



**SZABIST**  
UNIVERSITY

# MEDIA SCIENCES



**BACHELOR OF MEDIA SCIENCE**  
**MASTER OF ADVERTISING**  
**MASTER OF MEDIA SCIENCE**

# MEDIA SCIENCES

Discover Yourself

In the 21<sup>st</sup> century, media in all its forms, print, TV, radio, film, video, digital, virtual, and mobile has increasingly saturated all aspects of contemporary life. This proliferation of media presents vast opportunities and poses immense challenges. Our degree programs in Media Sciences are designed to help undergraduate and graduate students participate productively both as practitioners and scholars in this exciting and challenging environment.

Broadly defined, the Media Sciences constitute a field of study that encompasses the history, theory, production, content, and public effects of a variety of media including but not limited to journalism, advertising, photography, radio, film, video, television, design, the internet, digital technologies, and the performing arts. We recognize that studying media requires interdisciplinary thinking. Therefore, by bridging theory and practice and using an interdisciplinary approach, we give our students the skills, knowledge, and flexibility that the increasingly competitive international and national market demands.

The Faculty of Media Sciences at SZABIST University offers the following undergraduate and graduate degree programs:

## Undergraduate

Bachelor of Media Science with Specialization Streams in

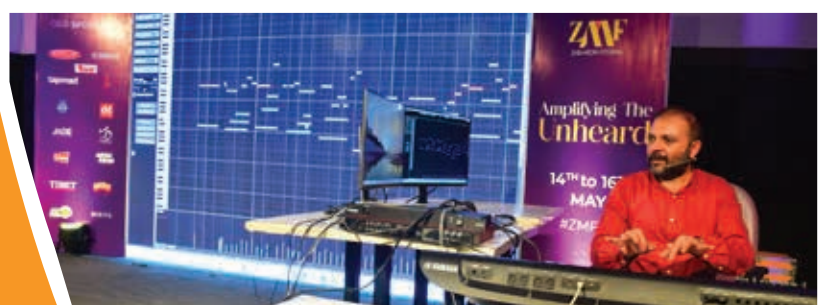
- Film & Television Production
- Advertising Strategy & Design
- Journalism
- Game Design

## Graduate

Master of Advertising (MoA)

Master of Media Science (MMS) with specializations in

- Media Production and Design
- Digital Journalism and Global Communication
- Fashion Media and Digital Communication



# Bachelor of Media Science (BMS)

The Faculty of Media Sciences at SZABIST University offers a comprehensive 4-year Bachelor of Media Science degree with specializations in Film and Television Production, Advertising Strategy & Design, Journalism and Game Design. To earn an undergraduate degree, students must enroll in and successfully complete a total of 136 credit hours which include 44 courses, a 6-credit hours Final Year Project, and an internship (Forty-four courses include: 34 core courses, 7 from the stream of specialization requirements, i.e. Film and Television production, or Advertising Strategy & Design, or Journalism or Game Design and 3 Cross specialization stream electives). All students must complete their degree within six years.

## Internship

The Faculty of Media Sciences requires all students to complete a 6-week internship at an organization of their choice by the end of their third year. Upon completion of the internship, students must submit a comprehensive summary of what they learned following their internship. All students are also required to work within the faculty to organize faculty's annual media festival in the third year of their degree.

## Admission Requirements

The candidate must have completed O-Levels (minimum 8 subjects including 5 compulsory subjects; English, Urdu, Maths, Islamiyat & Pakistan Studies) and A-levels (minimum 3 Subjects)/12th Grade/Intermediate with minimum 50% marks or equivalent from a recognized institution.

Inter Board Committee of Chairmen (IBCC) equivalency/attestation is required for O & A Levels/IB Diploma/High School Diploma/SSC & HSC or equivalent. General Paper (A Levels) will not be counted.

## Fee Structure\*

Application Processing Fee	:	Rs. 2,000/-
Admission Fee	:	Rs. 25,000/-
Security Deposit (refundable)	:	Rs. 15,000/-
Student Activity Charges	:	Rs. 1,500/-
Tuition Fee (Per Semester 6 courses)	:	Rs. 159,800/-
Course Registration Fee Per Course	:	Rs. 500/-
Examination Fee Per Course	:	Rs. 500/-

\*(SZABIST University reserves the right to revise fees or withdraw scholarships without prior notice)

## Scholarships

- SZABIST University Merit-Based Scholarship
- SZABIST University Need-Based Scholarship
- Mitsubishi Corporation Scholarship
- SZABIST University Sindh Police-Shaheed Quota Scholarship
- Orange Tree Foundation Scholarship
- Baluchistan Education Endowment Fund Scholarship (PartialFunded/Full Funded)
- Various community-based scholarships



## FIRST YEAR FALL SEMESTER

English for General Purposes  
Drawing and Perspective  
Introduction to Media Industries  
Civilization Studies  
Pakistan Studies  
Photography

## SPRING SEMESTER

English for Academic Purposes  
Culture, Media and Society  
Art of Music  
Basic Design  
History and Aesthetics of Film  
Islamic Studies OR Humanities  
(For non-Muslim students)

