

FACULTY OF MEDIA SCIENCES

Master of Media Science (MMS)

Faculty of Media Sciences offers Masters degree in Media Science. Students enrolling in this program will be offered to select any one of the following 4 streams of specialization;

Media Production and Design Stream	Fashion Media and Digital Communication Stream	Digital Journalism and Global Communication Stream	Advertising Strategy & Design Stream
This stream is primarily for media professionals and middle management of production houses and teams engaged in media houses, and are hampered in their careers because of lack of knowledge and understanding of production technique skills.	This stream is for professionals who want to join the growing Fashion media and merchandising industry in Pakistan, in addition to courses that help in managing public relations and communication strategy of companies and nonprofits.	Journalism Stream is offered for all who want to develop an in-depth understanding of journalistic practices and are interested in specializing in analytical skills related to both print and electronic media.	This stream will provide students with a comprehensive training through courses that prepare them to engage in various career options in the advertising industry.

The choice of four electives will determine the stream. In addition to the four specializations offered, students are at liberty in choosing their path of academic research related to praxis; through course work, or Thesis (For those students who are interested in following an academic career leading to a doctorate).

The students decide on their respective chosen stream in the 2nd semester; the choice of electives varies according to the four options offered to students. Specialization Streams Offered: Media Production and Design, Fashion Media and Digital Communication, Digital Journalism and Global Communication and Advertising Strategy & Design.

To be awarded a Master of Media Science degree, students need to complete a total of 30 credit hours. Students can finish their degree program by pursuing one of the two available options:

Masters by Course Work

30 Credit hours (10 courses), which includes 4 core courses (12 credit hours), 6 electives (18 credit hours).

Masters by Thesis

30 Credit hours (08 courses & Thesis), which includes 4 core courses (12 credit hours), 4 electives (12 credits hours), Thesis I & Thesis II (6 credit hours).

All MMS candidates are required to pass HAT relevant/GAT General with a minimum 50% score or GRE score as applicable for the MS program.

All students must complete their degree within four years.

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First Year

Fall Semester

MMS 5101	Applied Media Research	
MMS 5102	Digital Culture and Society	
MMS 5103	Media Evolution and Innovation	
MMS 5104	Media Theories and Application	

Spring Semester

MMS 5xxx	Elective I	
MMS 5xxx	Elective II	
MMS 5xxx	Elective III	
MMS 5209	Thesis I/MMS 5xxx Elective	

Second Year

Fall Semester

MMS 5xxx	Elective IV	
MMS 5309	Thesis II/MMS 5xxx Elective	

ELECTIVES

Media Production and Design Stream:

MMS 5431	Urban Geographies and Visual Cultures
MMS 5433	Camera and Lights
MMS 5436	Film Analysis
MMS 5439	Story Telling and Screenplay Writing
MMS 5435	Documentary Making
MMS 5434	Directing
MMS 5441	Theories of Film and Television
MMS 5432	Aesthetics of Films
MMS 5438	Production Management
MMS 5442	Theories of Visual Culture and Film
MMS 5437	New Media Production

Fashion Media and Digital Communication Stream:

MMS 5339	Interaction Design for Fashion Industry
MMS 5336	Fashion Design Trends
MMS 5334	E-commerce for Fashion
MMS 5332	Digital Media and Fashion Industry
MMS 5341	Social Media and Online Communication
MMS 5331	Digital Fashion Illustration
MMS 5337	Fashion Photography
MMS 5335	Fashion Advertising
MMS 5338	Fashion Public Relations
MMS 5333	Digital Visual Communication

Digital Journalism and Global Communication Stream:

MMS 5237	Global Journalism
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MMS 5231	Beat Reporting
MMS 5238	Investigative Journalism
MMS 5243	Multi-Format News Reporting
MMS 5232	Data Journalism
MMS 5235	Fashion and Entertainment Journalism
MMS 5241	Media and Post-Colonialism
MMS 5242	Media, Politics and Governance
MMS 5239	Issues in International Media
MMS 5234	Digital Journalism
MMS 5236	Global Communication
MMS 5233	Development Communication

Advertising Strategy & Design Stream:

MMS xxxx	Copywriting and Advertising Conceptualization
MMS xxxx	Digital Advertising
MMS xxxx	Creative Advertising Campaigns
MMS xxxx	Strategic Creative Development
MMS xxxx	Advertising Account Management
MMS xxxx	Advanced Integrated Marketing Communication
MMS xxxx	Strategic Brand Management
MMS xxxx	Consumer Engagement
MMS xxxx	Campaign Strategy
MMS xxxx	New Media Advertising
MMS xxxx	Media Planning & Strategy

Electives will be offered depending on the availability of resources.

