

UMT | SMCS

School of Media
and Communication Studies



**CRAFTING COMMUNICATION
SHAPING TOMORROW**

Admissions | 2026

Introduction

The School of Media and Communication Studies (SMCS) at the University of Management and Technology (UMT), Lahore, was established in 2005 as the Department of Media and Communication. Over two decades, it has grown into one of Pakistan's leading institutions for media education, research, and professional training.

SMCS is a pioneer in the country, distinguished by Pakistan's first-ever Cross Media Studio — a state-of-the-art facility featuring UMT TV, FM Radio, a dedicated Non-Linear Editing (NLE) Lab, professional production suites, and AI-integrated editing technology. The school bridges theory and real-world practice, preparing students to lead confidently in a dynamic and rapidly evolving media landscape.

Led by internationally recognized academician Dr. Sidra Tariq Jamil — Dean of SMCS and Director of the Centre for the Future of Muslim Civilization (CFMC) — the school is committed to developing scholars, media leaders, and responsible global communicators.

DEAN'S MESSAGE

“ At the School of Media and Communication Studies, we empower a diverse group of students to become contemplative communicators and innovative storytellers. Our holistic programs cultivate critical thinking, ethical leadership, and creative expression, thereby preparing graduates to shape meaningful narratives and engage confidently with the global media landscape while also contributing responsibly to society. ”

DR SIDRA TARIQ JAMIL
DEAN SMCS



Why Choose SMCS?

Key Features

- Pakistan's First Cross-Media Studio
- UMT TV and Campus FM Radio
- AI-Integrated Editing Lab
- Professional NLE (Non-Linear Editing) Lab
- State-of-the-Art Smart Classrooms
- Dedicated Media Production Control Room (PCR)
- Weekend-Friendly Programs for Working Professionals
- Scholarships & Financial Support for Meritorious Students





A PATHWAY TO THE WORLD

Global Internship Opportunities

The Dean of SMCS is continually developing impactful pathways for UMT students to serve as global citizens through multilateral engagements, such as with H.E. Miguel Ángel Moratinos, UN Under-Secretary-General & High Representative for UNAOC.



Accreditations and International Linkages

Accredited



Active participant in
educational diplomacy platforms



Collaborations



Pakistan's First-of-Its-Kind Cross-Media Studio



Applied Learning Experience

SMCS's philosophy of experiential education is embedded in every program. Students do not just study media — they create, broadcast, investigate, and publish within a professional environment:

UMT TV: Pakistan's only campus-based television channel offering live production experience in broadcast journalism, documentary filmmaking, and studio management.

Campus FM Radio: A fully operational FM radio station giving students hands-on experience in radio production, live broadcasting, and audio journalism.

AI-Integrated Editing Lab: Pakistan's first AI-powered media editing facility — students master text-to-video generation, synthetic media, deepfake detection, and AI audio engineering.

Cross-Media Practice: Pakistan's first cross-media studio integrating print, broadcast, digital, and social media workflows under one roof — simulating real newsroom conditions.

International Conference Participation: Students and faculty engage in national and international conferences including the annual International Media and Communication Conference (IMCC).

Notable Research and Research Areas

SMCS has built a robust research culture, with faculty and students contributing to nationally and internationally recognized scholarly work:

Areas of Research

- Digital Media & Emerging Technologies
- Media and Communication Studies
- Journalism and Investigative Reporting
- Strategic Communication and Public Relations
- Civilizational Dialogue and Muslim Media Studies
- AI in Media and the Public Sphere
- Social Cohesion and Plural Societies
- Crisis Communication and Reputation Management
- Intercultural Communication
- Media Ethics and Legal Frameworks

Life Beyond the Classroom

The SMCS experience extends far beyond lectures and assignments. Students participate in a vibrant academic and creative community:

- SMCS Fiesta — Annual cultural and media celebration
- Film Festival — Annual student film showcase
- Photography Competition & Exhibition (Colors of Life in Pakistan)
- Open House and Campus Events
- World Press Freedom Day Observances
- Fact-Checking Technology Workshops
- Governor House Delegation Visit — Academic-Government Engagement
- Singapore International Engagement Series
- Final Year Projects and Media Productions
- International Media and Communication Conference (IMCC)



