

Greenwich University

BACHELOR OF SCIENCE IN MASS COMMUNICATION AND MEDIA STUDIES

DEGREE REQUIREMENTS

4-YEAR, 42 COURSES, INTERNSHIP, DISSERTATION

135 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

MODULE V

<u>COURSE CODE</u>	<u>COURSE</u>	<u>PRE-REQUISITE</u>
GMED 309	Script Writing	–
GHUM 208	Introduction to Psychology	–
GMED 249	Journalistic Writing	GMED 101

GMED 250	News, Writing and Reporting	GMED 250
GHUM 207	Creativity and Innovation	-

MODULE VI

<u>COURSE CODE</u>	<u>COURSE</u>	<u>PRE-REQUISITE</u>
GMED 301	Editing and Composing	GPLS 201 & GMED 251
GMAG 302	Corporate Reputation Management	GHUM 207
GMED 401	Research Methods in Communication	GMED 402
GMED 305	Introduction to Advertising and Public Relation	GMKT 201
GMED 251	Animation	GPLS 201

MODULE VII

<u>COURSE CODE</u>	<u>COURSE</u>	<u>PRE-REQUISITE</u>
GMAG 301	Business Research Methods	GMED 401
GMED 412	Media Management and Marketing	GMED 201
GMED 302	Photography	-
GMED 438	Screen Writing	GMED 309
GMED 413	Specialized Journalism	GMED 101

MODULE VIII

<u>COURSE CODE</u>	<u>COURSE</u>	<u>PRE-REQUISITE</u>
GMED 402	Development Communication	GMED 241
_____	Elective - I	-
_____	Elective - II	-
GDDS 499	Dissertation / Research Project - I	-

MODULE IX

<u>COURSE CODE</u>	<u>COURSE</u>	<u>PRE-REQUISITE</u>
GMKT 406	Consumer Behavior	GMED 201
_____	Elective - III	-
_____	Elective - IV	-
GDDS 499	Dissertation / Research Project - II	-

INTERNSHIP 6 – 8 WEEKS (3 CREDIT HOURS)**ELECTIVES:****ADVERTISING**

- ◆ GMED 415 Advertising Research
- ◆ GMED 424 International Advertising
- ◆ GMED 426 Media Design
- ◆ GMKT 486 Brand Management

JOURNALISM

- ◆ GMED 423 Broadcast Technique
- ◆ GMED 427 Editing and Desktop Publishing
- ◆ GMED 429 Feature & Editorial Writing
- ◆ GMED 437 Media Research

PRODUCTION

- ◆ GMED 421 Documentary Vision
- ◆ GMED 422 Direction
- ◆ GMED 429 Film Generation & Movie Making
- ◆ GMED 437 Screen Writing

NOTE:

- ✧ Registration for new term of old students starts in the 8th week of the previous term.
- ✧ Bachelor's student must opt for courses falling in two consecutive semesters. Students must clear one module courses completely before taking next module courses.
- ✧ It is the student responsibility to sort out transfer of credit courses within one term of admission, otherwise he / she has to follow the module policies.
- ✧ Student joining the Bachelors program after completing the Associate of Science degree are allowed to complete degree within two years on the basis of Associate Degree.
- ✧ 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 V.