



DISTANCE LEARNING CENTRE
Ahmadu Bello University

STUDENT HANDBOOK

BSc. MASS COMMUNICATION

© 2023 Distance Learning Centre, ABU Zaria, Nigeria

Courses Structure

100 Level - First Semester Courses

S/N	Course Code	Course Title	Credit Units	Status (Core/ Elective)
1.	MCOM101	Introduction to Mass Communication I	2	Core
2.	MCOM113	History of Mass Media I	2	Core
3.	MCOM109	Computer for Mass Communication I	2	Core
4.	LANG101	Introduction to Grammar I	3	Core
5.	GENS101	Nationalism	1	Core
6.	GENS103	English and Communication Skills	2	Core
Total			12	

Elective Courses (Students are advised to register any two of the following courses as electives or pick courses from Arabic, English, French or Hausa Languages (subject to approval), to get the minimum requirement of 15 Credit Units or maximum of 18 Credit Units per Semester.

S/N	Course Code	Course Title	Credit Units	Status (Core/ Elective)
1.	SOLG101	Introduction to Sociology I	2	Elective
2.	SOLG103	Introduction to Anthropology	2	Elective
3.	SOLG105	Introduction to Psychology	2	Elective
4.	POLS101	Introduction to Political Science	2	Elective
5.	POLS107	Nigerian Legal System	3	Elective
6.	ECON101	Principles of Micro-Economics I	2	Elective
7.	ECON103	Principles of Macro-Economics I	2	Elective
8.	LITT103	Introduction to Literature I	3	Elective

100 Level – Second Semester Courses

S/N	Course Code	Course Title	Credit Units	Status (Core/ Elective)
1.	MCOM102	Introduction to Mass Communication II	2	Core
2.	MCOM116 <i>Equivalent to MCOM 105 &106 :Writing for Mass Media I & II</i>	Basic News Gathering	2	Core
3.	MCOM108	African Communication System	2	Core
4.	MCOM110	Computer for Mass Communication II	2	Core
5.	MCOM114	History of Mass Media II	2	Core
6.	LANG102	Introduction to Grammar II	3	Core
Total			13	

Elective Courses (Students are advised to register any two of the following courses as electives or pick courses from Arabic, English, French or Hausa Languages (subject to approval), to get the minimum requirement of 15 Credit Units or maximum of 18 Credit Units per Semester.

S/N	Course Code	Course Title	Credit Units	Status (Core/ Elective)
1.	SOLG102	Introduction to Sociology II	2	Elective
2.	SOLG106	Elements of Scientific Thought	4	Elective
3.	POLS102	Introduction to African Politics	2	Elective
4.	POLS104	Nigerian Constitutional Development	2	Elective
5.	POLS110	Introduction to Research and Knowledge Acquisition	2	Elective
6.	INTS102	Evolution of Contemporary International Systems	2	Elective
7.	ECON102	Introduction to Micro-Economic Analysis I	2	Elective
8.	ECON104	Introduction to Macro-Economic Analysis I	2	Elective
9.	LITT104	Introduction to Literature II	3	Elective
10	GENS102	Environmental Health	1	Elective
11	GENS104	History and Philosophy and Science	1	Elective

200 Level – First Semester Courses

S/N	Course Code	Course Title	Credit Units	Status (Core/ Elective)
1.	MCOM217 <i>Equivalent to MCOM201 & 202</i> Theories of Mass Comm I & II	Theories of mass communication I	2	Core
2.	MCOM205	News writing and reporting I	2	Core
3.	MCOM207	Foundations of Communication Research	2	Core
4.	MCOM209	Introduction to Film, Cinema and Literature	2	Core
5.	MCOM211	Principles of Broadcasting	2	Core
6.	MCOM213	Principles of Advertising	2	Core
7.	MCOM215	Graphics of Communication	2	Core
Total			14	

Elective Courses (Students are advised to register any two of the following courses as electives or pick courses from Arabic, English, French or Hausa Languages (subject to approval), to get the minimum requirement of 17 Credit Units or maximum of 20 Credit Units per Semester.

