

Greenwich University



ASSOCIATE OF SCIENCE IN MASS COMMUNICATION AND MEDIA STUDIES

DEGREE REQUIREMENTS

2-YEAR, 21 COURSES, INTERNSHIP, COMPREHENSIVE EXAMINATION AND VIVA
66 CREDIT HOURS WITH 2.50 CUMULATIVE GRADE POINT AVERAGE

FOUNDATION COURSES

<u>COURSE CODE</u>	<u>COURSE</u>	
GENG 100	General English – I	} Placement in these courses is on the result of placement test
GENG 200	General English – II	

MODULE I

<u>COURSE CODE</u>	<u>COURSE</u>	<u>PRE-REQUISITE</u>
GMED 103	Introduction to Mass Communication and Media Studies	–
GENG 101	English Composition	–
GMED 101	Journalism	–
GCSE 103	Information Technology in Business	–
GENG 202	Communications Skills	–
GHUM 101	Pakistan Studies & Islamic Education	–

MODULE II

<u>COURSE CODE</u>	<u>COURSE</u>	<u>PRE-REQUISITE</u>
GHUM 203	Culture Media and Society	GMED 103
GENG 204	Interpersonal Skills	GENG 202
GMED 203	Mass Media Development	GMED 103
GUDU 201	Functional Urdu	GENG 206
GMED 253	Theories of Communication	–

MODULE III

<u>COURSE CODE</u>	<u>COURSE</u>	<u>PRE-REQUISITE</u>
GMED 254	Mass Media in Pakistan	GMED 241
GMKT 201	Principles of Marketing	–
GHUM 206	Business Ethics	–
GENG 206	Business Communication	–
GMED 241	Contemporary Mass Media	GMED 103

MODULE IV

<u>COURSE CODE</u>	<u>COURSE</u>	<u>PRE-REQUISITE</u>
GENG 301	Business Report Writing	GENG 206
GPLS 201	Production Techniques	–
GMED 201	Media Marketing	GMKT 201
GECO 204	Introduction to Economics	–
GHUM 201	Logic and Critical Thinking	GMED 103

INTERNSHIP 6 – 8 WEEKS (3 CREDIT HOURS)

COMPREHENSIVE EXAMINATION AND VIVA:

Comprehensive Examination will be arranged after students have successfully completed all the courses and internship.

The comprehensive comprises on 06 courses exam of three hours (01 course from every discipline i.e. Humanities, Maths, English etc.) and a case study of 03 hours. The exam comprises of 1/2 hour for every course.

After successful completion of the exam, the student has to appear for a final viva/interview in front of a board comprises of university professors and externals, based on all the courses of the degree program.

NOTE:

- ✧ Registration for new term of old students starts in the 8th week of the previous term.
- ✧ Associate student must opt for courses falling in two consecutive semesters. Students must clear one module courses completely before taking next module courses.
- ✧ A Probation student (CGPA below 2.00) cannot take more than four (4) courses in a term.
- ✧ Students are responsible to meet the pre- requisite of a course at the time of registration.
- ✧ Students are not allowed to take major courses before clearing core requirements.
- ✧ A course in a term is only offered if minimum ten (10) students are registered in that course, therefore registration during the time of registration period is very important.
- ✧ Student applying for Challenge examination should attach challenge examination form for that course with the registration form.
- ✧ Student wishing to drop semester after filling the registration form must write immediately separate application, otherwise an "F" grade will recorded on the transcript.
- ✧ Student wishing to withdraw from courses must follow the dates and write a separate application within the time frame for withdrawal; otherwise an "F" grade will be recorded on the transcript.
- ✧ Valid TOEFL score of 550 or IELTS score of 6.0 bands is required before registering in the Module III.