

PETER UNIVERSITY, ACHINA/ONNEH

Faculty of Arts, Management & Social Sciences

DEPARTMENT OF MASS COMMUNICATION

Comprehensive Course Structure

100 LEVEL (FIRST SEMESTER)

COURSE CODE	COURSE TITLE	UNITS	STATUS	LH	PH
GST 101	Communication Skills in English 1	2	C	30	-
GST 103	Philosophy, Logic and Human Existence	2	C	30	-
PU-GST 111	Leadership, Ethics and Development	1	C	15	-
PU-GST 115	Introduction to Entrepreneur Studies	1	C	15	-
CMS 131	English for Mass Communication	2	C	30	-
CMS 101	Introduction to Human Communication	2	C	30	-
MCM 101	Foundations of Broadcasting and Film	2	C	30	-
MCM 103	Introduction to Advertising	2	C	30	-
MCM 105	Introduction to Book Publishing	2	C	30	-
MCM 107	Introduction to Photojournalism	2	C	30	-
PU-MCM 117	Communicating Igbo Society and Culture	2	C	30	-
PU-MCM 115	Mass Communication & Nigerian Legal System	2	C	30	-
CSS 124	Introduction to Human Rights	1	C	15	-
POL 101	Introduction to Political Science	1	C	15	-
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100 LEVEL (SECOND SEMESTER)

COURSE CODE	COURSE TITLE	UNITS	STATUS	LH	PH
GST 104	Nigerian Peoples and Culture	2	C	30	-
PU-GST 112	Leadership, Ethics and Development (II)	1	C	15	-
GST 102	Communication Skills in English (II)	2	C	30	-
PU-GST 106	Social Sciences	2	C	30	-
CMS 102	Writing for the Media	2	C	30	-
MCM 102	Principles of Public Relations	2	C	30	-
MCM 104	Introduction to News Writing	2	C	30	-
MCM 106	African Communication systems	2	C	30	-
PU-MCM 166	Interpersonal and Organizational Communication	2	C	30	-
PU-MCM 172	Computer Appreciation	2	C	-	90
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200 LEVEL (FIRST SEMESTER) - PRINT MAJOR

COURSE CODE	COURSE TITLE	UNITS	STATUS	LH	PH
GST 211	Entrepreneurship and Innovation	2	C	30	-
PU-GST 213	Essentials in Igbo Religion and Culture	1	C	15	-
CMS 201	History of Nigerian Media	2	C	30	-
MCM 201	Critical and Reviewing Writing	2	C	30	-
PU-CSS 205	Human Rights and Criminal Justice System	2	C	30	-
PU-MCM 267	Igbo Business Communication	2	C	30	-
MCM 203	Feature Writing	3	C	30	-
MCM 205	Techniques in Book Publishing	3	C	30	-
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200 LEVEL (FIRST SEMESTER) - BROADCAST/FILM MAJOR

COURSE CODE	COURSE TITLE	UNITS	STATUS	LH	PH
GST 211	Entrepreneurship and Innovation	2	C	30	-
PU-GST 213	Essentials in Igbo Religion and Culture	1	C	15	-
CMS 201	History of Nigerian Media	2	C	30	-
MCM 201	Critical and Reviewing Writing	2	C	30	-
PU-MCM 267	Igbo Business Communication	2	C	30	-
PU-CSS 205	Human Rights and Criminal Justice System	2	C	30	-
MCM 207	Radio/Television Programme Writing	2	C	30	-
MCM 209	Drama, Film and Documentary Production	2	C	30	-
MCM 211	Basics of Screenwriting and Film Animation	2	C	30	-
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200 LEVEL (FIRST SEMESTER) - PRAD MAJOR

