



## Postgraduate Programmes

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### **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