

Faculty of Media & Communication Studies

Semester: Spring 2021

**Program: BS Media**

| <b><u>S #</u></b> | <b><u>Course Code</u></b> | <b><u>Course Title</u></b>              | <b><u>Sections</u></b> | <b><u>Semester</u></b> |
|-------------------|---------------------------|---|------------------------|------------------------|
| 1                 | MCHU1003                  | English I                               | 3                      | 1                      |
| 2                 | MCHU1023                  | Pakistan Studies                        | 3                      | 1                      |
| 3                 | MC1403                    | Introduction to Mass Communication      | 3                      | 1                      |
| 4                 | MC1203                    | News Reporting & Writing (English/Urdu) | 3                      | 1                      |
| 5                 | MC1513                    | Introduction to Broadcast Journalism    | 3                      | 1                      |
| 6                 | MCCS1002                  | Computer Skills                         | 3                      | 1                      |
| 7                 | MCHU1013                  | English II                              | 6                      | 2                      |
| 8                 | MCHU1032                  | Islamic Studies                         | 6                      | 2                      |
| 9                 | MC1803                    | Introduction to Digital Media           | 6                      | 2                      |
| 10                | MC1703                    | International Relations                 | 6                      | 2                      |
| 11                | MC1223                    | Feature, Column & Editorial Writing     | 6                      | 2                      |
| 12                | MCEL1003                  | Foreign Language                        | 6                      | 2                      |
| 13                | JMS2013                   | Media Laws & Ethics                     | 3                      | 3                      |
| 14                | JMS2023                   | Foundation of Public Relations          | 3                      | 3                      |
| 15                | JMS2033                   | Fundamentals of Advertising             | 3                      | 3                      |
| 16                | JMS2183                   | Speak Well                              | 3                      | 3                      |
| 17                | JMS2053                   | Functional Urdu                         | 3                      | 3                      |
| 18                | JMS2063                   | Broadcast Journalism (TV & RD)          | 3                      | 3                      |
| 19                | JMS2073                   | Introduction to Film & Theater Studies  | 5                      | 4                      |
| 20                | JMS2083                   | Development Communication               | 5                      | 4                      |
| 21                | JMS2093                   | Contemporary World Media                | 5                      | 4                      |
| 22                | JMS2003                   | Statistics                              | 5                      | 4                      |
| 23                | JMS2103                   | Reporting & Editing Workshop            | 5                      | 4                      |

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|----|---------|---|---|---|
| 24 | JMS2163 | TV Production (News & Current Affairs)              | 5 | 4 |
| 25 | JMS3013 | Community Journalism                                | 3 | 5 |
| 26 | JMS3024 | Feature, Column & Editorial Writing                 | 3 | 5 |
| 27 | JMS3033 | Foundation of Behavioral Research                   | 3 | 5 |
| 28 | JMS3043 | Media Seminar                                       | 3 | 5 |
| 29 | JMS3093 | Data Journalism                                     | 3 | 5 |
| 30 | JMS3062 | In – House Internship                               | 3 | 5 |
| 31 | JMS3453 | Theories, Principle and Practices of PR             | 2 | 6 |
| 32 | JMS3483 | Visual Communication Design                         | 2 | 6 |
| 33 | JMS3444 | Research in PR & Advertising                        | 2 | 6 |
| 34 | JMS3433 | Media Planning, Operations, Monitoring & Evaluation | 2 | 6 |
| 35 | JMS3363 | Script Writing for Radio & TV                       | 1 | 6 |
| 36 | JMS3343 | Planning a Documentary for TV                       | 1 | 6 |
| 37 | JMS3283 | Camera Techniques                                   | 1 | 6 |
| 38 | JMS3352 | Introduction to Filmosophy                          | 1 | 6 |
| 39 | JMS3333 | Film Theater & Society                              | 1 | 6 |
| 40 | JMS3224 | News Writing (RD & TV)                              | 1 | 6 |
| 41 | JMS3263 | Media Production Software                           | 1 | 6 |
| 42 | JMS3213 | Online Journalism                                   | 1 | 6 |
| 43 | JMS3243 | Video Production                                    | 1 | 6 |
| 44 | JMS4463 | Copywriting (Theory & Practice)                     | 2 | 7 |
| 45 | JMS4453 | International PR & Advertising                      | 2 | 7 |
| 46 | JMS4473 | Advertising & Society                               | 2 | 7 |
| 47 | JMS4483 | Public Relation & Advertising Case Studies          | 2 | 7 |
| 48 | JMS4433 | Production for Advertising & PR                     | 2 | 7 |
| 49 | JMS4363 | Post Production                                     | 1 | 7 |
| 50 | JMS4373 | Directing The Actors                                | 1 | 7 |

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| 51 | JMS4393 | Introduction to Animation                | 1 | 7  |
| 52 | JMS4303 | Screen Play Writing                      | 1 | 7  |
| 53 | JMS4333 | Sound Design                             | 1 | 7  |
| 54 | JMS4403 | PR and Advertising in Digital Age        | 2 | 8. |
| 55 | JMS4414 | Internship & Report                      | 2 | 8  |
| 56 | JMS4424 | Final Project on Public Relations        | 2 | 8  |
| 57 | JMS4434 | Final Project on Advertising             | 2 | 8  |
| 58 | JMS4344 | Final Project                            | 1 | 8  |
| 59 | JMS4183 | Post Production & Special Effects        | 1 | 8  |
| 60 | JMS4334 | Internship and Report                    | 1 | 8  |
| 61 | JMS4323 | Live Outdoor Broadcasting                | 1 | 8  |
| 62 | JMS4123 | Mobile Technology & Journalism Practices | 1 | 8  |
| 63 | JMS4214 | Final Project (RD & TV)                  | 1 | 8  |
| 64 | JMS4224 | Internship & Report                      | 1 | 8  |
| 65 | JMS4234 | Final Project (Print Media)              | 1 | 8  |