and social issues.	1,2
21-22	Investigative journalism and global scale.	2
23-24	Conducting in depth research and data analysis Under covering corruption, human rights, abuses and global issues	1



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

25-26	Future trends and innovation in international journalism. Impact of digital media on international coverage.	1,2
27-28	Emerging technologies and tools for international journalism Quiz 3	1
29-30	Final Term Exam	

Mapping of CLOs to Direct Assessments

CLOs ▼	Quiz 1	Quiz 2	Quiz 3	Assignment	Project	Midterm Exam	Final Exam
1	☐	☐				☐	☐
2			☐	☐		☐	☐
3					☐	☐	☐



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Learning Methodology:

Classroom lectures, problem solving exercises, videos, field visit(s)

Grade Evaluation criteria

Components	Marks
Class Participation	10
Quizzes / Assignment	20
Mid Term Exam	30
Final Exam	40
Total	100

Recommended Books:

Wimmer, Roger D., and Dominick, Joseph R., Mass Media Research: An Introduction (10th Edition), Wadsworth, Cengage Learning: Boston MA.

Calendar of Course Contents

Dates	CLO	Topics and Readings
Week 1	1	Introduction of students and Discussion on the subject. Introduction to Research, Research Process
Week 2	1	Research Ethics/ Research Types and Integrity
Week 3	1,2	Methods of Knowing in Research/ Variables and types
Week 4	1,2	Hypothesis and its types / Literature Review



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Week 5	1,2	Reliability and its types/ Validity and its types/ Theoretical framework
Week 6	3	Sampling
Week 7		MID TERM EXAMINATION
Week 8	1,2,3	Qualitative Research
Week 9		Content analysis
Week 10	1,2,3	Survey (Questionnaire, types and construction)
Week 11	1,2,3	Experimental method and longitudinal Research
Week 12	1,2,3	Newspaper and Magazine Research
Week 13	1,2,3	Public Relations and Advertising Research
Week 14	1,2,3	Introduction to APA
Week 15	1,2,3	PRESENTATION
Week 16	1,2,3	Final EXAM



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Mapping of CLOs to Direct Assessments

	Direct Assessments									
CLOs ▼	Activity 1	Activity 2	Activity 3	Quiz 1	Quiz 2	Quiz 3	Quiz 4	Assign.	Mids	Final Exam
1	☐	☐							☐	
2			☐	☐					☐	☐
3		☐			☐			☐		☐
4						☐		☐		☐
5							☐	☐		☐



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Learning Methodology:

Classroom lectures, class practice, videos

Grade Evaluation Criteria

Components	Marks
Quizzes / Assignment	15
Assignment	10
Presentations	05
Mid Term Exam	30
Final Exam	40
Total	100

Reference books:

- Krijnin, T. & Bauwel, S. (2015). Gender and Media: Representing, Producing, Consuming. Routledge.
- Mendes, K. (2017). Gender and the Media. Routledge.
- IAMCR. (2014). Media and Gender: A Scholarly Agenda for the Global Alliance on Media and Gender. UNESCO.
- Wimmer, Roger D., and Dominick, Joseph R., Mass Media Research: An Introduction (10th Edition), Wadsworth, Cengage Learning: Boston MA.

Calendar of Course Contents

Lectures	Topics	CLO	Textbook Chapter(s)
1-2	Discussion on course outline. Introductory and Orientation session of whole class Overview of Media and Gender (Definition, Significance of gender roles in Media)	1	1
3-4	Gender as Social construction in society (Difference between sex and gender) Gender Representation and Stereotypes in Media	1	2



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

5-6	Male Representation in Pakistani Dramas Female Representation in Pakistani Dramas	1	2
7-8	Overview of Feminism Revision and Quiz	2	3
9	Mid Term Exam		
10-11	Origin and Concept of Feminism Waves of Feminism (first wave, second wave and third wave)	2	3
12-13	Patriarchy and Matriarchy Representation of Patriarchy in Media Patriarchal approach in Pakistani films and dramas Framing Theory in Media and Gender (Frame setting of gender in media) Representation of Transgender in Media Status of female gender in Pakistan	3	4
14-15	Gender Portrayal through Music Videos and Lyrics Semiotic Analysis (gender semiotics in movies and songs) Misogyny (Definition, Misogynistic approach in society) Revision	3	5
	Final Exam		



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Mapping of CLOs to Direct Assessments

CLOs ▼	Quiz 1	Quiz 2	Quiz 3	Assignment	Assignment	Midterm Exam	Final Exam
1	☐	☐				☐	☐
2			☐	☐		☐	☐
3					☐	☐	☐



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Course: Media Seminar

Instructor: Ms Noor ul ain

Course Learning Outcomes (CLOs):

After successful completion of this course, the students will be able to:

1. Students will be able to define Media seminar and outline the prerequisites. (C1)
2. Students will demonstrate their ideas and perspectives of various topics that can be linked to different forms of media. (C2)
3. Students will be able to organize Media Seminars on their own, engage Guest speakers and plan everything accordingly.(C3)
4. Students will be able to defend and take ownership of the event and later conduct SWOT analysis, for future betterment. (C5)

Mapping of CLOs to Program Learning Outcomes (PLOs):

Semester	Course Code	Title	Course Learning Outcomes											
			PLO 1 Knowledge	PLO 2 Problem Analysis	PLO 3 Design	PLO 4 Mod. Tool Usage	PLO 6 Comm. & Society	PLO 8 Ethics	PLO 9 Team Work	PLO 10 Communication	PLO 11 Professional comp.	PLO 12 Lifelong Learning		
Semester 5	MC 3516	Media Seminar	Students will be able to define Media seminar and outline the prerequisites. (C1)	☐										
		Students will demonstrate their ideas and perspectives of various topics that can be linked to different forms of media. (C2)								☐				
		Students will be able to organize Media Seminars on their own, engage Guest speakers and plan everything accordingly.(C3)					☐							
		Students will be able to defend and take ownership of the event and later conduct SWOT analysis, for future betterment. (C5)									☐			



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Learning Methodology:

Classroom lectures, class practice, videos

Grade Evaluation Criteria

Components	Marks
Quizzes / Assignment	10
Assignment	10
Class Participation/ attendance	05
Project	40
Mid Term Exam	15
Final Exam	20
Total	100

Reference books:

- https://www.youtube.com/watch?v=b_-uQncwBbg
- <https://rowman.com/ISBN/9780742528673/Many-Voices-One-World-Towards-a-New-More-Just-and-More-Efficient-World-Information-and-Communication-Order>
- <https://wendybelcher.com/writing-advice/how-to-write-book-review/>

Calendar of Course Contents

Lectures	Topics	CLO	Textbook Chapter(s)
1-2	Discussion on course outline. Introductory and Orientation session of whole class	1	1
3-4	Basic Concepts necessary for discussion • Epistemology; Logical Discourse • Importance of discussion (Philosophical Perspective) • Philosophers Perspective on discussion	1	2-3



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

5-6	Ethics in Media; Role of media as a Socially responsible Icon National issues and media reporting Code of ethics and PEMRA	1	4
7-8	Book Review: How to write book Review Discussion on writing Book Review An overview of all Pakistani political parties What Journalists Can Investigate? Investigative reporting (Cases of international and national investigative reporting) Video screening	2 2	Notes 5
9	Mid Term Exam		
10-11	Discussion on “Many voices one World” International media and political actors Video screening Introduction of Different editors and journalists’ organizations An analysis of International news media coverage Orientalism: Media and Stereotyping image	2	5
12-13	Channels and Race of Rating: An overview of news channels content Pattern of prime time transmission including talk shows and news bulletin of different channels will be observed and students will make a complete communication strategy for that channel	2	3



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

	Analysis of different talk shows Discussion on Objectivity; Reality or myth? War reporting. Media and war reporting Guest speaker		
14-15	Video screening Guest Speaker: Namra Nasir Video screening followed by class discussion. Different national and international issues will be given to students for presentation.	4	YouTube Link
	Final Exam		

Mapping of CLOs to Direct Assessments

CLOs ▼	Quiz 1	Quiz 2	Quiz 3	Assignment	Assignment	Midterm Exam	Final Exam
1	☐	☐				☐	☐
2			☐	☐		☐	☐
3					☐	☐	☐



Course: Sub Editing & Page Design

Instructor: Dr Muzammil Saeed

Course Learning Outcomes (CLOs):

After successful completion of this course, the students will be able to:

1. Define the basic principles of journalistic writing and editing techniques. (C1).
2. Contrast news story structure, magazines' feature editing and presentation.(C4)
3. Illustrate the difference of TV and Newspaper content editing (C2).

Mapping of CLOs to Program Learning Outcomes (PLOs):

Semester	Course Code	Title	Course Learning Outcomes										
6 th	RJ-3602	Sub-Editing and Page Design	Define the basic principles of journalistic writing and editing techniques. (C1).	✓									
			Contrast news story structure, magazines’ feature editing and presentation.(C4)			✓							
			Illustrate the difference of TV and Newspaper content editing (C2).							✓			
				PLO 1 --Knowledge	PLO 2-Problem Analysis	PLO 3-Design/Development of Solutions	PLO 4 – Modern Tool Usage	PLO 5 --Communication and Society	PLO 6 – Ethics:	PLO 7 Individual and Team Work	PLO 8 Communication	PLO9 Professional Competence	PLO 10 Lifelong Learning



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Learning Methodology:

Classroom lectures, problem solving exercises

Grade Evaluation Criteria

Components	Marks
Class Activities	10
Quizzes / Assignments	30
Mid Term Exam	20
Final Exam	40
Total	100

Text Book:

News Writing and Reporting of Carole Rich.

Reference books

News Writing of Anna McKane.

News of Jackie Harrison.



