All Our Programmes

Our Programmes

- Master's Degree
- Postgraduate Diploma
- Bachelor's Degree
- Diploma
- Certificate

Short Courses

Certificate in Coding
Certificate in Animation
Certificate in TV/Video Production
Certificate in Radio Production
Certificate in Computers Basic
Certificate in Public Relations & Advertising
Certificate in Report Writing
Certificate in Proposal Writing

Certificate in Photo Journalism
Cert. Information Communication Technology (ICT)
Speech - Writing & Speech
Certificate in Customer Relations
Social Media and Networking
Certificate in Radio Production
Graphic Design

Postgraduate Programmes

Master of Arts in Strategic Communication for Development

First Year – Semester 1

- Research Methods
- Strategic Communication Theory
- Integrated Marketing Communication
- Concepts and Theories of Development
- Intercultural and International Communication

First Year – Semester 2

- Principles of Strategic Management
- Monitoring and Evaluation
- Research Statistics
- Contemporary Media
- Entrepreneurship in Development

Second Year – Semester 1

- Proposal Writing and Defense

Second Year – Semester 2

- Dissertation Writing and Defense

Master of Arts in Media and Corporate Communication

First Year – Semester 1

- MJMC 881 Communication Theory
- MJMC 831 Advanced Broadcast Production
- MJMC 851 Intercultural and International Communication
- MJMC 821 Political Economy of Media
- MJMC 811 Integrated Marketing Communication

First Year – Semester 2

- MJMC 812 Advanced Media Management
- MJMC 832 Advanced Media Ethics
- MJMC 822 Media in Digital Arena or Technological Approaches to Broadcast
- MJMC 862 Contemporary Public Relations
- MJMC 852 Advertising Media and Branding

Second Year – Semester 1

- MJMC 921 New Media and Communication
- MJMC 931 Media and Communication Research Methods
- MJMC 921 Practical in Print or Broadcast
- MJMC 921 Practical in Print/Broadcast
- MJMC 961 Copyright, Media Issues and Policy

Second Year – Semester 2

- MJMC 922 Media Entrepreneurship

- MJMC 912 International Journalism Trends
- MJMC 942 Development Communication
- MJMC 942 Media Law
- MJMC 900 Research Report

Undergraduate Programmes

Bachelor of Communications in Journalism

First Year – Semester One

- Ethics and Sustainable Behavior in Society (BMG 101)
- Introduction To Political Science (SIR111)
- Introduction To Computer Science (ICT131)
- Micro Economics (SSE121).
- Communication And Study Skills (BCS151)

First Year – Semester Two

- Micro Economics (SSE122)
- Entrepreneurship (BEN142)
- Introduction To Computer Software (ICT132)
- Introduction To Media Studies (BCS142)
- Communication And Study Skills II (BCS152)

Second Year – Semester One

- English For Professional Communication (BCS211)
- Media Law And Ethics (BCS221)
- Media Relations (BCS231)
- Media And Social Context (BCS241)
- Introduction To International Relations (SIR221)

Second Year – Semester Two

- Media In Zambia (BCS212)
- Broadcasting Skills (BCS222)
- National Government And Administration (SPA212)
- Radio Newsroom (BCS242)
- Media And Identity (BCS252)

Third Year – Semester One

- Health And Science Journalism (BCS311)
- Investigative Journalism (BCS331)
- Media Management (BCS331)
- Organisational Behaviour (BMG381)
- Social, Company And State Protocols (BCS351)

Third Year – Semester Two

- TV Journalism (BCS312)
- Newsroom Journalism (BCS322)
- Introduction To Editing (BCS332)
- Cases In Public Relations (BCS342)
- Business Communication (BBC362)

Fourth Year – Semester One

- Sports Journalism (BCS411)
- Politics And History Through Documentary (BCS421)
- Mass Communication Research Methods (BAC401)
- Media Planning (BCS441)
- Media Buying (BCS451)

Fourth Year – Semester Two

- International Public Relations (BPR452)
- Research Project (BAC402)

- Media Campaigns (BCS442)
- Advertising Media And Branding (BCS4520)
- Design And Graphics (BCS432)

Bachelor of Communications in Public Relations

First Year – Semester One

- Ethics and Sustainable Behavior in Society (BMG 101)
- Introduction To Political Science (SIR111)
- Introduction To Computer Science (ICT131)
- Micro Economics (SSE121)
- Communication And Study Skills (BCS151)

First Year – Semester Two

- Micro Economics (SSE122)
- Entrepreneurship (BEN142)
- Introduction To Computer Software (ICT132)
- Introduction To Media Studies (BCS142)
- Communication And Study Skills II (BCS152)

Second Year – Semester One

- English For Professional Communication (BCS211)
- Media Law And Ethics (BCS221)
- Media Relations (BCS231)
- Media And Social Context (BCS241)
- Introduction To International Relations (SIR221)

Second Year – Semester Two

- Media In Zambia (BCS212)
- Broadcasting Skills (BCS222)

- National Government And Administration (SPA212)
- Radio Newsroom (BCS242)
- Media And Identity (BCS252)

Third Year – Semester One

- Foundations Of Public Relations (BPR301)
- Public Relations Event Management (BPR311)
- Social, Company And State Protocol (BPR321)
- Organisational Behaviour (BPR331)
- Corporate Communication, Issues And Crises (BPR341)

Third Year – Semester Two

- Global Communications (BPR302)
- Customer Relations (BPR3112)
- Cases In Public Relations (BPR322)
- Media Ethics (BPR332)
- Public Speaking (BPR342)

Fourth Year – Semester One

- Themes In Global Politics (BPR451)
- Social And Online Media Strategies (BPR461)
- Mass Communication Research Methods (BAC401)
- Public Relations: Fashion, Music And The Arts (BPR481)
- Strategic Management (BMG461)

Fourth Year – Semester Two

- International Public Relations (BPR452)
- Research Project (BAC402)
- Public Relations Campaigns (BPR472)
- Finding Content In Reportage

Diploma in Journalism and Public Relations

First Year

- Mass Communication
- Reporting I
- English I
- Socio Science (Sociology)
- Media Law and Ethics

Second Year

- Reporting II
- Socio Sciences II (Psychology)
- Sub-Editing I (Print)
- Public Relations
- Media Management I
- Broadcasting (Radio)
- English II

Third Year

- Photojournalism I
- Reporting III
- Socio Sciences III (Economics)
- Media Management II
- Broadcasting II (Television)
- Advertising
- Editing-Projects
- English III

ENTRY REQUIREMENTS

Certificate in Radio and Video Production

- Grade 9 School Certificate

Certificate Programs

- Grade 12 School Certificate

Certificate in Journalism and Public Relations

- Grade 12 School Certificate with 2 or 3 O'levels

Diploma in Journalism and Public Relations

- 5 Credits or better in English Language and any other 4 Subjects

Bachelor of Communications in Journalism

- 5 Credits or better in English Language and any other 4 Subjects

Bachelor of Communications in Public Relations

- 5 Credits or better in English Language and any other 4 Subjects

Post Graduate Diploma in Communication and Public Relations

- Grade 12 School Certificate with 5 O'levels
- Bachelor's degree or professional qualification in a relevant field from a recognized institution

Master of Arts in Strategic Communication for Development

- Grade 12 School Certificate with 5 O'levels
- Bachelor's degree or professional qualification in a relevant field from a recognized institution

Master of Arts in Media and Corporate Communication for Development

- Grade 12 School Certificate with 5 O'levels
- Bachelor's degree in mass communication from a recognized institution