## SECOND YEAR FALL SEMESTER

Design Practices-I  
Topics in Asian Literature  
Production Practices-I  
Introduction to Sound  
Idea Development  
Principles of Journalism

## SPRING SEMESTER

Play Analysis  
History of Commercial Arts  
Audiovisual Editing  
Introduction to Advertising Strategy  
Design Practices-II  
Media Research

## THIRD YEAR FALL SEMESTER

Theatre Project  
Media Psychology  
Production Practices-II  
Media Law & Ethics  
Creative Writing  
Radio Programming & Production

## SPRING SEMESTER

Animation and Motion Graphics  
State & Nation Building in Pakistan  
Theories of Visual Culture  
Stream Elective-I  
Stream Elective-II  
Stream Elective-III

## FOURTH YEAR FALL SEMESTER

Final Year Project-I  
Producing Short Narratives  
Stream Elective-IV  
Stream Elective-V  
Stream Elective-VI  
Stream Elective-VII

## SPRING SEMESTER

Final Year Project-II  
Cross specialization stream electives-I  
Cross specialization stream electives-II  
Cross specialization stream electives-III

# Master of Advertising (MOA)

The Faculty of Media Sciences at SZABIST University offers an evening, 1-year Master's degree program in Advertising, providing students a comprehensive training through courses that prepare them to engage in various career options in the advertising industry. To be awarded a Master of Advertising degree, students need to complete a total of 30 credit hours (10 courses) which include 7 core courses (21 credit hours) and 3 electives (9 credit hours). All students must complete their degree within 4 years.

## Admission Requirements

Students with a 4-years undergraduate degree or 16 years of education with minimum 50% marks/CGPA 2.00 from a university recognized by the HEC are eligible to apply.

Last Degree verification by Higher Education Commission (HEC) is required.

## Fee Structure\*:

Application Processing Fee	:	Rs. 2,000/-
Admission Fee	:	Rs. 25,000/-
Security Deposit (refundable)	:	Rs. 15,000/-
Student Activity Charges	:	Rs. 1,500/-
Tuition Fee (Per Semester 5 courses)	:	Rs. 114,000/-
Course Registration Fee Per Course	:	Rs. 500/-
Examination Fee Per Course	:	Rs. 500/-

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## FIRST YEAR FALL SEMESTER

- Research Methods in Advertising
- History of Communication and Advertising
- Ideation Techniques in Advertising
- Principles of Advertising
- Creative Advertising Campaigns

## SPRING SEMESTER

- Advanced Integrated Marketing Communication
- Advanced Media Planning and Strategy
- Elective-I
- Elective-II
- Elective-III

## ELECTIVES

- Campaign Strategy
- Copywriting and Advertising Conceptualization
- Digital Advertising
- New Media Advertising
- Strategic Brand Management
- Strategic Creative Development
- Consumer Engagement
- Advertising Account Management

(Electives will be offered depending on the availability of the resources)



## Master of Media Science (MMS)

Faculty of Media Sciences at SZABIST University offers an evening, 18 months Master of Media Science degree. Students enrolling in this program will be offered to select any one of the 3 streams of specialization; Media Production and Design stream- 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; Digital Journalism and Global Communication 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; Fashion Media and Digital Communication 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.

To be awarded a Master of Media Science degree, students need to complete 30 credit hours through coursework: 10 courses (4 core courses and 6 electives) or Thesis work: 10 courses (4 core courses, 4 electives and two 3-credit hours Thesis courses). All students must complete their degree within four years.

### Admission Requirements

For admission into the MMS, Program candidates must possess 16 years of education with a minimum 2nd division /2.00 CGPA from an HEC recognized university in a related field of Media, Advertising, communication design, applied or performance arts.

Candidates with 4-year non-media-related discipline degrees (BBA, BSCS, MSc., MCom., MA, etc.) may apply but will require to complete deficiency conversion courses (Up to 12 credit hours to be determined in consultation with Admission Committee). Students need to complete remedial/ deficiency courses (upto 12 credit hours) in the first semester before they will be permitted to continue regular courses. This semester will be considered a zero semester and the credits will not contribute to the CGPA. These courses will be mentioned on the transcript with a zero GPA. The length of the completion of the degree will increase by one semester though the maximum limit of four years of degree completion will remain the same.

Candidates are also required to pass GAT (General)/HAT relevant Exam with minimum 50% score. Last Degree verification from Higher Education Commission (HEC) is required.

### Master of Media Science – (MMS)

Faculty of Media Sciences offers an evening, 18 months Master's degree in Media Science. Students enrolling in this program will be offered to select any one of the 3 streams of specialization;

Media Production and Design Stream	Fashion Media and Digital Communication Stream	Digital Journalism and Global Communication Stream
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.

The three elective choices offered in the 2nd semester (Spring) will determine the stream. In addition to the three specializations offered students are at liberty in choosing their path of academic research related to praxis; through course work, or Thesis (students who are interested in following an academic career leading to a doctorate).

In Spring Semester, students decide on their respective chosen stream; the choice of Electives varies according to the three options offered to students. Specialization Streams Offered: Media Production and Design, Digital Journalism and Global Communication, Fashion Media and Digital Communication.

