

Scheme of Studies

Institute of Media and Communication Studies

Bahauddin Zakariya university, Multan

BS Mass Communication 4 years (2023-2027) and onwards

Semester 1

S/No	Course No	Course Title	Category	Cr.Hrs
1	GED-101	Functional English	General-1	3
2	GED-103	Islamic Studies Or Ethics (For Non-Muslims)	General-2	3
3	GED-105	General Science	Natural Sciences	3
4	BSMC-101	Introduction to Mass Communication	Major-1	3
5	BSMC-103	Contemporary World Media	Major-2	3

Semester 2

S/No	Course No	Course Title	Category	Cr.Hrs
6	GED-102	Expository Writing	General-3	3
7	GED-104	Ideology and Constitution of Pakistan	General-4	3
8	SOC-126	Introduction to Sociology	Social Sciences	3
9	BSMC-102	Mass Media in Pakistan	Major-3	3
10	BSMC-104	Journalistic Writing	Major-4	3

Semester 3

S/No	Course No	Course Title	Category	Cr.Hrs
11	GED-201	Civics and Community Engagement	General-5	3
12	GED-203	Quantitative Reasoning-I	General-6	3
13	GED-205	Application of Information and Communication Technologies (ICT)	General-7	3
14	BSMC-201	News reporting and Writing	Major-5	3
15	BSMC-203	Sub Editing and Page Designing	Major-6	3
16	BSMC-205	Introduction to Electronic Media	Major-7	3

Semester 4

S/No	Course No	Course Title	Category	Cr.Hrs
17	GED-202	Quantitative Reasoning-II	General-8	3
18	GED-204	Entrepreneurship	General-9	3
19	ATH-402	History and Civilization Studies	Arts and Humanities	3
20	BSMC-202	Feature, Column & Editorial Writing	Major-8	3
21	BSMC-204	Media Ethics and Laws	Major-9	3
22	BSMC-206	Public Relations	Major-10	3

Semester 5

S/No	Course No	Course Title	Category	Cr.Hrs
23	BSMC-301	Theories of Communication-I	Major-11	3
24	BSMC-303	Advertising	Major-12	3
25	BSMC-305	Research Methods-I	Major-13	3
26	BSMC-307	Magazine Journalism	Major-14	3
27	ALD-327	Introduction to Psychology	Interdisciplinary-1	3

Semester 6

S/No	Course No	Course Title	Category	Cr.Hrs
28	BSMC-302	Theories of Communication-II	Major-15	3
29	BSMC-304	Research Methods-II	Major-16	3
30	BSMC-306	Online Journalism	Major-17	3
31	BSMC-308	Development Support Communication	Major-18	3
32	ALD-301	Introduction to Political Sciences	Interdisciplinary-2	3

Semester 7

S/No	Course No	Course Title	Category	Cr.Hrs
33	BSMC-401	Media Management and Marketing	Major-15	3
34	BSMC-403	T.V News Reporting & Production	Major-16	3
35	BSMC-405	Radio News Reporting & Production	Major-17	3
36	ALD-305	Introduction to Economics	Interdisciplinary-3	3

Semester 8

S/No	Course No	Course Title	Category	Cr.Hrs
19	BSMC-402	Media in SAARC Countries	Major-15	
20	BSMC-404	TV Program Production	Major-16	3
21	BSMC-406	Radio Program Production	Major-17	3
22	ALD-303	Introduction to International Relations	Interdisciplinary-3	3
23		Capstone Project		3