S/N	Course Code	Course Title	Credit Units	Status (Core/ Elective)
1.	SOLG201*	Principles of Sociological Analysis	3	Elective
2.	SOLG203*	African Societies and Culture	3	Elective
3.	POLS201	Nigerian Government and Politics I	2	Elective
4.	POLS203	Political Ideas	2	Elective
5.	POLS207	Introduction to Comparative Politics	2	Elective
6.	INTS201	Introduction to International Relations	2	Elective
7.	ECON201	Introduction to Economics I	3	Elective
8.	ECON203	Introduction to Economics II	3	Elective
9.	LANG201	Contemporary English Usage	3	Elective
10	GENS201	Moral Philosophy	1	Elective

200 Level – Second Semester Courses

S/N	Course Code	Course Title	Credit Units	Status (Core/ Elective)
1.	MCOM206	News writing and reporting II	2	Core
2.	MCOM208	Introduction to Radio and Television Operation	2	Core
3.	MCOM222	Photo-Journalism	2	Core
4.	MCOM232	Feature Article and Interpretative Writing	2	Core
5.	MCOM234	Principles of Development Communication	2	Core
6.	MCOM242	Principles of Public Relations	2	Core
7.	GENS202	Entrepreneurship and Innovation	2	Core
Total			14	

Elective Courses (Students must register at least one of SOLG202, POLS202 and POLS204 courses as electives or pick courses from Arabic, English, French or Hausa Languages (subject to approval), to get the minimum requirement of 17 Credit Units or maximum of 20 Credit Units per Semester.

S/N	Course Code	Course Title	Credit Units	Status (Core/ Elective)
1.	SOLG202	Social Psychology	4	Elective
2.	SOLG208	Gender and Society	2	Elective
3.	POLS202	Nigerian Government and Politics II	2	Elective
4.	POLS204	Foundation of Political Economy	2	Elective
5.	POLS210	Introduction to Political Analysis	2	Elective
6.	ECON202	Introduction to Micro-Economic Analysis II	3	Elective

7.	ECON204	Introduction to Macro-Economic Analysis II	3	Elective
----	---------	--	---	----------

300 Level – First Semester Courses (for all Sequences)

S/N	Course Code	Course Title	Credit Units	Status (Core/ Elective)
1.	MCOM301	International Communication	2	Core
2.	MCOM303	Communication and Society	2	Core
3.	MCOM307	Mass Communication Law and Ethics	2	Core
4.	MCOM313	Communication Research, Concept and Design	2	Core
5.	MCOM319	Online and Social Media	2	Core
Total			10	

**Students are advised to register all core courses plus courses from their sequence to get a minimum of 17 Credit Units and a maximum of 20 Credit Units.*

300 Level – First Semester Courses (Print Media Sequence)

S/N	Course Code	Course Title	Credit Units	Status (Core/ Elective)
1.	MCOM309	Newspaper Production and Management	3	Core
2.	MCOM317	Introduction to Publishing	2	Required
3.	MCOM 329 <i>Equivalent to MCOM 312 Community Press</i>	Community Media	2	Required
Total			7	

300 Level – First Semester Courses (Broadcast Sequence)

S/N	Course Code	Course Title	Credit Units	Status (Core/ Elective)
1.	MCOM315	Radio and Television Journalism	2	Required
2.	MCOM333	Radio Programme Writing and Production	3	Core
3.	MCOM339	Film Production	2	Required
Total			7	

300 Level – First Semester Courses (Marketing Communication Sequence)

S/N	Course Code	Course Title	Credit Units	Status (Core/ Elective)
1.	MCOM327	Marketing Foundations for Advertising and Public Relations	2	Required
2.	MCOM331	Community Relations	2	Required
3.	MCOM337	Advertising and Public Relations Research	2	Core
Total			6	

300 Level – Second Semester Courses (for all Sequences)

S/N	Course Code	Course Title	Credit Units	Status (Core/ Elective)
1.	MCOM302	Comparative Media System	2	Core
2.	MCOM306	Specialized Reporting	2	Core
3.	MCOM342 <i>Equivalent to</i> MCOM308& MCOM423 Theories of Mass Comm III & IV	Theories of Mass Communication II	2	Core
4.	MCOM330	Communication Research, Concept and Design II	2	Core
5.	GENS302	Business Creation and Growth	2	Core
Total			10	

**Students are advised to register all core courses plus courses from their sequence to get a minimum of 16 Credit Units and a maximum of 20 Credit Units.*

300 Level – Second Semester Courses (Print Media Sequence)

S/N	Course Code	Course Title	Credit Units	Status (Core/ Elective)
1.	MCOM324	Magazine Production and Management	3	Core
2.	MCOM334	Research in Book Publishing	2	Required
3.	MCOM338	Photography Workshop	3	Required
Total			8	

