



IICSE University
...a liberal arts education.

Education = future

PostGraduate Diploma (PGD) in Mass Communication and Journalism

PostGraduate Diploma (PGD) in Mass Communication and Journalism

Duration: Nine (9) months
Program Type: Post Graduate

Semester Course Structure
[5 credit units each]

Course Code	PGD: First Semester Courses	Credit
MCJ 611	History and Industry of Mass Communication	5
MCJ 612	History of Broadcasting	5
MCJ 613	Radio Journalism and Program Formats	5
MCJ 614	Newspaper Management and Press Law	5
MCJ 615	Research Methodology for Media	5
MCJ 616	Ethics and Public Administration	5
MCJ 617	Media Law	5
MCJ 618	Print Media and Photo Journalism	5
MCJ 619	Cyber Journalism	5
TOTAL CREDITS		45
Course Code	PGD: Second Semester Courses	Credit
MCJ 621	Broadcasting Law	5
MCJ 622	Advertising and Marketing Law	5
MCJ 623	Sociology of Communication	5
MCJ 624	Observation and Interview Methods	5
MCJ 625	Concepts and Principles of Advertising	5
MCJ 626	Development and Communication	5
MCJ 627	Reporting and Editing	5
MCJ 628	Public Relations	5
MCJ 629	Research Project	5
TOTAL CREDITS		45

Application processing, admissions and registrations for the new Academic Session are currently in progress. Apply for study now, visit: www.iicseuniversity.org