



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