

Program	BS Media & Development Communication	Course Code	MDC 475	Credit Hours	3
Course Title	DEVELOPMENT COMMUNICATION CAMPAIGNS & DESIGNS (Major)				
Course Introduction					
This course focuses on the design and implementation of communication campaigns for development. Students will learn to create effective campaigns that address development issues and engage target audiences through various media.					
Learning Outcomes					
By the end of this course, students will be able to:					
1 Understand the principles of development communication and campaign design.					
2 Develop skills in creating and implementing development communication campaigns.					
3 Evaluate the effectiveness of development communication campaigns.					
Course Content				Assignments/Readings	
Week 1	1	How Change Happens?			
Week 2	2	Mapping Community Development			
Week 3	3	Introduction to the Principles of Community Development			
Week 4	4	Process of Designing an Effective Campaign			
Week 5	5	Media Tools for Development Campaigns			
Week 6	6	New Media and Development Campaigns			
Week 7	7	Case Study of World Development Campaigns			
Week 8-12	8	Designing Development Campaigns 8.1 Creating the Plan 8.2 Stages 8.3 Techniques of Campaign 8.4 Using Slogans 8.5 Selecting Media and Method			
Week 13	9	Evaluating Campaigns			
Week 14	10	Field Visits to NGOs and Development Sectors			
Week 15	11	Prospects and Challenges of Development Communication in Pakistan			
Week 16	12	Course Review and Final Presentations			
Textbooks and Reading Material					
1 Servaes, J. (Eds.). (2020). Handbook of Communication for Development and Social Change. Springer.					
2 Callander, N., Nahmad-Williams, L. (2010). Communication, Language and Literacy: Supporting Development in the Early Years Foundation Stage. Continuum International Publishing Group.					
3 Tesoriero, F. (2010). Community development: Community-based alternatives in an age of globalisation (4th ed.). Frenchs Forest, Australia: Pearson Australia.					
4 Bessette, G. (2004). Involving the Community: A Guide to Participatory Development Communication. International Development Research Center.					
5 Bella, M. (Eds.). (2003). International and Development Communication: A 21st-century. SAGE Publications, Inc.					

- 6 Jan Servaes, Jacobson, White. (2000). Participatory Communication for Social change, Sage Publication, New Delhi.
- 7 Rubin, H. J., & Rubin, I. S. (2008). Community organizing and development (4th ed.). Boston, MA: Allyn and Bacon, Pearson Education.
- 8 Hedebrö, Goran. (1999). New perspectives on Development: how Communication contribute. Communication and Social Change in Developing Nations: a critical view, Iowa: The Iowa State University Press.
- 9 Campfens, H. (Ed.). (1997). Community development around the world: Practice, theory, research, training. Toronto: University of Toronto Press.

Teaching Learning Strategies

1. Class Discussion
2. Projects / Assignments
3. Group Presentations
4. Students led presentations
5. Thought Provoking Questions
6. Field Visits and Guest Speakers

Assignments: Types and Number with Calendar

Assignments may include special reports, projects, class presentations, field work. The nature of assignment will be decided by the teacher as per the requirements of the course.

Assessment

Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.
2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
3.	Final Assessment	40%	Written Examination at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.