Governor House Visit — SMCS Delegation

A delegation of SMCS faculty and students visited Governor House Lahore, led by Dean Dr. Sidra Tariq Jamil. Key outcomes included:

- **Strategic Briefing:** UMT's vision for international collaboration and policy-oriented research presented to the Governor of Punjab
- **Governor's Address:** Commendation of UMT's role in national development and pledge of support for youth-centric academic initiatives
- **Student Interaction:** Q&A session on public service, media ethics, and youth leadership
- **Institutional Goodwill:** Enhanced visibility of SMCS and CFMC as key contributors to national intellectual discourse



ALUMNI TESTIMONIAL

“ Graduating from UMT has been a transformative experience in my life. The university’s supportive and innovative environment helped me grow as an entrepreneur and social media activist while inspiring me to lead with purpose. Receiving a gold medal for my achievements reflects the institution’s commitment to nurturing well-rounded individuals. I remain deeply grateful for the knowledge, confidence, and values it instilled in me. ”

(UMT ALUMNI, 2015)

ABDULLAH ASLAM

ENTREPRENEUR, ABDULLAH ART PRESS



STUDENT TESTIMONIAL

“ UMT played a vital role in my academic and personal development. Studying Mass Communication strengthened my creativity, critical thinking, and confidence while teaching me media ethics and professional discipline. Through practical projects and media lab work, I learned to manage deadlines and apply theory to real-world communication challenges. ”

(SMCS, 2027)

MARYAM MUSHTAQ

SCHOOL OF MEDIA AND
COMMUNICATION STUDIES



Programs Offered

Undergraduate Programs

- BS Media and Communication
- BS Digital Media and Artificial Intelligence (AI)
- BS Media and Communication (Post ADP/BSc/BA)

Graduate Programs

- MS Media and Communication

PhD Programs

- PhD Media and Communication

Admission Criteria

Program Name	Minimum Required Qualification	Minimum Requirement
BS Media and Communication	Intermediate / A-Level or equivalent	• Minimum 45% marks in Intermediate or equivalent. • No third division in Matriculation. • Minimum 50% marks in the UMT Admission Test.
BS Digital Media and Artificial Intelligence (AI)	Intermediate / A-Level or equivalent	• Minimum 45% marks in Intermediate or equivalent. • No third division in Matriculation. • Minimum 50% marks in the UMT Admission Test.
BS Media and Communication (Post ADP)	Relevant ADP or equivalent 14-year qualification	• Minimum 2.00 CGPA (semester system) or 45% marks (annual system). • No third division in the entire academic career. • Interview. • Applicants from non-media disciplines may be required to complete a bridging semester.
MS Media and Communication	Sixteen years of education (BS/MA/MSc or equivalent) in a relevant discipline	• Minimum 2.00 CGPA (or 50% marks in the annual system). • Minimum 50% marks in GAT (General)/UGAT. • Interview. • No third division in the entire academic career.
PhD Media and Communication	Eighteen years of education (MS/MPhil or equivalent) in a relevant discipline	• Minimum 3.00 CGPA out of 4.00 (or 60% marks/First Division in MS/MPhil). • Minimum 60% marks in GAT or 70% marks in UGAT. • Successful interview.





Lahore Campus:

Main Campus, UMT Road, C-II Johar Town, Lahore, Pakistan.
Tel: +92 42 35212801-10, email: admissions@umt.edu.pk

SHS Campus:

72-A Raiwind Rd, Dubai Town, Lahore.
Tel: +92 42 35212801-10, email: admissions@umt.edu.pk

Sialkot Campus:

21-A, Small Industrial Estate, Shahabpura Road, Sialkot.
Tel: +92 52 3256964, +92 52 3241801-10
Email: info@skt.umt.edu.pk, web: skt.umt.edu.pk

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