BS Public Relations & Advertising

Course Title	Course Code	Course Type	Credit Hour
Semester 1			
GEN(NS)		General	3
Functional English	GENG-101	General	3
Civics and Community Engagement	GCCE-101	General	2
Islamic Studies / Ethics (for Non-Muslims)	GISL-101 / GETH-101	General	2
Introduction to Advertising & Marketing	PRAD-106	Major	3
Introduction to Public Relations	PRAD-105	Major	3
Tarjuma-e-Quran	HQ-001	Compulsory	0
			Total Credit Hours 16
Semester 2			
GEN(AH)		General	2
Quantitative Reasoning (I)	GQR-101	General	3
Entrepreneurship	GENT-101	General	2
Ideology and Constitution of Pakistan	GICP-101	General	2
Content Writing for Traditional Media & Digital Platform	PRAD-112	Major	3
Laws & Ethics of PR & Advertising	PRAD-111	Major	3
Tarjuma-e-Quran	HQ-002	Compulsory	1
			Total Credit Hours 16
Semester 3			
Applications of Information and Communication Technologies	GICT-201	General	3
Expository Writing	GENG-201	General	3
Digital Media & AI Skills	PRAD-205	Major	3
Digital Advertising & Marketing	PRAD-204	Major	3
Digital Public Relations	PRAD-203	Major	3
Tarjuma-e-Quran	HQ-003	Compulsory	0
Pakistan Studies.	GPST-201	General	2
			Total Credit Hours 17
Semester 4			
GEN(SS)		General	2
Quantitative Reasoning (II)	GQR-201	General	3
Photography	PRAD-210	Major	3
Production Software and Graphic Designing	PRAD-209	Major	3
Video Production (PR & Advertising - T&P;)	PRAD-208	Major	3
Tarjuma-e-Quran	HQ-004	Compulsory	1
			Total Credit Hours 15
Semester 5			
Web Development	PRAD-302	Interdisciplinary	3
Web & Mobile App Designing	PRAD-301	Interdisciplinary	3
SEO Strategies and Brand Management	PRAD-305	Major	3
PR & Advertising Theories, Models and Approaches	PRAD-304	Major	3
Case Studies (PR, Advertising & Marketing)	PRAD-303	Major	3
Tarjuma-e-Quran	HQ-005	Compulsory	0
			Total Credit Hours 15
Semester 6			
Digital Animation	PRAD-307	Interdisciplinary	3
Digital Activism & Advocacy Campaigns	PRAD-306	Interdisciplinary	3
Crisis Communication and Management	PRAD-310	Major	3
SDGs and Corporate Social Responsibility	PRAD-309	Major	3
Creative Brief and Marketing Proposal (Writing and Presentation)	PRAD-308	Major	3
Tarjuma-e-Quran	HQ-006	Compulsory	1
			Total Credit Hours 16
Semester 7			
Fieldwork / Intership	PRAD-401	Major	3
Planning and Management of PR & Ad Campaigns	PRAD-405	Major	3
Advanced Research (PR, Advertising & Marketing)	PRAD-404	Major	3
Proposal Writing for Thesis & Project Reports (Workshop)	PRAD-403	Major	3
Editing for PR and Ad	PRAD-402	Major	3
Tarjuma-e-Quran	HQ-007	Compulsory	0
			Total Credit Hours 15
Semester 8			
Capstone Project	PRAD-406	Major	3
Trends and Challenges in PR, Advertising & Marketing	PRAD-410	Major	3
AI and Academic Writing	PRAD-409	Major	3
Seminar (Guest Speakers, Field Experts of PR & Ad)	PRAD-408	Major	3
Professional Career Development (Workshop)	PRAD-407	Major	3
Tarjuma-e-Quran	HQ-008	Compulsory	1
			Total Credit Hours 16

Signature