300 Level – Second Semester Courses (Broadcast Media Sequence)

S/N	Course Code	Course Title	Credit Units	Status (Core/ Elective)
1.	MCOM316	Broadcast Management and Programming	2	Required
2.	MCOM318	Broadcast Commentary and Critical Writing	2	Required
3.	MCOM322	Television Programme Writing and Production	3	Core
Total			7	

300 Level – Second Semester Courses (Marketing Communication Sequence)

S/N	Course Code	Course Title	Credit Units	Status (Core/ Elective)
1.	MCOM314	Public Relations Copy and the Media	3	Core
2.	MCOM336	Advertising Campaign, Production and Management	3	Required
3.	MCOM340	Advertising Media Planning	2	Required
Total			8	

400 Level – First Semester Courses (for all Sequences)

S/N	Course Code	Course Title	Credit Units	Status (Core/ Elective)
1.	MCOM403	Data Analysis in Communication Research	2	Core
2.	MCOM405	Media Criticism and Analysis	2	Core
3.	MCOM407	Development Communication	2	Core
4.	MCOM413	Issues in Mass Media	2	Core
5.	MCOM421	Media Attachment (SIWES)	2	Core
6.	MCOM425	Media Management	2	Core
Total			12	

**Students are strongly advised to register all core courses and courses from their sequence.*

400 Level – First Semester Courses (Print Media Sequence)

S/N	Course Code	Course Title	Credit Units	Status (Core/ Elective)
1.	MCOM427	Book Publishing Practicum	3	Core
2.	MCOM429	Manuscript Assessment	2	Required
Total			5	

400 Level – First Semester Courses (Broadcast Media Sequence)

S/N	Course Code	Course Title	Credit Units	Status (Core/ Elective)
1.	MCOM431	Film Theory and Aesthetics	2	Required
2.	MCOM433	Advanced Television Production	3	Core
Total			5	

400 Level – First Semester Courses (Marketing Communication Sequence)

S/N	Course Code	Course Title	Credit Units	Status (Core/ Elective)
1.	MCOM435	Financial Public Relations	2	Core
2.	MCOM437	Advertising Creative Strategies Management and Production	3	Required
Total			5	

400 Level – Second Semester Courses (for all Sequences)

S/N	Course Code	Course Title	Credit Units	Status (Core/ Elective)
1.	MCOM400	Research Project	6	Core
2.	MCOM406	Mass Media and National Development	2	Core
3.	MCOM418	Entrepreneurship in Mass Communication	2	Core
4.	MCOM434	Media and Conflict	2	Core
Total			12	

**Students are strongly advised to register all core courses and courses from their sequence. Asterisk core courses are compulsory for respective sequences while others are required.*

400 Level – Second Semester Courses (Print Media Sequence)

S/N	Course Code	Course Title	Credit Units	Status (Core/ Elective)
1.	MCOM422	Computer Assisted Reporting	2	Required
2.	MCOM414	Online Journalism	2	Core
3.	MCOM420	Editorial and Column Writing	2	Required
Total			6	

400 Level – Second Semester Courses (Broadcast Media Sequence)

S/N	Course Code	Course Title	Credit Units	Status (Core/ Elective)
1.	MCOM422	Computer Assisted Reporting	2	Required
2.	MCOM414	Online Journalism	2	Core
3.	MCOM424	Advanced Radio Production	3	Core
Total			7	

400 Level – Second Semester Courses (Marketing Communication Sequence)

S/N	Course Code	Course Title	Credit Units	Status (Core/ Elective)
1.	MCOM426	Online Advertising and Public Relations	2	Core
2.	MCOM428	International Public Relations and Advertising	2	Required
3.	MCOM432	Organization and Management of Advertising and Public Relations Agencies	2	Required
Total			6	

Courses Description

MCOM 101: Introduction to Mass Communication I

The course introduces students to the fundamental concepts, theory and practice of Mass Communication, it provides a conceptual framework necessary for proper understanding of the structure and operations of Mass Communication activities in the society. It deals with the models for studying Mass Communication, meaning and function of mass media and the areas of specialization in the practice of Mass Communication.

MCOM 113: History of Mass Media I

This course traces the major trends in the development of mass media from the era of Acta Diurna to the era of printing press then the development of major international media organizations like BBC, CNN, Aljazeera, New York Times, London Times, China People's Daily, Le Monde, Pravda, etc. as well as News Agencies like AFP, AP, Reuters, TASS, NAN, PANA, etc.