COURSE CODE	COURSE TITLE	UNITS	STATUS	LH	PH
GST 211	Entrepreneurship and Innovation	2	C	30	-
PU-GST 213	Essentials in Igbo Religion and Culture	1	C	15	-
CMS 201	History of Nigerian Media	2	C	30	-
MCM 201	Critical and Reviewing Writing	2	C	30	-
PU-CSS 205	Human Rights and Criminal Justice System	2	C	30	-
PU-MCM 267	Igbo Business Communication	2	C	30	-
MCM 213	Writing for Public Relations	3	C	30	-
MCM 215	Advertising Media Planning	3	C	30	-
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200 LEVEL (SECOND SEMESTER) - PRINT MAJOR

COURSE CODE	COURSE TITLE	UNITS	STATUS	LH	PH
GST 212	Peace and Conflict Resolution	2	C	30	-
PU-GST 214	Cooperative Collegial Democracy	1	C	15	-
MCM 202	Editing and Graphics Communication	3	C	45	-
PU-MCM 242	Media Relations	3	C	45	-
PU-MCM 264	Comparative Media System	3	C	45	-
PU-MCM 272	Media Attachment	3	C	-	90
MCM 204	Advanced and Specialized Reporting	2	C	30	-
MCM 206	Manuscript Editing, Layout and Design in Book Publishing	2	C	30	-
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200 LEVEL (SECOND SEMESTER) - BROADCAST/FILM MAJOR

COURSE CODE	COURSE TITLE	UNITS	STATUS	LH	PH
GST 212	Peace and Conflict Resolution	2	C	30	-
PU-GST 214	Cooperative Collegial Democracy	1	C	15	-
MCM 202	Editing and Graphics Communication	3	C	45	-
PU-MCM 242	Media Relations	3	C	45	-
PU-MCM 264	Comparative Media System	3	C	45	-
PU-MCM 272	Media Attachment	3	C	-	90
MCM 208	Radio/Television Programme Writing	2	C	30	-
MCM 210	Presentation and Performance	2	C	30	-
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200 LEVEL (SECOND SEMESTER) - PRAD MAJOR

COURSE CODE	COURSE TITLE	UNITS	STATUS	LH	PH
GST 212	Peace and Conflict Resolution	2	C	30	-
PU-GST 214	Cooperative Collegial Democracy	1	C	15	-
MCM 202	Editing and Graphics Communication	3	C	45	-
PU-MCM 242	Media Relations	3	C	45	-
PU-MCM 264	Comparative Media System	3	C	45	-
PU-MCM 272	Media Attachment	3	C	-	90
MCM 212	Marketing Foundations for Public Relations and Advertising	2	C	30	-
MCM 214	Advert Copy Writing	2	C	30	-
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300 LEVEL (FIRST SEMESTER) - PRINT MAJOR

COURSE CODE	COURSE TITLE	UNITS	STATUS	LH	PH
CMS 301	Theories of Communication	3	C	45	-
CMS 303	Data Analysis in Communication Research	3	C	45	-
MCM 301	Mass Communication and Politics	2	C	30	-
MCM 303	Gender and Communication	2	C	30	-
PU-MCM 317	News Writing and Translation in Igbo Language	3	C	45	-
MCM 305	Newspaper/Magazine Management and Production	2	C	30	-
MCM 307	Photojournalism Research and Management	2	C	30	-
GST 311	Venture Creation	2	C	30	-
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300 LEVEL (FIRST SEMESTER) - BROADCAST/FILM MAJOR

COURSE CODE	COURSE TITLE	UNITS	STATUS	LH	PH
CMS 301	Theories of Communication	3	C	45	-
CMS 303	Data Analysis in Communication Research	3	C	45	-
MCM 301	Mass Communication and Politics	2	C	30	-
MCM 303	Gender and Communication	2	C	30	-
PU-MCM 317	News Writing and Translation in Igbo Language	3	C	45	-
MCM 309	Commentary, Critical Writing and Public Affairs Broadcasting	2	C	30	-
MCM 311	Film Production and Screen Directing	2	C	30	-
GST 311	Venture Creation	2	C	30	-
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300 LEVEL (FIRST SEMESTER) - PRAD MAJOR