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Calendar of Course Contents

Week	Topics	CLO	Textbook Chapter(s)
1	Introduction of course. What is editing? Principles and practices of editing.	1	1-2
2	News selection. Story Structure. Formation of Intro of the story.----- Urdu and English	1&2	9
3	Practice with informative news stories-Urdu and English What is headline? Its kinds.----- <u>First Quiz</u>	1&2	7-18
4	Practice of headline making-Urdu story headline Techniques of English newspaper's headline.	1&2	7-18
5	Difference between Urdu and English headline----- <u>Second Quiz</u> Practice of headline making- English story headline	1&2	7-18
6	Ten different headlines and intro of Urdu news stories-- <u>Assignment-1</u> Editing of crime and accident related news stories.	1&2	20
7	Complete story editing practice.	1&2	---



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

8	Feature editing; feature, it's kinds (Urdu) and editing Ten different headlines and intro of English news ----- <u>Assignment-2</u>	2	10
9	Mid Exam	-----	----
10	Selection of a good photo story, Caption writing and photo editing. Sketch of Urdu and English newspapers-----<u>Third Quiz</u>	1&2	19-21
11	Page layout design tips. Practice of feature editing	1&2	10
12	Copyediting News editing practice ----- <u>Fourth Quiz</u>	1, 2 &3	18-19-21
13	What is a newsroom? Its functions.	3	11
14	News and feature editing practice Five TV news bulletin	2&3	11
15	Course review.	-----	



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Mapping of CLOs to Direct Assessments

CLOs ▼	Quiz 1	Quiz 2	Quiz 3	Quiz 4	Assignment 1	Assignment 2	Midterm Exam	Final Exam
1	✓				✓		✓	✓
2		✓	✓	✓		✓	✓	✓
3				✓				✓



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Course: Research Tools and Writing Styles

Course Learning Outcomes (CLOs):

1. Create research report (C6)
2. Define Paraphrase and summaries sources (C1)
3. Explain in-text citations accurately and smoothly into a research report(C2)
4. Evaluate a research report in an appropriate academic style (C5)
5. Demonstrate reference lists and bibliographies in APA style (C2)

Semester	Course Code	Title	Course Learning Outcomes									
			PLO 1 Knowledge	PLO 2 Problem Analysis	PLO 3 Design	PLO 4 Mod. Tool Usage	PLO 5 Comm. & Society	PLO 6 Ethics	PLO 7 Team Work	PLO 8 Communication	PLO 9 Professional comp.	PLO 10 Lifelong Learning
Semester 5	MC	Event Planning										
			1. Create research report (C6)	✓								
			2. Define Paraphrase and summaries sources (C1)		✓							
			3. Explain in-text citations accurately and smoothly into a research report(C2)			✓						
			4. Evaluate a research report in an appropriate academic style (C5)							✓		



Learning Methodology:

Grade Evaluation Criteria

Resources and Books

- ## Course Calendar

Sessions
Session 1: Write a college-level research paper applying a process approach including but not limited to:



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Brainstorming

B. Focusing the topic

C. Outlining

D. Performing research

E. Formulating a thesis statement

Session 2: Write a college-level research paper applying a process approach including but not limited to:

F. Annotating and integrating research using direct quotation, paraphrase and summary

G. Correctly citing sources

H. Revising and editing

I. Formatting the final draft

J. Generating a works-cited list

Session 3: Find, select, annotate, and synthesize information from college-level source material;

Session 4: Develop and refine keyword searches;

Evaluate source material for accuracy, relevance, reliability and credibility

Integrate source material into the main body of the text

Session 5: Employ a variety of research tools both in and beyond the library

Distinguish between MLA and APA documentation style

Correctly format a final draft

Use contemporary word-processing technology for citation and integration of graphic evidence.

Session 6: Structure, usage and style

Vocabulary

Selection of and note taking from college-level source material



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Grammar as needed
Session 7: Critical Thinking
Session 8: Solution Seeking
Session 9: Mid Term
Session 10: Communication and Engagement
Session 11: Guest Speaker
Session 12: Report Writing Practice Independence and Integrity
Session 13: EndNote Practice
Session 14: Mandalay Practice
Session 15: Presentations

Mapping of CLOs to Direct Assessments

CLOs ▼	Quiz 1	Quiz 2	Project	Assignment	Assignment	Midterm Exam	Final Exam
1	☐	☐				☐	☐
2				☐		☐	☐
3			☐		☐	☐	☐



Course: Advance Reporting & Interviewing Technique

Course Learning Objectives

1. Understand the basics of Reporting and Interviewing Technique (C2)
2. Acknowledge the importance and benefits of interview skills and techniques(C3)
3. Differentiate between Interview skills and techniques(C4)
4. Use different tools and methodologies of interviewing for identifying skills(C2)

Semester	Course Code	Title	Course Learning Outcomes	PLO 1 Knowledge	PLO 2 Problem Analysis	PLO 3 Design	PLO 4 Mod. Tool Usage	PLO 5 Comm. & Society	PLO 6 Ethics	PLO 7 Team Work	PLO 8 Communication	PLO 9 Professional comp.	PLO 10 Lifelong Learning
Semester 5	MC		Understand the basics of Reporting and Interviewing Technique (C2)	☐									
			Acknowledge the importance and benefits of interview skills and techniques(C3)				☐						
			Differentiate between Interview skills and techniques(C4)									☐	



Learning Methodology:

Grade Evaluation Criteria

Course Calendar

Sessions
Session 1: One to One Orientation. Brainstorming B.Focusing the topic C. Outlining
Session 2: <u>Module 1: Introduction to Interview Skills and Techniques</u> • What are Interview Skills and Techniques? • Importance and benefits of Interview Skills and Techniques • Difference between Interview Skills and Techniques • Differentiate between soft and technical skills



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Session 3: Importance of Interview Techniques

- Hiring the right fit for the organisation
- Promoting growth and success for an employee
- Understand the position you are hiring for
- Understanding the role and responsibilities

- **Session 4:** Structured interview – To ask the questions set in advance
- Semi-Structured interview – To ask questions based on candidate's response
- Unstructured interview – Having a list of topics but no questions to ask
- Screening – Preliminary assessment of the candidate's profile
- Initial Discussion and fact-finding – Exploring skills, experience, and cultural fit
- Telephonic Connect – In the interest of time and resources telephonically connect with the candidate
- Behavioural – Interview to assess behavioural competencies to match the job requirement
- Individual / Face to Face interview – Upon initial screening and finding fitment
- Group/ Panel interview – Basis initial confirmation schedule interview with stakeholders

- **Session 5:** Gathering needs from the hiring manager or department
- Preparing job description
- Analysing the candidate profile
- Making repository of questions
- Collaborating with line managers
- Aligning interview questions with the competency required
- Schedule time for the interview and stick to the timelines

- **Session 6:** Identifying candidate type
- Conducting the interview (interviewer is the face of the organisation)
- Create a welcoming atmosphere
- Collecting candidate information
- Making notes during the interview
- Give chance to the candidate to ask any question
- Provide a timeline to come back
- Closing the interview

- **Session 7:** Strength and weaknesses of the candidate
- Career goals of the candidate
- Employment history
- Experience-based questions
- Hypothetical question
- Competency-based questions
- Reason to want to join us



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

• Open and closed-ended questions
• Session 8: Negotiation skills • Communication skills • Positive attitude • Professionalism • Eye contact • Building Rapport • Ability & willingness to perform the job
Session 9: Mid Term
• Session 10: Assess the candidate's body language • Maintaining appropriate tone while interviewing • Being attentive and displaying active listening • Being unbiased during the interview • Giving positive feedback
• Session 11: Maintaining a record of the interview, reviewing feedback • Using the scorecard during the interview- considering competency and other aspects • Referring interview notes • Making the decision • Checking references
• Session 12: Meet experts who have been doing successful interviews and hiring • Read Case studies of typical aspects where interviews go right/ wrong • Participate in role-plays in triads to experience the interview skills and get feedback from experts • Create a repository of questions, define do's and don'ts (Group activity) and implement them in your organisation
Session 13: Guest Lecture
Session 14: Presentation
Session 15: Presentations



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Mapping of CLOs to Direct Assessments

CLOs ▼	Quiz 1	Quiz 2	Project	Assignment	Assignment	Midterm Exam	Final Exam
1	☐	☐				☐	☐
2				☐		☐	☐
3			☐		☐	☐	☐



Course: Copywriting and Language of Advertising

Course Learning Objective

1. Understand the role of copywriting in the context of marketing.(C1)
2. Recognize the psychological principles behind persuasive advertising language (C3)
3. Demonstrate an understanding of the tone and style in effective advertising communication.(C2)

Semester	Course Code	Title	Course Learning Outcomes	PLO 1 Knowledge	PLO 2 Problem Analysis	PLO 3 Design	PLO 4 Mod. Tool Usage	PLO 5 Comm. & Society	PLO 6 Ethics	PLO 7 Team Work	PLO 8 Communication	PLO 9 Professional comp.	PLO 10 Lifelong Learning
Semester	MC		Understand the role of copywriting in the context of marketing.(C1)	☐									
			Recognize the psychological principles behind persuasive advertising language (C3)			☐							
			Demonstrate an understanding of the tone and style in effective advertising communication.(C2)								☐		



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Course Calendar

Sessions
Session 1: One to One Orientation Brainstorming B. Focusing the topic C. Outlining
Session 2: Introduction to Copywriting and Advertising Language • Understanding the Role of Copywriting in Marketing • The Psychology of Persuasion in Advertising • Overview of Advertising Language and Tone
<u>Session 3: Fundamentals of Effective Copywriting</u> • The AIDA Model (Attention, Interest, Desire, Action) • Crafting Powerful Headlines and Subheadings • Mastering the Art of the Hook
Session 4: Knowing Your Audience • Audience Analysis and Segmentation • Creating Buyer Personas • Tailoring Copy to Different Demographics
Session 5: The Creative Process in Copywriting • Brainstorming and Idea Generation • Developing a Unique Selling Proposition (USP) • Drafting and Revising Copy
Session 6: Writing for Different Channels • Copywriting for Print Advertising • Writing Effective Web Copy • Crafting Copy for Social Media



