

BS Public Relations & Advertising

Course Title	Course Code	Course Type	Credit Hour
Semester 1			
<u>GEN(NS)</u>		General	<u>3</u>
Functional English	GENG-101	General	<u>3</u>
Civics and Community Engagement	GCCE-101	General	<u>2</u>
Islamic Studies / Ethics (for Non-Muslims)	GISL-101 / GETH-101	General	<u>2</u>
Introduction to Advertising & Marketing	PRAD-106	Major	<u>3</u>
Introduction to Public Relations	PRAD-105	Major	<u>3</u>
Tarjuma-e-Quran	HQ-001	Compulsory	<u>0</u>
			Total Credit Hours 16
Semester 2			
<u>GEN(AH)</u>		General	<u>2</u>
Quantitative Reasoning (I)	GQR-101	General	<u>3</u>
Entrepreneurship	GENT-101	General	<u>2</u>
Ideology and Constitution of Pakistan	GICP-101	General	<u>2</u>
Content Writing for Traditional Media & Digital Platform	PRAD-112	Major	<u>3</u>
Laws & Ethics of PR & Advertising	PRAD-111	Major	<u>3</u>
Tarjuma-e-Quran	HQ-002	Compulsory	<u>1</u>
			Total Credit Hours 16
Semester 3			
Applications of Information and Communication Technologies	GICT-201	General	<u>3</u>
Expository Writing	GENG-201	General	<u>3</u>
Digital Media & AI Skills	PRAD-205	Major	<u>3</u>
Digital Advertising & Marketing	PRAD-204	Major	<u>3</u>
Digital Public Relations	PRAD-203	Major	<u>3</u>
Tarjuma-e-Quran	HQ-003	Compulsory	<u>0</u>
			Total Credit Hours 15
Semester 4			
<u>GEN(SS)</u>		General	<u>2</u>
Quantitative Reasoning (II)	GQR-202	General	<u>3</u>
Photography	PRAD-210	Major	<u>3</u>
Production Software and Graphic Designing	PRAD-209	Major	<u>3</u>
Video Production (PR & Advertising - T&P:)	PRAD-208	Major	<u>3</u>
Tarjuma-e-Quran	HQ-004	Compulsory	<u>1</u>
			Total Credit Hours 15
Semester 5			
Web Development	PRAD-302	Interdisciplinary	<u>3</u>
Web & Mobile App Designing	PRAD-301	Interdisciplinary	<u>3</u>
SEO Strategies and Brand Management	PRAD-305	Major	<u>3</u>
PR & Advertising Theories, Models and Approaches	PRAD-304	Major	<u>3</u>
Case Studies (PR, Advertising & Marketing)	PRAD-303	Major	<u>3</u>
Tarjuma-e-Quran	HQ-005	Compulsory	<u>0</u>
			Total Credit Hours 15
Semester 6			
Digital Animation	PRAD-307	Interdisciplinary	<u>3</u>
Digital Activism & Advocacy Campaigns	PRAD-306	Interdisciplinary	<u>3</u>
Crisis Communication and Management	PRAD-310	Major	<u>3</u>
SDGs and Corporate Social Responsibility	PRAD-309	Major	<u>3</u>
Creative Brief and Marketing Proposal (Writing and Presentation)	PRAD-308	Major	<u>3</u>
Tarjuma-e-Quran	HQ-006	Compulsory	<u>1</u>
			Total Credit Hours 16
Semester 7			
Fieldwork / Intership	PRAD-401	Major	<u>3</u>
Planning and Management of PR & Ad Campaigns	PRAD-405	Major	<u>3</u>
Advanced Research (PR, Advertising & Marketing)	PRAD-404	Major	<u>3</u>
Proposal Writing for Thesis & Project Reports (Workshop)	PRAD-403	Major	<u>3</u>
Editing for PR and Ad	PRAD-402	Major	<u>3</u>
Tarjuma-e-Quran	HQ-007	Compulsory	<u>0</u>
			Total Credit Hours 15
Semester 8			
Capstone Project	PRAD-406	Major	<u>3</u>
Trends and Challenges in PR, Advertising & Marketing	PRAD-410	Major	<u>3</u>
AI and Academic Writing	PRAD-409	Major	<u>3</u>
Seminar (Guest Speakers, Field Experts of PR & Ad)	PRAD-408	Major	<u>3</u>
Professional Career Development (Workshop)	PRAD-407	Major	<u>3</u>
Tarjuma-e-Quran	HQ-008	Compulsory	<u>1</u>
			Total Credit Hours 16

Signature