MCOM 109: Computer for Mass Communication I

This course introduces students to computer basic knowledge tailored to suit mass communication discipline. It gives students the opportunity to understand the computer and get involved in the practical usage and application of the system to print, broadcast and new media journalism. It provides both practical and theoretical use of the computer in modern day journalism. The course exposes students to rudiments of computer appreciation, its components and structures.

MCOM 102: Introduction to Mass Communication II

This course is a continuation of MCOM101. It further focuses on the advanced fundamental concepts, theory and practice of Mass Communication. It provides background knowledge on the significance of Mass Communication as a social force in the society, Mass Communication regulatory and professional agencies, audience characteristics and changing patterns of Mass Communication environment.

MCOM 116: Basic News Gathering

This course provides instructions and practice on various forms of news writing techniques for print, broadcast and new media. Specific focus shall be made to the various sources of news and news gathering techniques.

MCOM 114: History of Mass Media II

It is a continuation of MCOM 113. It considers the advent of mass media in Nigeria and its contributions to the nation's political, religious economic and social development from the pre-colonial and colonial era till the present day.

MCOM109: Computer for Mass Communication I

This course introduces students to computer basic knowledge tailored to suit mass communication discipline. It gives students the opportunity to understand the computer and get involved in the practical usage and application of the system to print, broadcast and new media journalism. It provides both practical and theoretical use of the computer in modern day journalism. The course exposes students to rudiments of computer appreciation, its components and structures

MCOM102: Introduction to Mass Communication

This course is a continuation of MCOM101. It further focuses on the advanced fundamental concepts, theory and practice of Mass Communication. It provides background knowledge on the significance of Mass Communication as a social force in the society, Mass Communication News Agencies, regulatory and professional agencies, audience characteristics and changing patterns of Mass Communication environment.

MCOM106: Basic News Gathering

This course provides instructions and practice on various forms of news writing techniques for print, broadcast and new media. Specific focus shall be made to the various sources of news and news gathering techniques.

MCOM108: African Communication Systems

The course centres on forms and contents of traditional communication system. It emphasizes the African traditional communication structure from the Nigerian perspectives. It also traces the institution of communication systems. In addition, it examines African oral traditional, form and content.

MCOM110: Computer for Mass Communication II

The course being a continuation of MCOM109 focuses more on practicals. Attention shall be given to the forms and applications of information and communication

technology (ICT). It introduces students to desktop publishing features, basic softwares, and role of ICT in journalistic publishing. It also introduces students to computer and entrepreneurial journalism.

MCOM217: Theories of mass communication I

This course introduces students to models and theories of Mass Communication as well as types. Similarly, the normative theories, paradigms of communication theories, media effects, media and violence theories are also discussed.

MCOM 205: News writing and reporting I

This course is designed to further expose students to basic news writing and reporting techniques/procedures. The course examines the structure of news writing and other journalistic forms. Materials from Nigerian and foreign media are to be examined.

MCOM 207: Foundations of Communication Research

The course introduces students to the basic concepts of research and research elements, data gathering methods, instrumentation, research process and procedure, as well as types of Mass Communication research.

MCOM 209: Introduction to Film, Cinema and Literature

It introduces students to film as a medium of communication and the cinema as a communication setting with particular reference to literature and its various forms such as short stories, novel and drama – comedy, tragedy and tragi-comedy. It gives an overview of kinds of films such as adventures, comedy, documentary etc. Also the role of cinema in the society is taught.

MCOM211: Principles of Broadcasting Principles of Broadcasting

This course introduces students to the concepts and principles of broadcasting in the changing field of multi-media and new information technologies. It introduces the students to radio and television equipment and facilities, prepares them for subsequent and advanced courses in specific areas of broadcasting.

MCOM213: Principles of Advertising

This is a general over-view of the fundamental principles and techniques of advertising. A review of historical development of advertising and advertising agencies with emphasis on its development in Nigeria. Students are introduced to the basic regulations of advertising in Nigeria as well as skills to run advertising business.

MCOM215: Graphics of Communication

It introduces the students to the field of visual communication, examines the origins of graphics, the elements of design aesthetics and layout principles. Also, printing and its equipment are introduced. Marketing of cartoons, and designs are examined, it also covers the use of photographs in for newspaper and magazine publication as well as use of graphics in television medium.