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Session 7: Storytelling in Advertising

- The Power of Narrative in Copywriting
- Building Emotional Connections with Consumers
- Case Studies of Successful Storytelling Campaigns

Session 8: Persuasive Techniques in Copywriting

- Understanding Cognitive Biases
- Utilizing Social Proof and Testimonials
- Incorporating FOMO (Fear of Missing Out) in Copy

Session 9: Mid Term

Session 10: Brand Voice and Consistency

- Defining and Maintaining Brand Voice
- Ensuring Consistency Across Different Channels
- Case Studies on Brand Voice Excellence

Session 11: Legal and Ethical Considerations in Copywriting

- Adhering to Advertising Standards and Regulations
- Ensuring Truthfulness and Transparency in Copy
- Ethical Dilemmas in Advertising Language

Session 12: Testing and Optimization

- A/B Testing in Copywriting
- Analyzing and Interpreting Data
- Iterative Improvement of Copy

Session 13: Guest Lecture

Session 14: Presentation

Session 15: Presentations



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Recourses and Books

Copywriting: Successful Writing for Design, Advertising, and Marketing" by Mark Shaw

"The Art of Writing Advertising: Conversations with Masters of the Craft" by Denis Higgins

Mapping of CLOs to Direct Assessments

CLOs ▼	Quiz 1	Quiz 2	Project	Assignment	Assignment	Midterm Exam	Final Exam
1	☐	☐				☐	☐
2				☐		☐	☐
3			☐		☐	☐	☐



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Course: News Production of TV and Radio

1. Understand the appraisal of the broadcast medium reportorial process (c1)
2. Review of sources of news, elements of news, news values, gathering and writing of news (c2)
3. Examination of broadcast news/copies and production (c3)

Semester	Course Code	Title	Course Learning Outcomes	PLO 1 Knowledge	PLO 2 Problem Analysis	PLO 3 Design	PLO 4 Mod. Tool Usage	PLO 6 Comm. & Society	PLO 8 Ethics	PLO 9 Team Work	PLO 10 Communication	PLO 11 Professional comp.	PLO 12 Lifelong Learning
Semester MC													
			Understand the appraisal of the broadcast medium reportorial process(C1)	☐									
			Review of sources of news, elements of news, news values, gathering and writing of news (C2)				☐						
			Examination of broadcast news/copies and production(C3)									☐	



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Course Calendar

Sessions
Session 1: One to One Orientation A. Brainstorming B. Focusing the topic C. Outlining
Session 2: Introduction to News Production • Overview of Broadcast Journalism • Historical Evolution of News on TV and Radio • Role and Responsibilities of Broadcast Journalists
<u>Session 3: Writing for Broadcast</u> • Writing Clear and Concise Scripts • Adaptation of Writing Styles for TV and Radio • Grammar and Style Guidelines
Session 4: Basics of Broadcast Technology • Understanding Cameras and Microphones • Studio Equipment and Control Room Operations • Basics of Audio and Video Editing
Session 5: Newsroom Organization and Workflow • Structure of a Newsroom • Editorial Meetings and Story Assignments • Time Management in News Production
Session 6: News Story Formats • Hard News vs. Feature Stories • Breaking News Coverage



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Human Interest Stories
Session 7: Planning and gathering
Session 8: Scripting and Recording
Session 9: Mid Term
Session 10: Recording
Session 11: Editing
Session 12: Broadcasting, Online and Social Media Integration
Session 13: Guest Lecture
Session 14: Presentation
Session 15: Presentations

Recourses and Books

"Broadcast News Writing, Reporting, and Producing" by Frank Barnas

"Writing for Television, Radio, and New Media" by Robert L. Hilliard

Mapping of CLOs to Direct Assessments

CLOs ▼	Quiz 1	Quiz 2	Project	Assignment	Assignment	Midterm Exam	Final Exam
1	☐	☐				☐	☐
2				☐		☐	☐
3			☐		☐	☐	☐



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Course: TV and Radio Production

Course Learning Objective

- 1- Explain the fundamental principles of audio and video production. (C5)
- 2- Demonstrate proficiency in using industry-standard software for editing audio and video.(C2)
- 3- Create storyboards and production plans for TV and radio projects. (C6)

Semester	Course Code	Title	Course Learning Outcomes										
Semester 5	MC			PLO 1 Knowledge	PLO 2 Problem Analysis	PLO 3 Design	PLO 4 Mod. Tool Usage	PLO 5 Comm. & Society	PLO 6 Ethics	PLO 7 Team Work	PLO 8 Communication	PLO 9 Professional comp.	PLO 10 Lifelong Learning
		Explain the fundamental principles of audio and video production. (C5)	☐										
		Demonstrate proficiency in using industry-standard software for editing audio and video.(C2)				☐							
		Create storyboards and production plans for TV and radio projects. (C6)									☐		



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Course Calendar

Sessions
Session 1:
Session 2: Introduction to Course and Objective One to One orientation
<u>Session 3: Pre-Production:</u> • Scripting and Planning: ○ Develop a script that outlines the content, dialogue, and visual elements. ○ Plan the shots, camera angles, and transitions. • Storyboarding: ○ Create visual representations of each scene to guide the shooting process. • Casting: ○ If applicable, select and rehearse talent for on-camera roles.
Session 4: Production: • Shooting: ○ Set up cameras and lighting equipment. ○ Direct the talent and crew during the shooting process. • Audio Recording: ○ Capture high-quality audio using microphones and recording equipment. • Directing: ○ Oversee the overall production, ensuring that the script is followed and that shots meet quality standards
Session 5: Post-Production: • Video Editing: ○ Edit the raw footage, adding visuals, sound effects, and music as necessary. ○ Ensure a smooth flow between scenes. • Color Correction and Grading: ○ Adjust the color and tone of the video for consistency and visual appeal. • Sound Editing: ○ Fine-tune the audio, ensuring clarity and balance. • Graphics and Effects:



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

- Integrate graphics, text, and special effects to enhance the visual appeal.

Session 6: Distribution:

- **Broadcast:**
 - Schedule the content for broadcast on television channels.
- **Online Platforms:**
 - Upload content to streaming services or the station's websites

Session 7: Radio Production

- **Scripting and Planning:**
 - Develop a script that outlines the content, including dialogue, music, and sound effects.
 - Plan the pacing and timing of the production.
- **Voice Recording:**
 - If applicable, record voiceovers, interviews, or scripted content.

2. Production:

- **Sound Recording:**
 - Capture high-quality audio using microphones and recording equipment.
 - Record any additional sounds or effects needed.
- **Editing:**
 - Edit the raw audio, removing errors or unnecessary elements.
 - Ensure a smooth flow between different segments.

Session 8: Post-Production:

- **Mastering:**
 - Finalize the overall sound quality and prepare the production for distribution.
- **Segment Integration:**
 - Integrate different audio segments into a cohesive production.
- **Podcast Editing (if applicable):**
 - Edit and assemble podcast episodes for online distribution.

4. Distribution:

- **Broadcast:**



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

○ Schedule the content for broadcast on radio stations. • Podcast Platforms: ○ Upload podcast episodes to platforms such as Spotify, Apple Podcasts, or others
Session 9: Mid Term
Session 10: Common Considerations for Both TV and Radio Production: 1. Technical Equipment: • Utilize cameras, microphones, lighting equipment, and editing software appropriate for the medium. 2. Storytelling: • Craft engaging and compelling stories that resonate with the target audience. 3. Audience Engagement: • Consider the preferences and expectations of the target audience when creating content. 4. Ethical and Legal Considerations: • Adhere to ethical standards in content creation, ensuring accuracy and fairness. • Respect copyright and licensing regulations.
Session 11: Innovation and Trends: • Stay informed about emerging technologies and trends in TV and radio production
Session 12: Project
Session 13: Guest Lecture
Session 14: Presentation



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Session 15: Presentations

Recourses and Books

"Television Production Handbook" by Herbert Zettl

"Directing and Producing for Television: A Format Approach" by Ivan Cury

Mapping of CLOs to Direct Assessments

CLOs ▼	Quiz 1	Quiz 2	Project	Assignment	Assignment	Midterm Exam	Final Exam
1	☐	☐				☐	☐
2				☐		☐	☐
3			☐		☐	☐	☐



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Course: Development Communication (MC3514)

Instructor: Ms. Iqra Saeed

Course Learning Outcomes (CLOs)

After successful completion of this course, students are expected to be able to:

CLO1: To define ‘Development Communications’ and to the communication practices that promote development, material change and social justice. (C1)

CLO2: To outline the interface between communication technologies and development with appropriate form. (C2)

CLO3. Compare the theories of development communication and articulate their own theoretical position in the field. (C4)

CLO4: Organize campaigns based on an informed understanding of development communications (C3)

Mapping of CLOs to Program Learning Outcomes (PLOs)

Semester	Course Code	Title	Course Learning Outcomes	PLO 1 Knowledge	PLO 2 Problem Analysis	PLO 3 Design & Analysis	PLO 4 Mod. Tool Usage	PLO 5 Comm & Society	PLO 6 Ethics	PLO 7 Ind & Team Work	PLO 8 Communication	PLO 9 Lifelong Learning	PLO 10 Prof Comp
5 th	MC3514	Development Communication	CLO1. To define ‘Development Communications’ and to the communication practices that promote development, material change and social justice. (C1)	☐									
			CLO2. To outline the interface between communication technologies and development with appropriate form(C2)		☐								
			CLO3. Compare the theories of development communication and articulate their own theoretical position in the field.(C4)			☐							



Learning Methodology

Classroom Lectures, Problem Solving Exercises, Videos, Games, Quizzes, Project.

