

**YEAR 1: SEMESTER ONE**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>T</b>	<b>P</b>	<b>C</b>
FRN 151	French for Communication I	2	2	3
MCS 151	Introduction to Media & Communication	3	0	3
ICT 153	Introduction to Computer Literacy & Applications I	2	2	3
ENG 155	Communication Skills I	3	0	3
MCS 155	Indigenous Modes of Communication	2	2	3
MCS 157	Media & Society	3	0	3
MCS 159	Introduction to Print Media	3	0	3
<b>TOTAL</b>		<b>18</b>	<b>6</b>	<b>21</b>

**YEAR 1: SEMESTER TWO**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>T</b>	<b>P</b>	<b>C</b>
FRN 152	French for Communication II	2	2	3
ICT 154	Introduction to Computer Literacy & Applications II	2	2	3
MCS 154	Basic Photography	2	2	3
ENG 156	Communication Skills II	3	0	3
MCS 156	Introduction to Multimedia	2	2	3
MCS 158	New Media Technology	2	2	3
MCS 160	Fundamentals of PR Writing & Production	2	2	3
<b>TOTAL</b>		<b>15</b>	<b>12</b>	<b>21</b>

**YEAR 2: SEMESTER ONE**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>T</b>	<b>P</b>	<b>C</b>
MCS 251	Fundamentals of Broadcast Journalism	2	2	3
MCS 253	Media Psychology	3	0	3
MCS 255	Creative & Critical Analysis	3	0	3
MCS 257	Organizational & Corporate Communication	2	2	3
MCS 259	News Writing & Reporting I	2	2	3
MCS 261	Studio Practice I	2	6	3
MCS 263	Public Speaking & Editing	3	0	3
<b>TOTAL</b>		<b>17</b>	<b>12</b>	<b>21</b>

**YEAR 2: SEMESTER TWO**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>T</b>	<b>P</b>	<b>C</b>
MCS 252	Fundamentals of Public Relations	3	0	3
MCS 254	Fundamentals of Advertising	3	0	3
MCS 256	Media Law & Ethics	3	0	3
MCS 258	Events Management & Planning	2	2	3
MCS 260	News Writing & Reporting II	2	2	3
MCS 262	Studio Practice II	0	6	3
		2	2	3
MCS 264	<b>TOTAL</b> Professional Media Internship I	<b>15</b>	<b>12</b>	<b>21</b>

**YEAR 3: SEMESTER ONE**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>T</b>	<b>P</b>	<b>C</b>
MCS 351	Development Communication	3	0	3
MKT 353	Strategic Business Communication	3	0	3
MCS 355	Media Innovation & Entrepreneurship	3	0	3
MCS 357	Photojournalism	2	2	3
MCS 359	Political Communication	3	0	3
Elective Course I				
		3	0	3
<b>TOTAL</b>		<b>17</b>	<b>2</b>	<b>18</b>

**ELECTIVE COURSES – OPT ONLY ONE**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Print and Broadcast Focus MCS</b>				
361	Design and Electronic Publishing I	3	0	3
<b>Advertising and Public Relations Focus</b>				
MCS 363	Lobbying & Persuasion	3	0	3

**YEAR 3: SEMESTER TWO**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>T</b>	<b>P</b>	<b>C</b>
MCS 352	Media Economics & Marketing	3	0	3
MCS 354	Investigative Trends in Journalism	2	2	3
MCS 356	Media & Communication Research Methods	3	0	3
MCS 358	Social Media & Social Change	3	0	3
MCS 360	Professional Media Internship II	2	2	3
	Elective Course II	3	0	3
<b>TOTAL</b>		<b>16</b>	<b>4</b>	<b>18</b>

**ELECTIVE COURSES – OPT ONLY ONE**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Print and Broadcast Focus MCS</b>				
362	Design and Electronic Publishing II	3	0	3
<b>Advertising and Public Relations Focus</b>				
MCS 364	Consumer Behaviour	3	0	3

**YEAR 4: SEMESTER ONE**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>T</b>	<b>P</b>	<b>C</b>
MCS 451	Quantitative & Qualitative Analysis	3	0	3
MCS 453	Social Media & the Blogosphere	3	0	3
MCS 455	Advanced New Media Technology	3	0	3
MCS 457	Final Year Project I	1	5	3
	Elective Course I	3	0	3
		2	2	3
<b>TOTAL</b>		<b>15</b>	<b>7</b>	<b>18</b>

Elective Course II

**ELECTIVE COURSES – SELECT ONE SPECIALISATION /FOCUS**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Print and Broadcast Focus</b>				
MCS 459	Advanced Print Media	2	2	3
MCS 461	Advanced Broadcast Media	2	2	3
<b>Advertising and Public Relations Focus</b>				
MCS 463	Strategic Advertising	2	2	3
MCS 465	Advanced Public Relations	2	2	3

**YEAR 4: SEMESTER TWO [PRINT AND BROADCAST FOCUS]**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>T</b>	<b>P</b>	<b>C</b>
MCS 452	Strategies & Dynamics of Journalism	3	0	3
MCS 454	Media Circulation	3	2	3
MCS 456	Press Review & Current Affairs	3	0	3
MCS 458	Final Year Project II	1	5	3
		2	2	3
		<b>12</b>	<b>9</b>	<b>15</b>

Elective Course I

**TOTAL**

**ELECTIVE COURSES – OPT ONLY ONE**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>T</b>	<b>P</b>	<b>C</b>
MCS 460	Audio & Video Production	2	2	3
MCS 462	Akan for Communication	2	2	3
MCS 466	Sports Journalism	3	0	3

**YEAR 4: SEMESTER TWO [PUBLIC RELATIONS AND ADVERTISING FOCUS]**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>T</b>	<b>P</b>	<b>C</b>
MCS 464	Corporate Social Responsibility	3	0	
MCS 468	Writing for Advertising	3	0	3
MCS 470	Strategic Brand Management	3	0	3
MCS 458	Final Year Project II	1	5	3
	Elective Course I			
		3	0	3
<b>TOTAL</b>		<b>13</b>	<b>5</b>	<b>15</b>

**ELECTIVE COURSES – OPT ONLY ONE**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>T</b>	<b>P</b>	<b>C</b>
MCS 472	Media Management	3	0	3
MCS 474	International Public Relations	3	0	3
MCS 476	Marketing Management	3	0	3