MCOM 206: News writing and reporting II

This course is a continuation of MCOM 205, it is a practical course that enables students to become proficient in preparing publishable copy under deadline. Students are assigned beats, primarily on campus to develop stories for publication/broadcast and encouraged to submit outstanding articles to the metropolitan news media. Further, it provides excellent material from the Nigerian and foreign news media for study and imitation.

MCOM 208: Introduction to Radio and Television Operations

This course introduces students to studio/control room technology and the nature of sound/vision. Practical exercises in studio set-up, camera operations and other studio equipment/facilities operating procedures like console, microphones, teleprompter etc. are covered.

MCOM222: Photojournalism

This is an introduction to news photography, featuring solid grounding in basic camera and darkroom techniques but placing emphasis on the development of the emerging photo-journalists sensitivity to people, circumstances and events to which the students will be expected to take pictures that communicate. Also, fundamentals of photography, operation of different cameras, photography processes and the use of standard photographic equipment and materials in the photo-laboratory as well as the techniques of photograms and photo-essay should be covered.

MCOM 232: Feature Article and Interpretative Writing

The course deals with writing, analyzing and marketing feature articles and interpretative writings for newspapers, general and specialized magazines. Focus is made on definitions of concepts, functions, types, content, structure, use of language, ethical as well as legal problems related to feature and interpretative writing. Then, the students should be encouraged to prepare manuscript copies under deadline.

MCOM 234: Principles of Development Communication

This covers the meaning, role and basic goals of development communication. It also deals with the evolution of development communication and its theories.

MCOM301: International Communication

This course is an overview of global media systems. The focus will be on the unidirectional of one-way flow of information between the industrialized and Third World nations; how ideology, culture, economy/technology and international market structure have all contributed either in hindering or advancing the international flow of news among nations. The scope, characteristics, peculiarities and current issues in international communication are exhaustively treated so as to acquaint students with a thorough knowledge of the politics of international communication.

MCOM 303: Communication and Society

This is an examination of mass media as social institution with particular attention to pertinent sociological cum communication concepts, themes and problems. It also

covers the role and relationship of the mass media vis-a-vis major social institutions. The role of communication in society is also critically examined.

MCOM 307: Mass Communication Law and Ethics

It is a basic analysis of the legal framework within which the media operate. The issue of press freedom in Nigeria and media laws such as libel, slander, sedition, privacy, contempt are treated. Ethical and moral standards applicable to the mass media as well as ethical responsibilities of media persons are examined. Also, regulations of professional conduct in mass communication are prominently featured.

MCOM 313: Communication Research, Concepts and Design I

Students are exposed to the philosophical understanding of research such as ontology, epistemology, phenomenology, research approaches, methodologies, an overview of research sampling techniques, instrumentation, and referencing styles.

MCOM 319: Online and Social Media

The course focuses on the emerging waves of social media such as Face book, Twitter, LinkedIn, etc. It also focuses on the impact of social networking sites on news gathering and reportage, issues about social media and potential for peddling harmful information, social media and the citizenship power, connectivity and access.

MCOM 309: Newspaper Production and Management

This course introduces students to the basics of newspaper production process where the content, page planning and page make-up of a newspaper are taught. The management, and application of theories to the management process in newspaper business are also covered. At the end of the course, students are required to produce a newspaper.

MCOM317: Introduction to Publishing

This course examines book publishing as an economic and professional activity within a book publishing business environment. It looks at the publishing processes, industry activities and associations. It also covers application of new technologies in Desktop Publishing.

MCOM 329: Community Media

The course teaches the students how to identify and address community needs and problems, prepare community development projects for implementation through special media programmes. Focus should also be made on the process of writing, editing and publishing/broadcasting reports for and by rural communities, small municipalities and urban neighbourhood. Also the business management techniques for the sustenance of such media is covered in the course.

MCOM315: Radio and Television Journalism

This is an examination of the practice of news gathering techniques, interviews and reporting for radio and television. It also covers the reportorial process, review of sources, presentation of news for radio and television, and the examination of broadcast

news. It looks at copy and guidelines for broadcast news, its preparation and production, as well as news summaries and bulletins of various formats including introduction to broadcast news magazine.

MCOM333: Radio Programme Writing and Production I

The course covers the types of radio programmes, elements and activities of the writing process with special attention to the nature of radio and its audience. It focuses on the writing of talks, spot announcements, eyewitness account and magazines programmes.