Grade Evaluation Criteria

Components	Marks
Mid Term	20
Quizzes / Assignment	20
Final Term Exam	35
Project	15
Presentation	5
Class Participation	5
Reaction Papers	5
Workgroups	5

Text Books/References

- Communication for Development and social change by Servaes
- Communication for development by Malkote & Steeves
- Development Communication” By “Paolo Mefalopulos”

Calendar of Course Content

Lectures	Topics	CLO	Textbook/Chapter	Activities/Games/Case Studies
1-2	Introduction of Class - One to One Orientation - Course Overview and Syllabus, Brief introduction of	1	Chapter 1: Communication for Development and Social Change	Make a Facts Chart/Illustrate what you think the main idea



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

	Development Communication ○ Development Support Communication		by Jan Servaes	
3-4	Development Communication, Empowerment, Social Justice in the Globalization Epoch ○ Media and Communication ○ Development and Directed Change ○ Empowerment ○ Social Justice ○ Development Communication ○ Third World Globalization Case Study: <i>Communication and Development for Social Justice in the 21st Century</i>	1	Chapter 1: Communication For Development By Melkote & Steeves	Form a Panel to discuss view. i.e., “Learning at School”
Reaction Paper: Initial Thought				
5-6	Development Discourse, Modernization Theory, Modernization, Globalization, and the Dominant Development Discourse ○ Modernization as an Economic Model ○ Modernizations as Social Evolution ○ Modernizations as Individual Change Workgroup 1: Modernizations as Discourse	2	Chapter 3: Communication For Development By Melkote & Steeves	Quiz 1
7-8	Media and Communication in Modernizations and Globalization	2, 3	Chapter 4: Communication For Development	



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

	○ Communication Effect Approach ○ Mass Media and Modernizations Approach ○ Diffusion of Innovation ○ Social Marketing ○ Family Planning and HIV/AIDS Communication Campaigns		By Melkote & Steeves	Workgroup 2: Strategies and Exemplars <i>Opinion Leaders and Social Change</i>
9	Mid Term			
10	Critical Perspectives on Communication and Development ○ Gender and Environmental Biases in Modernization Discourse ○ Alternative Perspectives of Development and Social Change	3,4	Chapter 5: Communication For Development By Melkote & Steeves	Workgroup 3: Media Withdrawal A Health Campaign by Political Actor
11	Development Communication and Social Change ○ The concept of change ○ Level of change ○ Sources of change ○ Factors influencing change ○ Obstacles to change ○ Reducing resistance to change	5	Chapter 11: Communication For Development By Melkote & Steeves	Class Activity: Deconstructing, 8mints)
12	Planning Development Communication Planning Development Communication campaign ○ Concept of campaign i.e. Health, Literacy, Sanitation etc. ○ Advantages of campaign ○ Creating the plan ○ Stages ○ Techniques of campaign	6	Chapter 16: Communication for Development and Social Change by Jan Servaes	Quiz 2



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

	○ Using Slogans Message Construction in Development Communication			
12	Special Case: HIV/AIDS Campaigns Digital Communication Technologies for Development	7	Chapter 13: Communication for Development and Social Change by Jan Servaes	Case Study: Rural HIV/AIDS Campaigns: From using Models to Using Frameworks and Common Principles
13	NGO Visit			
Reaction Paper:				
14	Prospects and Challenges of Development Communication in Pakistan		Chapter 9: Communication For Development By Melkote & Steeves	Quiz 3: Planning Development Communication
Reaction Paper:				
15	xli. Display the Development Communication (Project)		Seeing Through and Seeing beyond	Prepare a case to present your view about...
	Workgroup 6: Communication Strategies			
	<u>Response Lecture</u>			
	○ Bring Questions ○ Prepare for Exams (Overall lectures, readings and presentations)			
	Final Paper			



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Mapping of CLOs to Direct Assessments

			Direct Assessments									
CLOs ▼	Quiz 1	Quiz 2,3	Workgroup 2	Workgroup 3	Workgroup 4	Workgroup 5	Workgroup 6	Reaction Paper (1,2)	Presentati on	Project	Midter m	Final Exam
1	☐								☐		☐	
2		☐	☐						☐		☐	☐
3		☐		☐		☐			☐	☐		☐
4					☐		☐		☐	☐		☐



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Screen Writing

Course Head: Mr. Sheharyar

Screenwriting BS Media & Communication Lecturer: Sheharyar Zahid sheharyar.zahid@umt.edu.pk				
Course Outline				
Course Information	Course Title	Screenwriting		
	Course ID	TT-3602	Course Type	Theory-Practice
	Credit hours	3	Hours per week (C-L)	3
	Programs	BS	Preferred Semester	6 th
	Date	2023	Version	-
Offered Course Information	Programs	BSMC	Semester Session	Fall 2023
	Instructor(s)	Sheharyar Zahid		
Course Description	This course introduces students to the art and craft of screenwriting, focusing on the techniques and principles of storytelling, character development, and dialogue in film. Through a combination of readings, discussions, and writing exercises, students will learn how to analyze			



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

	and create screenplays, developing their own unique voices as writers. By the end of the course, students will have completed a polished screenplay that demonstrates their understanding of the principles and techniques of screenwriting.
--	--

Mapping of CLOs to Program Learning Outcomes (PLOs):

Semester	Course Code	Title	Course Learning Outcomes	PLO 1 Knowledge	PLO 2 Problem Analysis	PLO 3 Design/Development of Sol.	PLO 4 Modern Tool Usage	PLO 5 Communication & Society	PLO 6 Ethics	PLO 7 Individual & Team Work	PLO 8 Communication	PLO 9 Professional Competence	PLO 10 Lifelong Learning
6 th	TT-3602	Screenwriting	<i>At the end of this course students will be able;</i>										
			1. To identify the basic elements of a screenplay, such as character, plot, dialogue, and setting. (C3)	✓									
			2. To explain the fundamental concepts of screenwriting, such as narrative structure, character arc, and dialogue formatting. (C2)		✓								
			3. To apply screenwriting techniques to develop original screenplays that demonstrate an understanding of the principles of storytelling and character development. (C3)			✓							
			4. To create a complete, polished screenplay that demonstrates a mastery of the screenwriting craft, incorporating feedback and revision as appropriate. (C6)									✓	

Lecture type	Lectures/ Discussion
Prerequisites	MC-2307 Intro to Film & Theater Studies



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Follow up Courses	TT-4707 Pre-Production					
Course Software	Celtx Final Draft					
Textbook	Title	Edition	Authors	Publisher	Year	ISBN-13
	Save the Cat! The Last Book on Screenwriting You'll Ever Need	Revised Edition	Blake Snyder	Michael Wiese Productions	2005	978-1932907001
References	Story: Style, Structure, Substance, and the Principles of Screenwriting	1 st Edition	Robert Mckee	Harper Collins	1998	978-0060391683
Assessment Criteria (100%)	Assessment	Weight		Used to attain CLO		
	Quizzes	10%		CLO 1.2		
	Assignments	10%		CLO 3		
	Mid Term	15%		CLO 1.2.3.4		
	Class Participation	5%		CLO 1.2.3.4		
	Final Exam	20%		CLO 1.2.3.4		
	Project	40%		CLO 3		
Methods of Evaluation	Outcome-based Evaluation					
Notes	The Final Project will be a submission consisting of a log line, synopsis/outline and a properly formatted screenplay for a short film and/or drama.					



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Course Contents				
Week No.	Topic	Lecture No.	Lecture Contents	Relation with CLO
W1	Introduction to Screenwriting	L1	Basic Concepts & Terminology	CLO 1
		L2	Screenplay Formatting Elements of a Screenplay (Setting, Action Lines, Character, Dialogue)	
W2	The Principles of Dramatic Writing	L3	Plot vs. Story	CLO 2.3
		L4	Creating Compelling Premises Building Tension and Conflict Exposition, Complication, Climax, Resolution	
W3	The Three-Act Structure	L5	Story Progression	CLO 2
		L6	Setup, Confrontation, Resolution Inciting Incident Plot Points	
W4	Genres	L7	Examining Different Genres	CLO 4
		L8	Setting the Right Tone Genre Conventions and Subversion Analyzing Genre Classics	
W5	Theme and Tone	L9	Central Message	CLO 4
		L10	Theme vs Moral Universal Concept	
W6	Conflicts & Obstacles	L11	Character Motivations & Conflicts	CLO 3
		L12	Creating Obstacles	
Mapping of CLOs to Direct Assessments				



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

			Obstacle Placement Conflict Resolution	
W7	Developing Characters	L13	Creating Memorable Characters	CLO
		L14	Character Arcs Writing Character Descriptions Character Wants & Needs	
W8	Dialogue and Subtext		L15	Writing Effective Dialogue
		L16	Subtext and Non-Verbal Communication Dialogue Formatting Show, Don't Tell: Using Subtext	
W9	Mid Term Exam			
W10	Screenwriting Software	L19	Crafting Your Screenplay	CLO 1.2
		L20	Ethical Usage of AI (ChatGPT) Celtx Final Draft	
W11	Log Line and Synopsis		L21	Crafting a Log Line
		L22	Writing Synopsis Outline vs Treatment	
W12	Action and Description	L23	Writing Engaging Action Lines	CLO 3.4
		L24	Introducing Characters & Character Description Looking at Iconic Character Descriptions	
W13	Adaptation		L25	Adapting Source Material
		L26	Writing for Television (Episodic Structure)	



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

			Feature Film vs Television Drama				
W14	Feedback and Revisions	L27	Formatting and Style Taking Notes Peer Feedback Incorporating Revisions				
		L28					
W15	Pitching	L29	Pitching and Selling Your Screenplay Strategies for Marketing and Selling your Screenplay Pitch Deck & Pitching Techniques				
		L30					
W16	Final Screenplay	L31	Presenting Your Final Screenplay Course Review Key Takeaways				
		L32					
CLOs ▼	Quiz 01	Quiz 02	Assignment 01	Assignment 02	Midterm Exam	Final Project	Final Exam
1	✓				✓		✓
2		✓			✓		✓
3			✓	✓	✓	✓	✓
4					✓		✓



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Pre- Production

Course Head: Mr. Sheharyar

Pre-Production BS Media & Communication Lecturer: Sheharyar Zahid sheharyar.zahid@umt.edu.pk				
Course Outline				
Course Information	Course Title	Pre-Production		
	Course ID	TT-4707	Course Type	Theory-Practice
	Credit hours	3	Hours per week (C-L)	3
	Programs	BS	Preferred Semester	7 th
	Date	2023	Version	-
Offered Course Information	Programs	BSMC	Semester Session	Fall 2023
	Instructor(s)	Sheharyar Zahid		
Course Description	This is a comprehensive course designed to equip aspiring filmmakers with the essential knowledge and skills required to successfully plan and prepare for the production of a film or video project. This course serves as a critical foundation for the filmmaking process, emphasizing the importance of thorough preparation to ensure a smooth and efficient production phase.			



