



DEPARTMENT OF PUBLIC RELATIONS AND ADVERTISING



Syllabus of M.Phil. Entry Test 2026

Subjects	Marks
Theories of Mass Communication Introduction to Mass Communication Media Laws and Ethics Public Relations Advertising Social Media / Electronic Media	70%
Quantitative Reasoning English Comprehension Analytical Reasoning	30%

Faiza Latif

Dr. Faiza Latif
Chairperson
Department of Public Relations and Advertising