

| 300 LEVEL COURSE DESCRIPTION | | | | | |
|------------------------------|--------------------------------------|---|---|-------|--|
| ENT300 | Venture Creation | 2 | C | 30HRS | |
| CMS 310 | Theories of Communication | 2 | C | 30HRS | |
| CMS311 | Foundation of communication Research | 2 | C | 30HRS | |
| CMS 312 | Data analysis in communication | 2 | C | 30HRS | |
| MCM313 | Mass Communication and politics | 2 | C | 30HRS | |

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|----------------|---|---|---|-------|--|
| MCM314 | Online Journalism | 2 | C | 30HRS | |
| UNIBEN-MCN 315 | Strategic communication and social media | 2 | C | 30HRS | |
| | Students are required to take four courses in specialization areas as major. | | | | |
| | PRINT MAJOR | | | | |
| MCM 311P | Foreign Correspondence | 2 | E | 30 | |
| MCM 312p | Newspaper /Magazine Management and Production | 2 | E | 30 | |
| MCM 313P | Investigative Journalism | 2 | E | 30 | |
| MCM 314P | Photojournalism Research and Management | 2 | E | 30 | |
| | BROADCAST MAJOR | | | | |
| MCM 311B | Broadcast Programming, Management and Operations | 2 | E | 30 | |

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| MCM 312B | commentary, critical writing and public affairs broadcasting | 2 | E | 30 | |
| MCM 313B | International and Foreign Broadcasting | 2 | E | 30 | |
| MCM 314B | Film Production and Screen Directing | 2 | E | 30 | |
| | ADVERTISING AND PUBLIC RELATIONS | | | | |
| MCM 311PRAD | Organisation and Management of Advertising and PR Agencies | 2 | E | 30 | |
| MCM 312PRAD | Advertising and PR Research | 2 | E | 30 | |
| MCM 313PRAD | International Public Relations and Advertising | 2 | E | 30 | |

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|-------------|---|-----------|---|-------|--|
| MCM 314PRAD | Consumer Affairs | 2 | E | 30 | |
| | TOTAL | 22 | | | |
| | SECOND SEMESTER | | | | |
| CED 320 | Centre for entrepreneurship Development | 2 | C | 20HRS | |
| ENT 321 | Venture creation presentation | 2 | C | 20HRS | |
| SIWES 323 | Student Industrial Work | 6 | C | 20HRS | |
| | TOTAL | 10 | | | |
| | SUB-TOTAL | 32 | | | |