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Mapping of CLOs to Program Learning Outcomes (PLOs):

Semester	Course Code	Title	Course Learning Outcomes	PLO 1 Knowledge	PLO 2 Problem Analysis	PLO 3 Design/Development of Sol.	PLO 4 Modern Tool Usage	PLO 5 Communication & Society	PLO 6 Ethics	PLO 7 Individual & Team Work	PLO 8 Communication	PLO 9 Professional Competence	PLO 10 Lifelong Learning
7 th	TT-4707	Pre-Production	<i>At the end of this course students will be able;</i>										
			1. To develop practical skills in budgeting and scheduling, enabling them to plan for the financial and temporal aspects of their production, including hiring personnel, securing locations, and acquiring equipment. (C3)	✓									
			2. To examine the casting process, emphasizing the importance of selecting the right talent for the project through auditions and character analysis. (C4)					✓					
			3. To construct compelling pitches for their film projects to potential investors, partners, or funding organizations, devising effective strategies to secure financial support. (C3)							✓			

Lecture type	Lectures					
Prerequisites	MC-2307 Intro to Film & Theater Studies					
Follow up Courses	TT-4708 Production					
Course Software	Microsoft Word, Microsoft Excel, Movie Magic, Studio Binder					
	Title	Edition	Authors	Publisher	Year	ISBN-13



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Textbook	Preparing for Takeoff	1 st Edition	Arthur Vincie	Routledge	2013	978-0415661683
References	The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age	5 th Edition	Steven Ascher, Edward Pincus	Plume	2012	978-0452297289
Assessment Criteria (100%)	Assessment	Weight		Used to attain CLO		
	Quizzes	10%		CLO 1.3		
	Assignments	10%		CLO 2.3		
	Mid Term	15%		CLO 3		
	Class Participation	5%		CLO 1.2.3		
	Final Exam	20%		CLO 2.3		
	Project	40%		CLO 3		
Methods of Evaluation	Outcome-based Evaluation					
Notes	For the final project, students will work individually or in small groups to develop a comprehensive pre-production package for a short film, documentary or a TV show pilot of their own creation. The project will simulate the practical workflow of pre-production, allowing students to apply the knowledge and skills gained during the course.					

Course Contents				
Week No.	Topic	Lecture No.	Lecture Contents	Relation with CLO
W1	Fundamentals of	L1	Understanding the Filmmaking Process	CLO 1



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

	the Pre-Production Process	L2	Phases of Media Production: Pre-Production, Production, Post-Production Overview of the Pre-Production Workflow	
W2	Elements of a Film Production Team	L3	Hierarchical Structure of Film Crews	CLO 2.3
		L4	Key Roles & Responsibilities Collaboration & Communication	
W3	Budgeting and Scheduling	L5	Budgeting Basics	CLO 2
		L6	Allocating Resources Budgeting Software Overview Developing a Production Schedule	
W4	Casting and Auditions	L7	Role of the Casting Director	CLO 2
		L8	The Audition Process: Casting Calls, Script Sides, and Audition Techniques Evaluating Auditions: Selecting the Right Talent Legal & Ethical Considerations in Casting	
W5	Location Scouting and Production Design	L9	Location Scouting Process: Identifying Suitable Filming Locations	CLO 2
		L10	Production Design: Sets, Props & Costumes Integrating Location & Production Design for Visual Storytelling	
W6	Scheduling and Time Management	L11	Effective Time Management in Pre-Production	CLO 2
		L12	Mastering the Production Schedule: Efficient Planning & Resource Allocation Time Management Tools & Techniques Mitigating Delays & Time-Related Challenges	



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

W7	Technical Planning and Equipment Requirements	L13	Technical Considerations in Pre-Production: Cameras, Lighting, Sound & Grip Equipment	CLO 2
		L14	Technical Crew & Equipment Suppliers Ensuring Safety & Compliance	
W8	Pitching and Project Planning	L15	Developing a Project Plan: Integrating Feedback & Refinements	CLO 3
		L16	The Art of Pitching: How to Present Your Media Project Effectively Elements of a Pitch: Concept, Market Viability, Budget, and Promotion Strategy Tailoring Your Pitch to Different Audiences: Investors, Partners & Funders	
W9	Mid Term Exam			
W10	Legal and Ethical Considerations	L19	Contracts and Agreements	CLO 1.2
		L20	Copyright Agreements Release Forms & Ethical Filmmaking Practices	
W11	Safety and Risk Management	L21	On-Set Safety Protocols and Procedures	CLO 1.2.3
		L22	Managing Risks & Emergency Preparedness	
W12	Marketing and Distribution	L23	Building a Marketing Strategy for Your Film	CLO 3
		L24	Distribution Options and Film Festival Submissions	
W13	Pre-Production File	L25	Compiling Your Pre-Production File	CLO 3
		L26	Organizing Call Sheets Stripboard Schedule	
W14	Final Project	L27		CLO 3



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

W15		L28	Students will work individually or in small groups to develop a comprehensive pre-production package for a short film, documentary or a TV show pilot of their own creation. The project will simulate the practical workflow of pre-production, allowing students to apply the knowledge and skills gained during the course, and it is presented and critiqued during Week 16.	CLO 3
		L29		
		L30		
W16	Final Project Presentation	L31	Presentations and Peer Feedback	CLO 3
		L32	Course Review, Key Takeaways	

Mapping of CLOs to Direct Assessments

CLOs ▼	Quiz 01	Quiz 02	Assignment 01	Assignment 02	Midterm Exam	Final Project	Final Exam
1	✓	✓					
2			✓	✓			✓
3	✓	✓	✓	✓	✓	✓	✓



'PR SKILLS AND STRUCTURE OF AN ORGANIZATION'

Course Code: AP-3605

Course Head: Dr. Abdul Basit

ursue lifelong learning in the broader context of innovation and technological developments.

Course Learning Outcomes (CLOs):

After successful completion of this course, the students will be able to:

- Analyze the advanced concepts, strategies, and tactics of today's Public Relations (C4).
- Discovering the crises communications which is being taken over in Public Relations (C4).
- Elaborate the structure of the organizations (C5).
- Outline core skills of PRO; how to deal with the media, customers, employees and other organizations (C2).

Mapping of CLOs to Program Learning Outcomes (PLOs):

Semester: 04	Course Code:	Title	Course Learning Outcomes	PLO 1 Knowledge	PLO 2 Problem Analysis	PLO 3 Design & Development of	PLO 4 Modern Tool Usage	PLO 5 Communication & Society	PLO 6 Ethics	PLO 7 Individual and Team Work	PLO 8 Communication	PLO 9 Professional Competency	PLO 10 Lifelong Learning
			Analyze the advanced concepts, strategies, and tactics of today's Public Relations (C4)					Y					
			Discovering the crises communications which is being taken over in Public Relations (C4).	Y									
			Elaborate the structure of the organizations (C5).					Y					



Learning Methodology:

Books, Handouts, Notes and Classroom lectures,

Text Books:

1. Strategic Planning for Public Relations (3rd ed.) by Smith.
2. Organization Structures & Processes
3. Strategic public relations management: Planning and managing effective communication programs, by Austin, E. W. & Pinkleton
4. Developing the public relations campaign: A team-based approach by Bobbitt & Sullivan,

Grade Evaluation Criteria

Components	Marks
Assignment	10
Quizzes	10
Class Participation	05
Presentation	10
Mid Term Exam	25
Final Exam	40
Total	100



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Calendar of Course Contents

Lectures	Topics	CLO	Textbook Chapter(s)
1-2	Discussion on course outline. Introductory and Orientation session of whole class • Public Relations ➤ Introduction ➤ Objective, Role and Importance ➤ Evolution ➤ Purpose ➤ Reactive and Proactive Approaches	1	1
3-4	• PR Skills and Tools ➤ Writing, Reading, Listening, Managerial Skills ➤ Press Release, Fact Sheet, Blog Posts etc. • Stake holders ➤ Role and Importance ➤ Types ➤ How to build relations with stakeholders through PR	2	2-3
5-6	• Press Release ➤ Elements and ingredients ➤ Practice and Discussion ➤ Press Release, Fact Sheet, Blog Posts etc. • Organizational Structure ➤ Importance and division ➤ Types of Organizational Structures ➤ Benefits	3	4
7-8	• Role of Public Relations in an Organization ➤ Reputation Management ➤ Media Relations ➤ Crisis Communication ➤ Stakeholder Engagement ➤ Brand Building ➤ Communication Strategy	3,4	3,4