MCOM339: Film Production

This involves the detailed analysis of the technical apparatus of film making – the camera, microphones, lighting machines, sets – and types of shots. It focuses on the story board and composition, lighting, sound music and special effects as well as production personnel – their roles and qualities. Film directing and editing is emphasized and the course also involves practical performance and production of short films.

MCOM 331: Community Relations

The course examines community relations as an essential element in the overall public relations programme. It focuses on formal and informal approaches in managing community relations issues and crisis situations.

MCOM327: Marketing Foundations for Advertising and Public Relations

This course is a study of advertising and Public Relations as communication tools, which can be used to market or promote a product, person, good and services, an organization, or idea. The art and science of marketing will be reviewed as the bases for determining the needs and types of communication solutions, which can effectively deal with marketing problems in different situations.

MCOM337: Advertising and Public Relations Research

It involves the teaching of the various ways of applying quantitative and qualitative research methodologies in advertising and public relations contexts. Emphasis is placed on budget, copy, and media research.

MCOM 302: Comparative Media System

It is a comparative analysis and general overview of world media systems in terms of ownership, control, programming and purposes among nations. The course also examines the influence of ideology, culture, economy on the media systems. Special characteristics of the various media systems are examined.

MCOM 306: Specialized Reporting

This course is designed to provide instructions in the techniques of reporting specialized areas. It emphasizes on beats such as agriculture, health. Politics, science and technology, religion, sports, labour, the courts, arts and culture, conflict, etc. Students are engaged with practical exercises in the course.

MCOM 342: Theories of Mass Communication II

Students are exposed to critical theories, perception and public opinion theories. Also, technology related theories and application of theories in research design should be covered.

MCOM 330: Communication Research Concepts and Design II

The course treats research proposal with detailed examination of its components (topic, introduction, Literature Review/Conceptual and theoretical framework and methodology). Emphasis is placed on practical research proposal and report writing.

MCOM338: Photography Workshop

The course will teach students fundamentals of photography, operation of different cameras, processing of photographs and the use of standard photographic equipment and materials in the photo-laboratory. Special emphasis will be given to photo-editing, lighting, colour, theory, sensitometry, and other aesthetics of colour composition. Hands-on practical experiences are strongly emphasized.

MCOM334: Research in Book Publishing

The course introduces students to the types and methods of research used in book publishing, including media research, product research, market research, opinion research and campaign testing.

MCOM324: Magazine Production and Management

This is an application of theories and principles of magazine layout, production and management. Students are expected to process editorial materials and produce a magazine.

MCOM316: Broadcast Management and Programming

This course introduces students to the nature and process of managing broadcast organizations. It considers the primary operations of radio and television station networks, particularly, programming and personnel and the skills required to manage them in the interest of society.

MCOM322: Television Programme Writing and Production

The course presents the types of television programmes. It also covers the elements and activities of the writing process with special attention to the nature of television and its audience. Analysis and evaluation of television scripts, production of talk, interview, discussion and magazine programme. Intensive writing exercises are covered.

MCOM318: Broadcast Commentary and Critical Writing

The course examines the opinion function of broadcast journalism. It exposes students to the practice of writing commentary and critical writing. It examines the functions and types of commentary and critical writing.

MCOM314: Public Relations Copy and the Media

This course focuses on public relations, planning and copy writing techniques with emphasis on audience, messages and media selection as well as evaluation of consequences. The media of public relations, both print, broadcast and the Internet are examined as windows for public relations.

MCOM336: Advertising Campaign, Production and Management

The course covers planning and execution of advertising campaign, market and consumer research development, including allocation of advertising budget. It further looks at organization and function of advertising appeals, preparation and production. Costing and media buying will also be covered. The course also covers the theory and practice of writing effective advertising message for print and broadcast media. It includes the creative application of consumer and market surveys, copy testing methods and advertising, readership studies, as well as production of print and broadcast advertisement.

MCOM340: Advertising Media Planning

It involves the preparation of advertising media plan: the analysis of the various media in terms of target audience reach and the frequency reach. It also covers consideration of other crucial factors in matching media with markets.

MCOM403: Data Analysis in Communication Research

Students are taught data analysis techniques involving both quantitative and qualitative analysis. Then, method of data/results presentation and interpretation are discussed.

MCOM405: Media Criticism and Analysis

This course exposes students to the theory and practice of reviewing media contents. It includes the application of critical theories in the analysis of media contents.

