

Corporate Communications

Pre-requisite Courses		
1	Introduction to Postgraduate Studies	Certificate
2	English for Academic Improvement	Certificate

1st Semester		
1	Advanced Comm Theory	4
2	Strategic Issue Management - leading to ECU	6
3	Principles of Corporate Communication	4
4	Seminar & Colloquia on Mass Comm	1 (students taking Thesis)
		2 (students taking Prof. Proj.)

Note: Students must choose either Thesis or Professional Paper at the beginning of the 1st Semester.

2nd Semester		
1	International Public Relations (Theory, Research & Practice)	4
2	Strategic Public Relations	4
3	Public Relations Ethics	4
4	Seminar & Colloquia on Mass Comm	1 (students taking Thesis)
		2 (students taking Prof. Proj.)

3rd Semester		
1	Media Handling	4
2	Crisis Communication	4
3	Thesis or	8
	Professional Project (Non-Thesis)	6

Total Credit	44
Total Number of Subjects including thesis plus seminars and or colloquia	10

Marketing Communications

Pre-requisite Courses		
1	Introduction to Postgraduate Studies	Certificate
2	English for Academic Improvement	Certificate

1st Semester		
1	Advanced Comm Theory	4
2	Business Start Up - Cambridge International	6
3	Strategic Marketing Communication	4
4	Seminar & Colloquia on Mass Comm	1 (students taking Thesis)
		2 (students taking Prof. Proj.)

Note: Students must choose either Thesis or Professional Paper at the beginning of the 1st Semester.

2nd Semester		
1	Consumer Behavior	4
2	Integrated Marketing Communication	4
3	Marketing Communication Research	4
4	Seminar & Colloquia on Mass Comm	1 (students taking Thesis)
		2 (students taking Prof. Proj.)

3rd Semester		
1	Strategic Brand Communication	4
2	Digital Marketing Communication & New Media	4
3	Thesis or	8
	Professional Thesis (Non-Thesis)	6

Total Credit	44
Total Number of Subjects including thesis plus seminars and or colloquia	10

Strategic Mass Communications

Pre-requisite Courses		
1	Introduction to Postgraduate Studies	Certificate
2	English for Academic Improvement	Certificate

1st Semester		
1	Advanced Comm Theory	4
2	Strategic Issue Management - leading to ECU	6
3	Persuasion & Propaganda	4
4	Seminar & Colloquia on Mass Comm	1 (students taking Thesis)
		2 (students taking Prof. Proj.)
Note: Students must choose either Thesis or Professional Paper at the beginning of the 1st Semester.		

2nd Semester		
1	Mass Communication Theory	4
2	Research Methods for Mass Comm	4
3	Diffusion of Information	4
4	Seminar & Colloquia on Mass Comm	1 (students taking Thesis)
		2 (students taking Prof. Proj.)

3rd Semester		
1	Communication and Social Conflict	4
2	Politics, Diplomacy and Globalization	4
3	Thesis or	8
	Professional Thesis (Non-Thesis)	6

Total Credit	44
Total Number of Subjects including thesis plus seminars and or colloquia	10

Journalism and New Media

Pre-requisite Courses		
1	Introduction to Postgraduate Studies	Certificate
2	English for Academic Improvement	Certificate

1st Semester		
1	Advanced Comm Theory	4
2	Strategic Issue Management - leading to ECU	6
3	Media & Journalism Writing	4
4	Seminar & Colloquia on Mass Comm	1 (students taking Thesis)
		2 (students taking Prof. Proj.)
Note: Students must choose either Thesis or Professional Paper at the beginning of the 1st Semester.		

2nd Semester		
1	Media & Journalism Research	4
2	Media & Journalism Ethics	4
3	New media	4
4	Seminar & Colloquia on Mass Comm	1 (students taking Thesis)
		2 (students taking Prof. Proj.)

3rd Semester		
1	Broadcast Journalism	4
2	Media Production	4
3	Thesis or	8
	Professional Thesis (Non-Thesis)	6

Total Credit	44
Total Number of Subjects including thesis plus seminars and or colloquia	10