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

	➤ Community Relations ➤ Employee Communication ➤ Event Management ➤ Social Media Management		
9	Mid Term Exam		
10-11	• Functional Approaches of PR ➤ Defensive ➤ Responsive ➤ Assertive ➤ Collaborative	4	3
12-13	• Social Media Management and PR Practices ➤ Integrated Strategy ➤ Audience Understanding ➤ Content Strategy ➤ Brand Voice ➤ Crisis Management ➤ Monitoring and Analytics ➤ Engagement and Community Building ➤ Influencer Partnerships ➤ Storytelling, Employee Advocacy ➤ Social Listening, Collaboration between Teams ➤ Adaptability	2,4	3
14-15	• Event & Crisis Management through PR Planning & Strategies ➤ Event Management: ○ Strategic Planning ○ Audience Targeting ○ Media Engagement ○ Content Creation ○ Social Media Integration ➤ Crisis Management: ○ Preparedness Plan ○ Spokesperson Training ○ Transparency ○ Social Media Monitoring	2,4	3,4



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

	○ Unified Messaging ○ Post-Crisis Evaluation		
	Final Exam		

Mapping of CLOs to Direct Assessments

CLOs ▼	Assignment	Quizzes	Class Participation	Presentation	MidtermExam	Final Term Exam	Final Exam
1	Y	Y	Y	Y			Y
2			Y			Y	
3	Y				Y		Y
4		Y	Y	Y		Y	Y



‘ADVERTISING AND SOCIETY’

Course Code: AP-3501

Course Head: Dr. Abdul Basit

Course Learning Outcomes (CLOs):

After successful completion of this course, the students will be able to:

1. Analyze the role of advertising in shaping societal values and norms (C4).
2. Assess the effectiveness of advertising regulations in different cultural and legal contexts (C3).
3. Explain the psychological aspects of advertising and their influence on consumer behavior (C5).
4. Practice ethical decision-making in hypothetical advertising dilemmas (C2).

Mapping of CLOs to Program Learning Outcomes (PLOs):

Semester:	Course Code: AP-3501	Title	Course Learning Outcomes	PLO 1 Knowledge	PLO 2 Problem Analysis	PLO 3 Design & Development of	PLO 4 Modern Tool Usage	PLO 5 Communication & Society	PLO 6 Ethics	PLO 7 Individual and Team Work	PLO 8 Communication	PLO 9 Professional Competency	PLO 10 Lifelong Learning
			Analyze the role of advertising in shaping societal values and norms (C4)					Y					
			Assess the effectiveness of advertising regulations in different cultural and legal contexts (C3).	Y									
			Explain the psychological aspects of advertising and their influence on consumer behavior (C5).					Y					



Learning Methodology:

Text Books:

- ### Grade Evaluation Criteria

Components	Marks
Assignment	10
Quizzes	10
Class Participation	05
Presentation	10
Mid Term Exam	25
Final Exam	40
Total	100



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Calendar of Course Contents

Lectures	Topics	CLO	Textbook Chapter(s)
1-2	Discussion on course outline. Introductory and Orientation session of whole class • Introduction ➤ Definition of Advertising ➤ Significance of Advertising in Society ➤ Relation to Society • Understanding the Role of Advertising in Society ➤ Historical Evolution of Advertising ➤ Economic Importance of Advertising ➤ Cultural Impact of Advertising ➤ Ethical Considerations in Advertising	1	1
3-4	• Analysing the Influence of Advertising on Consumer Behaviour ○ Psychological Aspects of Advertising ➤ Subliminal Messaging ➤ Consumer Behavior Theories ○ Social and Cultural Influences ➤ Gender Roles in Advertising ➤ Cultural Stereotypes • Critiquing the Impact of Advertising on Society ○ Positive Impacts ➤ Economic Growth ➤ Information Dissemination ○ Negative Impacts ➤ Consumerism and Materialism ➤ Body Image and Self-Esteem Issues	2	2-3



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

5-6	• Cultural Dimensions of Advertising ➤ Cultural Impact on Advertising ➤ Representation of Diversity in Advertising ➤ Popular Culture Trends and Advertising • Advertising as a Reflection of Societal Values ➤ Analysis of Advertisements as Cultural Artifacts ➤ The Evolution of Advertising Messages Over Time ➤ Interplay Between Advertising and Social Movements	3	4
7-8	• Positive Contributions of Advertising to Society ➤ Information Dissemination and Education ➤ Promotion of Innovation and Economic Growth ➤ Social Awareness Campaigns and Public Service Announcements	3,4	3,4
9	Mid Term Exam		
10-11	• Advertising and Social Movements ➤ Historical Examples of Advertising Supporting Social Movements ➤ Challenges and Controversies in Aligning Advertising with Social Causes ➤ Grassroots Movements and the Role of Advertising • Negative Impacts of Advertising on Society ➤ Promotion of Materialism and Consumerism ➤ Influence on Body Image and Self-Esteem ➤ Manipulative Advertising Practices and Their Consequences	4	3
12-13	• The Power of Advertising in Advocating Social Cause ○ Social Awareness Campaigns ➤ Examples of Successful Social Awareness Campaigns ➤ Impact on Public Perception and Behavior ○ Corporate Social Responsibility (CSR) in Advertising ➤ Case Studies of CSR Initiatives ➤ Ethical Considerations in Corporate Social Responsibility	2,4	3



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

14-15	• Future Trends in Advertising and Society ➤ Technological Advances and Personalized Advertising ➤ Social and Environmental Responsibility in Advertising ➤ Shaping the Future Landscape of Advertising and Society	2,4	3,4
	Final Exam		



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Mapping of CLOs to Direct Assessments

CLOs ▼	Assignment	Quizzes	Class Participation	Presentation	Midterm Exam	Final Term Exam	Final Exam
1	Y	Y	Y	Y			Y
2			Y			Y	
3	Y				Y		Y
4		Y	Y	Y		Y	Y



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Mapping of PEO, PLO and CLO of BS SMCS Program

Program Educational Objectives (PEO)	PEO-1: Graduates will be able to apply the knowledge and skills which are essential to flourish in Media Market Place.	PEO-2: Graduates will demonstrate career growth and continuous commitments to the enhancement of technical and interpersonal skills.	PEO-3: Graduates will uphold ethical values in their professional and societal activities.	PEO-1: Graduates will be able to apply the knowledge and skills which are essential to flourish in Media Market Place.	PEO-1: Graduate will be able to describe and apply concepts and theories relevant to the disciplines of psychology in daily life.		PEO-2: Graduates will demonstrate career growth and continuous commitments to the enhancement of technical and interpersonal skills.	PEO-3: Graduates will uphold ethical values in their professional and societal activities.	PEO-1: Graduate will be able to describe and apply concepts and theories relevant to the disciplines of psychology in daily life.	PEO-2: Graduates will demonstrate career growth and continuous commitments to the enhancement of technical and interpersonal skills.	
	PLO 1 Knowledge	PLO 2 Problem Analysis	PLO 3 Design/Development of Solutions	PLO 4 Modern Tool Usage	PLO 5 Communication and Society	PLO 6 Ethics	PLO 7 Individual and Team Work	PLO 8 Communication	PLO 9 Professional Competence	PLO 10 Lifelong Learning	
	Courses	15	4	13	7	15	19	7	13	5	7
	CLO	20	4	20	7	15	19	7	13	10	12
	Semester	1-6,8	4,5,7,8	1-8	3,4,5,6	1-7	1-8	2,3,4,7,8	1,2,3,5,6,7,8	5,6,7,8	6,7,8



Quality Assessment Criteria

An assessment measures the student's knowledge, skills, and attitudes according to well-defined Course Learning Outcomes (CLO's) and Program Learning Outcomes (PLO's) in a course. Therefore, the development of credible quality assessment criteria will become imperative to improve the quality of education. The department must assess its overall performance periodically using quality criteria. The following are the main features of good quality assessment criteria.

Validity

Validity means all the CLO's and PLO's in a course are being assessed effectively and efficiently according to the mapping of CLO's and PLOs with the course content defined in a course outline of a subject. Each course must consist of a minimum of three CLO's to capture the whole scope of the different domain levels of the subject as described in Bloom's Taxonomy. Instructors should create answer models and rubrics when developing the assessment.

Reliability

The CLO's and PLO's should be assessed frequently in a course so that the adequate evaluation measurements can be recorded on each CLO. This will help instructors to take remedial actions to improve the assessment in the future.

Effectively

Effectively measures the alignment of course assessments, CLO's, PLO's, and objectives with each other. This will help students to remain focused on the course objectives.

Transparency

Assessments should be evaluated without any bias and according to the well-defined rubrics/detail marks distribution of each question in the solved samples such as quizzes, assignments, midterm, and final term exams. Afterwards, students have the right to review their exams or assessments, so it is clear how their final grade came to be and also so they can receive feedback on their performance.



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Feasibility

The instructors should spend suitable time to deliver lectures on each CLO. The instructors should discuss paper pattern, weightage of each evaluation instrument and grade evaluation criteria openly. The students should be given ample time to prepare and solve the assignments, quizzes, midterm, and final term exams.

Academic Ethics

The instructors should develop an environment in which students should work/give exams with proper ethics without any unfair means such as cheating and plagiarizing any document. If the students take help from other materials, they should properly cite that work.



