

BS Digital Media & Communication

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>
Fundamentals of Communication and Contemporary Media	DMC-106	Major	<u>3</u>
Introduction to Digital Media	DMC-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>
Digital Media Literacy & Regulatory Environment	DMC-116	Major	<u>3</u>
Fundamentals of Digital Media Content Writing	DMC-115	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 Content Creation	DMC-205	Major	<u>3</u>
Digital Marketing & Management	DMC-204	Major	<u>3</u>
Graphic Designing & Animation	DMC-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>
Digital Media: Theories, Models and Approaches	DMC-215	Major	<u>3</u>
Web Development & SEO	DMC-214	Major	<u>3</u>
News Writing & Reporting in Digital Age	DMC-213	Major	<u>3</u>
Tarjuma-e-Quran	HQ-004	Compulsory	<u>1</u>
			Total Credit Hours 15
Semester 5			
Media History	DMC-302	Interdisciplinary	<u>3</u>
Communication Research-I	DMC-301	Interdisciplinary	<u>3</u>
Digital Video & Podcast Production-I	DMC-305	Major	<u>3</u>
Digital Storytelling	DMC-304	Major	<u>3</u>
Mobile Journalism	DMC-303	Major	<u>3</u>
Tarjuma-e-Quran	HQ-005	Compulsory	<u>0</u>
Digital Advertising	DMC-306	Major	<u>3</u>
			Total Credit Hours 18
Semester 6			
Media & Psychology	DMC-312	Interdisciplinary	<u>3</u>
Communication Research-II	DMC-311	Interdisciplinary	<u>3</u>
Digital Content Monetization	DMC-315	Major	<u>3</u>
Digital Video & Podcast Production-II	DMC-314	Major	<u>3</u>
Block Chain, AI & Machine Learning	DMC-313	Major	<u>3</u>
Tarjuma-e-Quran	HQ-006	Compulsory	<u>1</u>
			Total Credit Hours 16
Semester 7			
Fieldwork / Internship	DMC-407	Major	<u>0</u>
Digital Media Laws & Ethics	DMC-404	Major	<u>3</u>
Culture & Creative Industries	DMC-403	Major	<u>3</u>
Digital Democracy & Governance	DMC-402	Major	<u>3</u>
Data Journalism	DMC-401	Major	<u>3</u>
Tarjuma-e-Quran	HQ-007	Compulsory	<u>0</u>
Digital PR Advocacy & Content Marketing	DMC-405	Major	<u>3</u>
Digital Media & Social Development	DMC-406	Major	<u>3</u>
			Total Credit Hours 18
Semester 8			
Capstone Project	DMC-415	Major	<u>6</u>
Seminar	DMC-414	Major	<u>2</u>
Audience Studies: Monitoring & Evaluation Framework & Tools	DMC-413	Major	<u>3</u>
Tech. Entrepreneurship	DMC-412	Major	<u>3</u>
E-Commerce	DMC-411	Major	<u>3</u>
Tarjuma-e-Quran	HQ-008	Compulsory	<u>1</u>
			Total Credit Hours 18

Signature