COURSE CODE	COURSE TITLE	UNITS	STATUS	LH	PH
CMS 301	Theories of Communication	3	C	45	-
CMS 303	Data Analysis in Communication Research	3	C	45	-
MCM 301	Mass Communication and Politics	2	C	30	-
MCM 303	Gender and Communication	2	C	30	-
PU-MCM 317	News Writing and Translation in Igbo Language	3	C	45	-
MCM 313	Advertising and PR Research	2	C	30	-
MCM 315	Consumer Affairs	2	C	30	-
GST 311	Venture Creation	2	C	30	-
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300 LEVEL (SECOND SEMESTER) - PRINT MAJOR

COURSE CODE	COURSE TITLE	UNITS	STATUS	LH	PH
CMS 302	Foundation of Communication Research	2	C	30	-
MCM 302	Online Journalism	2	C	30	-
PU-MCM 316	Rural Community Newspaper	2	C	30	-
PU-MCM 344	Financial Public Relations	2	C	30	-
PU-MCM 362	Artificial Intelligence in Mass Communication	2	C	30	-
PU-MCM 372	Media attachment	3	C	-	90
MCM 304	Foreign Correspondence	2	C	30	-
MCM 306	Investigative Journalism	2	C	30	-
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300 LEVEL (SECOND SEMESTER) - BROADCAST/FILM MAJOR

COURSE CODE	COURSE TITLE	UNITS	STATUS	LH	PH
CMS 302	Foundation of Communication Research	2	C	30	-
MCM 302	Online Journalism	2	C	30	-
PU-MCM 316	Rural Community Newspaper	2	C	30	-
PU-MCM 344	Financial Public Relations	2	C	30	-
PU-MCM 362	Artificial Intelligence in Mass Communication	2	C	30	-
PU-MCM 372	Media attachment	3	C	-	90
MCM 308	Broadcast Programming, Management and Operations	2	C	30	-
MCM 310	International and Foreign Broadcasting	2	C	30	-
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300 LEVEL (SECOND SEMESTER) - PRAD MAJOR

COURSE CODE	COURSE TITLE	UNITS	STATUS	LH	PH
CMS 302	Foundation of Communication Research	2	C	30	-
MCM 302	Online Journalism	2	C	30	-
PU-MCM 316	Rural Community Newspaper	2	C	30	-
PU-MCM 344	Financial Public Relations	2	C	30	-
PU-MCM 362	Artificial Intelligence in Mass Communication	2	C	30	-
PU-MCM 372	Media attachment	3	C	-	90
MCM 312	Organization and Management of Advertising and PR Agencies 2		C	30	-
MCM 314	International Public Relations and Advertising	2	C	30	-
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400 LEVEL (FIRST SEMESTER)

COURSE CODE	COURSE TITLE	UNITS	STATUS	LH	PH
CMS 401	International Communication	3	C	45	-
MCM 405	Mass Media Law	2	C	45	-
MCM 407	Message Design for Development	2	C	30	-
PU-MCM 433	Educational Broadcasting	3	C	45	-
PU-MCM 417	Agricultural Communication	3	C	45	-
PU-MCM 419	Gender in Igbo Traditional Communication System	3	C	45	-
PU-MCM 457	Public Relations In Igbo Society	2	C	30	-
MCM 411	Seminar in Mass Communication (Print/Broadcast/PRAD, major&)		C	-	30
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400 LEVEL (SECOND SEMESTER)

COURSE CODE	COURSE TITLE	UNITS	STATUS	LH	PH
CMS 402	Communication and Society	2	C	30	-
MCM 402	Original Research Project	6	C	-	135
MCM 404	Mass Media Ethics	2	C	30	-
MCM 406	Communication for Development	2	C	30	-
MCM 408	Community Media and Relations	2	C	30	-
PU-MCM 424	Communication and Igbo Apprenticeship System	3	C	45	-
PU-MCM 444	Propaganda and Persuasive Communication	3	C	45	-
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