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

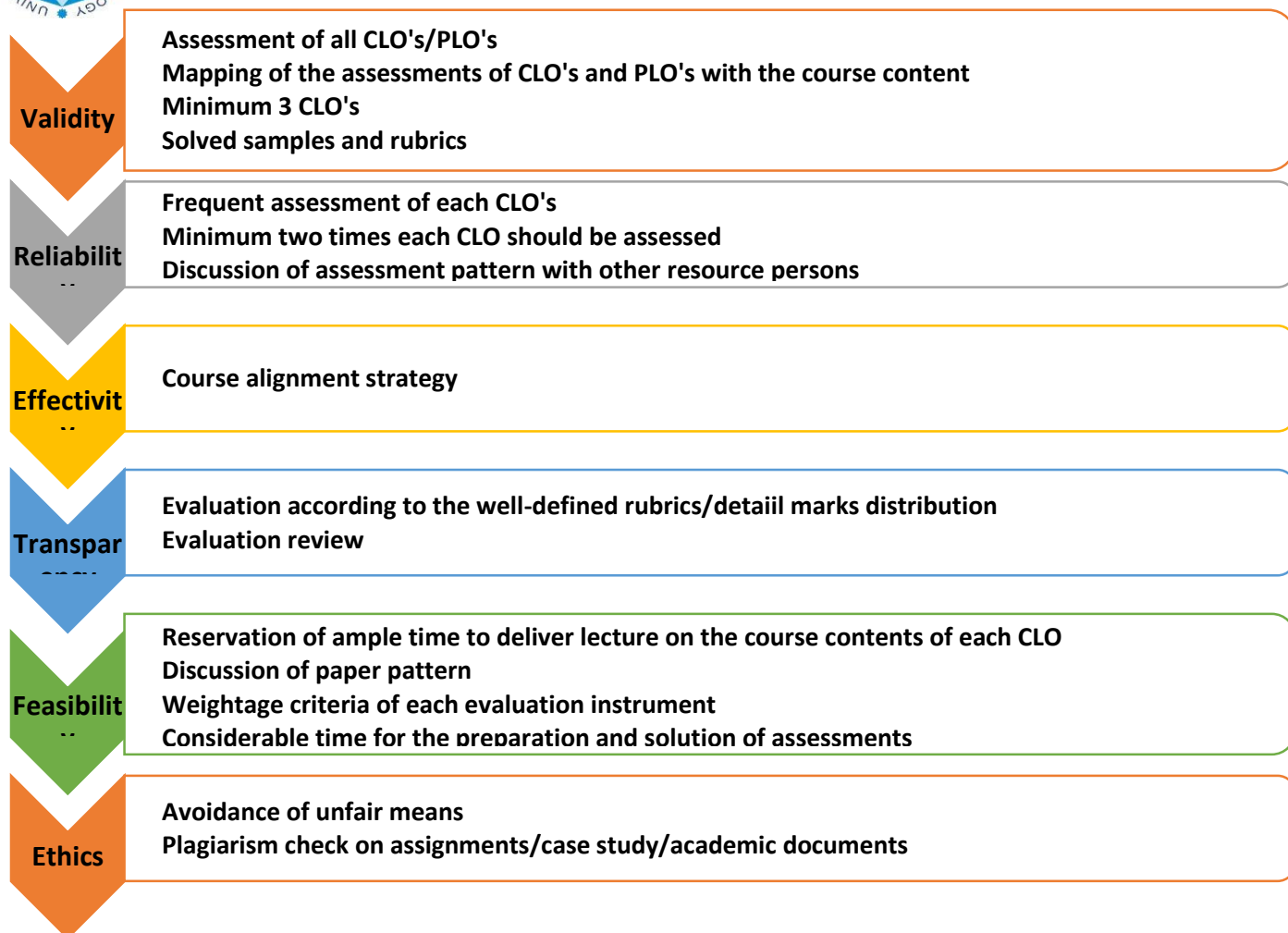


Figure 1: Characteristics of credible Quality Assessment Criteria

1.1 Criteria Considerations for the Quality Assessment

Teachers should consider the following criteria, which is described in the below table to achieve high quality assessments.

Criteria Considerations	Yes/No
Validity	
1. Did all the CLO's and PLO's assess in a course?	
2. Did the assessment of each CLO belong to its relative course content as described in the course outline?	
3. Did the course contain at least 3 CLO's?	
4. Did all the assessments and tasks have solved models?	



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

5. Did all the solved models properly documented?	
6. Did all the well-defined rubrics and clear marking schemes developed to assess the CLO's/PLO's?	
7. Did all the assessments carefully developed so that the assessment should not assess irrelevant content?	
Reliability	
1. Did each CLO assess multiple times in a course?	
2. Did the assessment patterns discuss with the other resource persons before taking the assessments.	
3. In case, if any student gets low marks in one CLO assessment in one evaluation and in the other evaluation of same CLO, he gets good marks, did the instructor give proper remarks and describe remedial actions taken by the instructor to improve the quality of education?	
4. Did the teacher use second access or to increase the reliability of an assessment?	
Effectively	
1. Did the teacher use proper verbs of Bloom's taxonomy in the assessments such as quizzes, assignments, midterm, final term etc. as mentioned in a course outline?	
2. Did all the assessments align with the described domain levels in a course outline?	
3. Did the assessments cover all the domain and thinking levels such as cognitive, affective, and psychomotor domains as described in a course outline?	
Transparency	
1. Did the teacher describe detail marks distribution of each question in an assessment?	
2. Did the solved samples of the assessments with the detail marks distribution share with the students and fully documented?	
3. Did the students give the right to review their assessments?	
Feasibility	
1. Did the teacher spend enough time on the course content of each CLO?	
2. Did the teacher present a complete pattern of the assessments before the students?	
3. Did the teacher grade the students on the described weightage criteria of the assessments as mentioned in a course outline?	
4. Did the teacher give ample time to solve the assessments?	
Ethics	
1. Did the teacher provide an ethical environment, spacious classrooms and take suitable measures to avoid unfair means such as cheating etc.?	
2. Did the teacher check the plagiarism of the submitted documents?	
1. OR	
2. Did the teacher take the measures to check that the work is original?	



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

3. In case the student takes help from other materials, did the teacher check that the literature from the other material is properly cited?	
--	--



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Mechanisms for CQI



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Corrective Actions with assessment data and levels.

Table 1: Examples of Corrective Actions with assessment data and levels

Level of Corrective Action	Assessment Data	Corrective Actions Required (Examples)
Program Level	Program PLO Evaluation PEO evaluation Media Industry Input	Curriculum Modified Mission Revised Core/ Elective Courses Updated PLOs Revised PEOs Revised
Course Level	Course PLO Assessment Course CLO Assessment Course file Course Review Report Student Course Feedback Batch Advisor Feedback	Course Contents Pre-Requisite Of Course CLO Learning Level Targeted PLO
Student Level	Student Grades Record Student GPA and CGPA Student Internship Data Student FYP Assessment Feedback of Advisors on Individual Students	Individual meeting session with Advisor Arranging specially designed tutorials Re-appearing in a specific course



CQI Based on CLO Attainment

Table 2: KPI's for CLOs

CLOs	KPI	Measurement Tool
All CLOs defined for a particular course	1. CLO attainment of all students in each section is greater than 40% 2. More than 50% of the students have attainment greater than 40% in each CLO	All assessment tools mapped to CLOs, as documented in the course outline

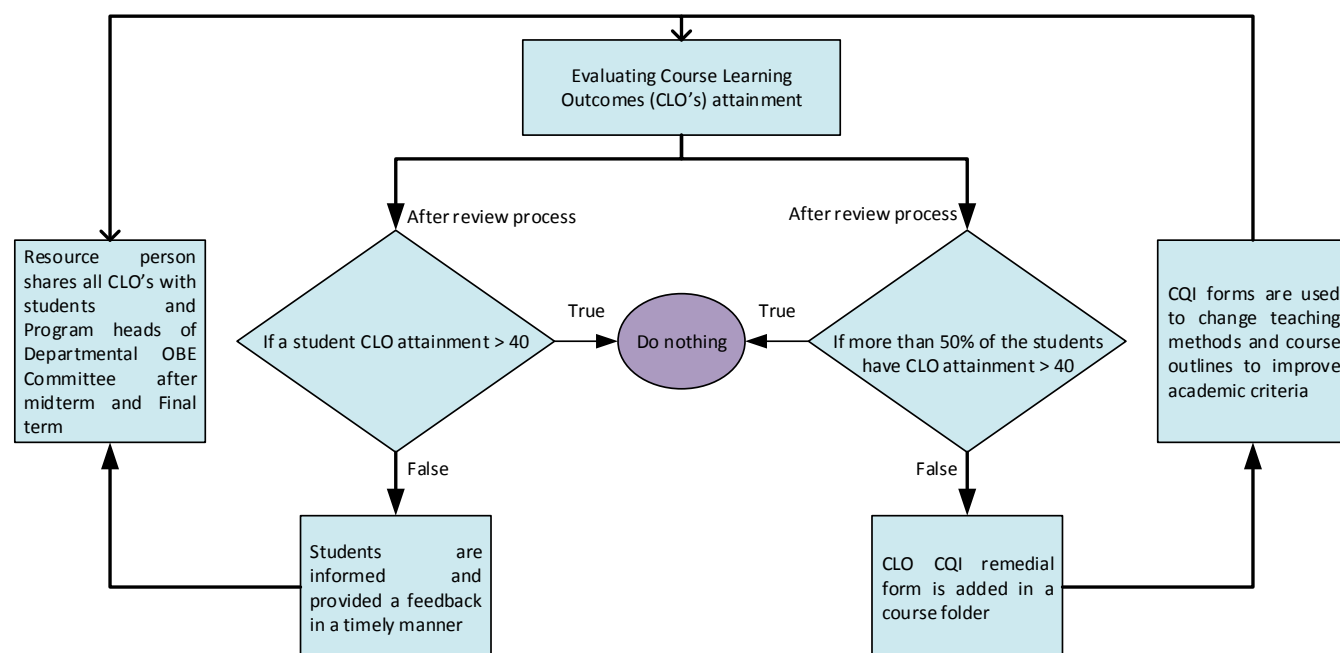


Figure 2: CQI based Hierarchy for CLO Attainment



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

CQI Based on PLO Attainment

Table 3: KPI's for PLOs

PLOs	KPI	Measurement Tool
PLOs 1 – 10	PLO attainment of each student is greater than 50% PLO attainment of the cohort is greater than 50%	Direct assessment through CLO to PLO mapping of all courses. Also, Indirect assessment through the resource persons of Cohort subjects and survey conducted by SMCS QEC