To be awarded a Master of Media Science degree, students need to complete 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 (10 courses), which includes 4 core courses (12 credit hours), 4 electives (12 credits hours), Thesis I & Thesis II (6 credit hours)

### Fee Structure\*

Application Processing Fee	:	Rs. 2,000/-
Admission Fee	:	Rs. 25,000/-
Security Deposit (refundable)	:	Rs. 15,000/-
Student Activity Charges	:	Rs. 1,500/-
Tuition Fee (Per Semester 4 courses)	:	Rs. 114,000/-
Tuition Fee (Per Semester) after 5% Subsidy	:	Rs. 108,300/-
Course Registration Fee Per Course	:	Rs. 500/-
Examination Fee Per Course	:	Rs. 500/-

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### First Year

#### Fall Semester

Applied Media Research  
Digital Culture & Society  
Media Evolution and Innovation  
Media Theories and Application

#### Spring Semester

Elective I  
Elective II  
Elective III  
Thesis I / Elective

### Second Year

#### Fall Semester

Elective IV  
Thesis II / Elective

### ELECTIVES

#### Media Production and Design Stream:

Urban Geographies and Visual Cultures  
Camera and Lights  
Film Analysis  
Story Telling and Screenplay Writing  
Documentary Making  
Directing  
Theories of Film and Television  
Aesthetics of Films  
Production Management  
Theories of Visual Culture and Film  
New Media Production

#### Fashion Media and Digital Communication Stream:

Interaction Design for Fashion Industry  
Fashion Design trends  
E-commerce for Fashion  
Digital Media and Fashion Industry  
Social Media and Online Communication  
Digital Fashion Illustration  
Fashion Photography  
Fashion Advertising  
Fashion Public Relations  
Digital Visual Communication

#### Digital Journalism and Global Communication Stream:

Global Journalism  
Beat Reporting  
Investigative Journalism  
Multi-Format News Reporting  
Data Journalism  
Fashion and Entertainment Journalism  
Media and Post-Colonialism  
Media, Politics and Governance  
Issues in International Media  
Digital Journalism  
Global Communication  
Development Communication

Electives will be offered depending on the availability of the resource

# Specialization & Cross Specialization Stream Electives in Bachelor of Media Science (BMS)

## Game Design Stream

Principles of game design  
Game design theory - Ludology  
Gamification in the real world  
Narratology I  
Narratology II

Concept art for character design I  
Concept art for character design II  
Concept art for game environment design I  
Advanced Animation for 2D games  
Introduction to Unreal Engine

## Film & Television Production

Directing I  
Directing II  
Sound Design  
Cinematography  
Screenwriting  
Visual Storytelling  
Production Practices III  
Documentary Vision  
Production Design  
Basic Lighting  
Screenwriting II

Green Screen Keying and Composition for Production VFX  
Narrative and Social Change  
Music Score for Film and Television  
Topics in Film and Television  
Urdu Literature in South Asian Cinema  
Modernity in Cinema in Bengal  
Music Production and Design  
Music Theory and Performance  
Advanced Video Editing and Motion Graphics

## Advertising Strategy & Design

Advance Animation  
Advertising Research  
Advertising Design and Concepts  
Creative Aspects in Advertising  
Digital Brand Communication  
Consumer Behavior  
Campaign Strategy  
New Media Advertising  
Copywriting  
Integrated Marketing Communication  
Media Planning

Interaction Design  
Digital Design and Publishing  
Advertising in Pakistan  
Brand Management  
Digital Media Planning  
Fundamentals of Digital Advertising  
Illustration  
Typography  
Design for Social Change  
AI and Creative Ownership

## Journalism

Feature Writing, I  
Multimedia Journalism  
Investigative Journalism & Crisis Reporting  
The International Newsroom  
TV Journalism  
Introduction to Photojournalism  
Reporting the News  
Citizen Journalism  
Environmental Journalism  
Fashion Journalism

Peace Journalism  
Reporting of Politics & Governance  
Foreign Correspondence  
Sports Reporting  
Digital Public Relations and Blogging  
Introduction to Digital News Reporting  
Media Anthropology  
Media Convergence and Innovation  
Science Communication and Journalism

## Cross Specialization Stream Electives

Students have to do three Cross specialization stream elective. The student may take 3 courses from any other specialization stream apart from the one that they are majoring in.



## Scholarships

Financial Assistance in the form of Teaching/Research Associate-ship is applicable for students of Masters or Graduate level Programs of Media Science.

**APPLY ONLINE:**

Log on to : <http://admissions.szabist.edu.pk>

For further information please contact:

F-153, Clifton, Block-5, Karachi, Pakistan.

UAN: 111-922-478, Tel: (021) 358-23433, 358-30469, 358-30477.

Ext # : 333/334/335/336. [www.szabist.edu.pk](http://www.szabist.edu.pk)

Admissions Start : May 27, 2024

Last date to Apply : July 24, 2024

Admission Test : July 29-31, 2024

Interviews : August 06 to 09, 2024

Classes Commence : September 09, 2024



**SZABIST**  
UNIVERSITY

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