MCOM407: Development Communication

This course examines the methodology and theories of development communication, approaches to development communication with particular reference to Nigeria and African conditions and the basic issues, principles and practices of development communication. Strategies for designing development communication messages and evaluation are taught.

MCOM413: Issues in Mass Media

The course focuses on critical analysis of significant events and personalities that have featured in, and characterized the Nigerian mass media from the political, social and economic points of view especially contemporary issues like fake news, hate speech, brown envelope syndrome, piracy, north-south divide. It also covers the dynamics of the mass media in Nigeria and their institutional roles.

MCOM412: Media Attachment (SIWES)

Students are to undergo industrial training which covers media organization under a monitored arrangement between the department and the organization.

MCOM425: Media Management

Students are exposed to management theories and strategies to enable them know how to run media businesses profitably and for sustainability.

MCOM427: Book Publishing Practicum

The students are involved in practical production process of a book in a printing press.

MCOM429: Manuscript Assessment

The course is a survey of problems involved in prospecting for authors, motivating them, and working with them. It also involves dreaming up projects, finding writers for them, screening and assisting authors. It introduces students to the criteria for assessing manuscripts as well as creating and working with members of the editorial board. Also, students are taught how to produce and edit manuscripts.

MCOM424: Advanced Radio Production

Students are engaged in practical performance and production of radio programmes and editing.

MCOM433: Advanced Television Production

Students are engaged in practical performance and production of television programmes and editing.

MCOM435: Financial Public Relations

It involves a comprehensive review of techniques and measurement yardsticks for planning, budgeting, designing and writing public relations programmes and projects. It includes the knowledge of costing of public relations projects and programmes and how to finance public relations programmes and projects.

MCOM437: Advertising Creative Strategies, Management and Production

This course covers the theory and practice of writing effective advertising messages for print and broadcast media. It includes the creative application of consumer and market surveys, copy testing methods and advertising, readership studies, as well as production of print, broadcast and online advertisements.

MCOM400: Research Project

Students initiate and execute an empirical research project following the steps in the research process. In the end, the students are expected to be familiar with the techniques of conducting an independent research.

MCOM406: Mass Media and National Development

The course entails contributions of the mass media to rural and national development. It also looks at the responsibilities of the media for social, political and economic growth.

MCOM418: Entrepreneurship in Mass Communication

The course is aimed at making students to be self-reliant and independent in the practice of Mass Communication and its specialized areas. It covers all forms of communication businesses within Mass Communication. It includes entrepreneurial journalism, content creation, media campaign, artistic communication design, and entrepreneurship research for profit making.

MCOM422: Computer Assisted Reporting

This course teaches gathering, processing, packaging and dissemination of news using computer. It also equips students with contemporary applications of computers in news reporting.

MCOM414: Online Journalism

This course familiarizes students with contemporary journalism. It teaches and inculcates in them the need, skill and uses of the internet, social media/citizen journalism to gather and report stories. It is expected that after successfully completing this course, each student would have acquired the skill to operate in an online reporting environment.

MCOM420: Editorial and Column Writing

This course deals with intensive work in the theory and practice of writing editorials and columns based on opinion with particular emphasis on analysis and interpretation often events.

MCOM431: Film Theory and Aesthetics

It is an exploration of film as extension of photography. It gives emphasis to systematic consideration of the basic aesthetic principles, photographic approach, affinities and art. Also, it analysis the properties of the film medium with regard to the realistic tendency and formative tendency or realism and the clashes/compromises between both.

MCOM426: Online Advertising and Public Relations

The course focuses on the processes in planning and execution of Advert and PR copies with particular focus on the Internet. The use of various social media platforms for Advert and PR activities is also taught.

MCOM428: International Public Relations and Advertising

It involves an analysis of trends, issues and problems confronting public relations departments in multinational corporations and other organizations involved in international trade and business.

MCOM432: Organization and Management of Advert and Public Relations Agencies

The course explains the establishment of effective guidelines for starting an enterprise in advertising or public relations. It also discusses the organization and management of the various departments of a full-service agency.

MCOM434: Media and Conflict

This course exposes students to the intricacies of conflicts in Nigeria taking into cognizance the role of media in the solution processes. Peace and war journalism will top the list of priorities to the course. Furthermore, narratives of the media both broadcast and print sequences will be examined with a view to assessing their performances on conflict situations in Nigeria.