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

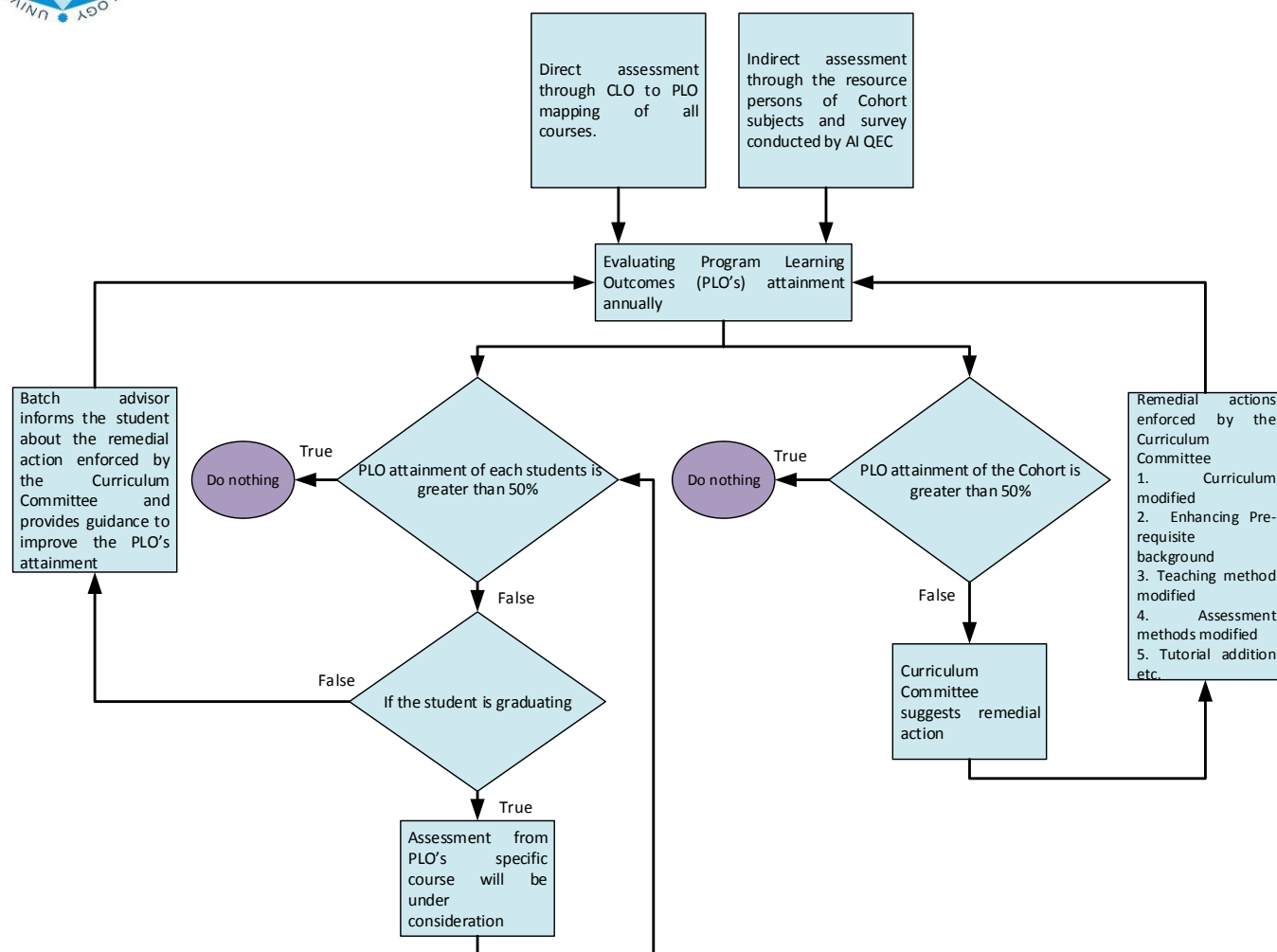


Figure 3: Remedial action for PLO attainment



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

PLO specific Course List

A graduating student who will not be able to obtain 50% score in any PLO attainment, he will be assessed from the following courses to complete CQI process.

PLOs	Course List	Course Code
PLO 1	Introduction to communication and mass media	MC1107
PLO 2	Media Research Methods	MC3515
PLO 3	Development Communication	MC3514
PLO 4	Broadcasting Production Technology	MC3517
PLO 5	Contemporary Mass Media	MC3520
PLO 6	Media laws and Ethics	MC3513
PLO 7	Communication Theories	MC3519
PLO 8	Visual Communication Design.	MC2312
PLO 9	Project	MC4821
PLO 10	Advance Reporting and Interviewing technique	MC4913



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Table 4: KPIs and measurements tools for assessments of PEOs



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

Program Educational Objectives	How measured	When measured	Improvement identified	Performance Indicator	Improvement made
1	Employer Survey, Alumni Survey, MOM of SMCS	After the Graduation	Industrial problem identification. Working in collaboration with Media industry and research organizations.	More than 50% of the total responses secure an average of 45% or more for Q1 through Q6	Media Industrial reports included emphasize on; projects in collaboration for local and international research organizations.
2	Employer Survey, Alumni Survey, MOM of SMCS	After the Graduation	Assessment failure (whole or CLO based)	More than 50% of the total responses secure an average of 45% or more for Q7 through Q9	CLO based improvements and successful completion of courses



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

3	Employer Survey, Alumni Survey, MOM of SMCS	After the Graduation	Project evaluations	More than 50% of the total responses secure an average of 45% or more for Q10 through Q12	Clearance of results
---	---	----------------------	---------------------	---	----------------------

Design of Alumni Survey and Employer Survey:(Questions and Rubrics are in progress)

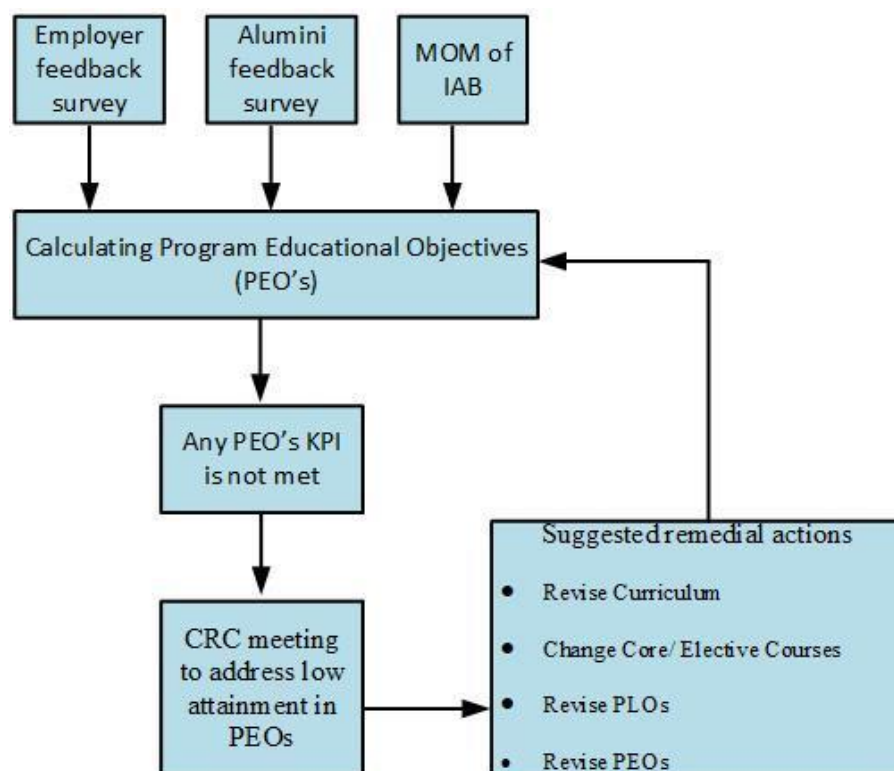


Figure 4: Remedial Action for PEO Attainment.



1.1.1 Analysis of Alumni and Employer Survey

SMCS conducts both of these surveys. SMCS also gives its own feedback and evaluation with the same rubrics.

Supporting Documents and Folders for the Program Assessment Criteria

The following supporting documents must be collected to evaluate the program assessment.

1. Course Description folder.
2. CQI folder.
3. CLO/PLO Transcript folder
4. PEOs assessment folder.

Course Description Folder

Course Description file consists of the following documents:

1. CLO based Course Outline.
2. CQI form.
3. PLO sheets.
4. CLO sheets.
5. Course Result sheet.
6. Attendance sheet.
7. CLO based Quizzes.
8. CLO based midterm question paper.
9. CLO based final term question paper.
10. Solved samples of the quizzes with proper marks distribution.
11. Solved samples of the midterm paper with proper marks distribution.
12. Solved samples of the final paper with proper marks distribution.
13. 3 samples of each assessment (Good, Average, Worst) with plagiarism report if required.
14. Course Completion Report.

CQI remedial folder

CQI folder consists of the signed CQI remedial forms from the Resource Person and Chairman of the department of all the courses offered in the previous semesters to modify the courses in the next coming semesters.

CLO/PLO Transcript folder



Curriculum of Bachelor of Science in Media and Communication Studies, School of Media and Communication Studies

CLO/PLO transcript folder consists of all the CLO's/PLO's transcripts of each semester.

PEOs Assessment folder

PEOs assessment folder consists of the Alumni surveys, Employer surveys, SMCS feedback and their rubrics to enhance the quality of PEOs in the future.