

# Scheme of Studies

Institute of Media and Communication Studies

Bahauddin Zakariya university, Multan

## BS Mass Communication 5<sup>th</sup> Semester 2 years

### Semester 5

S/No	Course No	Course Title	Cr.Hrs
1	MC-301	News Reporting and Writing	3
2	MC-303	Introduction to Electronic Media	3
3	MC-305	Feature, Column & Editorial Writing (Theory and Practice)	3
4	MC-307	Online Journalism	3
5	MC-309	Research Methods-I	3
6	MC-106	Journalistic writing	3

### Semester 6

S/No	Course No	Course Title	Cr.Hrs
7	MC-302	Sub Editing & Page Designing (Theory and Practice)	3
8	MC-304	Theories of Communication-I	3
9	MC-306	Introduction to Advertising & Public Relations	3
10	MC-308	Research Methods-II	3
11	MC-310	Development Communication	3
12	MC-109	Introduction to Mass Communication	3

### Semester 7

S/No	Course No	Course Title	Cr.Hrs
13	MC-403	Theories of Communication-II	3
14	MC-405	Media Ethics and Laws	3
15	MC-407	T.V News Reporting & Production	3
16	MC-409	Radio News Reporting & Production	3
17	MC-410	Media Seminar	3
18	MACO-206	Contemporary World Media	3

### Semester 8

S/No	Course No	Course Title	Cr.Hrs
19	MC-402	Media Management and Marketing	
20	MC-404	Media in SAARC Countries	3
21	MC-406	TV Program Production	3
22	MC-408	Radio Program Production	3
23	MC-410	Final Project	3
24	MC-202	Mass Media in Pakistan	3