

Courses offered in the Department of Mass Communication

Catalogue: Year 2019-20-onwards

Core Courses					Elective Courses / Specializations				
Core Courses	Cr. H	Pre.Req/ Remarks	Offered in Semester Fall /Spring /Summer	Remarks/ (Equivalence/ Courses for)	Elective Courses	Cr.H	Pre.Req	Offered in Semester	Remarks ?
MCOM 201	3	MCOM 101	Fall & Spring		MCOM 101	3	None	Fall & Spring	Elective
MCOM 301	3	MCOM 201	Fall & Spring		MCOM 110	3	None	Fall & Spring	Elective
MCOM 306	3	MCOM 290	Fall & Spring		MCOM 195	1	None	Summer/ Winter	Elective
MCOM 409	3	MCOM 310	Fall & Spring		MCOM 200	3	MCOM 101	Fall & Spring	Mandatory for Ad & PR Specialization
MCOM 498 or MCOM 499	3	2.75 CGPA for MCOM 498 MCOM 306 for MCOM 499	Fall & Spring		MCOM 202	3	MCOM 101	Fall	Mandatory for Print & Elec. Specialization
Total Credits				15	MCOM 203	3	MCOM 101	Spring	Elective
<p>Note: Requirements of Major: 36 credit hours including 5 Core Courses + 5 Specialization Courses and two courses will be selected from the elective courses on personal interest and career requirements</p> <p>Requirements of Minor: 21 credit hours including MCOM 101, MCOM 200, MCOM 201, MCOM 301 & MCOM 310</p> <p>Recommended Electives from other disciplines: ECON 100, PLSC 320, URDU 207, URDU 208, SOCL 100, CSIT 210, ENGL 332</p>					MCOM 207/ ENGL 207	3		Fall	Elective
					MCOM 290	3	None	Fall & Spring	Elective
					MCOM 302	3	MCOM 201	Fall	Mandatory for Print & Elec. Specialization
					MCOM 303	3	MCOM 200	Fall	Mandatory for Ad & PR Specialization
					MCOM 304	3	MCOM 200	Fall	Mandatory for Ad & PR Specialization
					MCOM 308	3	MCOM 201	Fall & Spring	Elective
					MCOM 310	3	MCOM 301	Fall & Spring	Elective
					MCOM 315	3	MCOM 201	Spring	Elective
					MCOM 350	3	MCOM 303	Winter & Spring	Elective
					MCOM 400	3	MCOM 303 & 304	Spring	Mandatory for Ad & PR Specialization
					MCOM 401	3	MCOM 301, 330	Spring	Mandatory for Print & Elec. Specialization
					MCOM 402	3	MCOM 301, 330	Fall	Mandatory for Print & Elec. Specialization
					MCOM 403	3	MCOM 201	Spring	Elective
					MCOM 404	3	MCOM 201	Fall	Elective
					MCOM 410	3	MCOM 402	Spring	Mandatory for Print & Elec. Specialization
					MCOM 412	3	MCOM 310	Spring	Elective
					MCOM 413	3	MCOM 409	Spring	Elective
					MCOM 415	3	MCOM 303 & 304	Spring	Mandatory for Ad & PR Specialization
MCOM 430	3	MCOM 202, 304 and 402	Fall & Spring	Elective					

Career opportunities:

Broadcast Media- News Media, Entertainment Media (Acting, direction, production, T.V anchors, reporters, journalists)

Print Media- Journalism; Newspapers, Magazines, Newsletters (Writers, research, editing, designing)

Digital Media-(Web designing, online businesses, forums, blogs, graphic designing)

Advertising- (Advertising agency-brand ambassadors, copy writers, client servicing, strategic planning, photography)

Public Relations-(PROs, DGPR, communications handling, spokesperson, event management)

Cooperate Communications-(Sales Marketing, Strategic Communications/Cooperate Communications)