



SZABIST
UNIVERSITY

MEDIA SCIENCES



BACHELOR OF MEDIA SCIENCE
MASTER OF MEDIA SCIENCE
MASTER OF ADVERTISING

MEDIA SCIENCES

Discover
Yourself

In the 21st 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 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 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 thesis, 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 is required for O & A Levels/IB Diploma/High School Diploma 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. 162,000/-
Course Registration Fee Per Course	:	Rs. 500/-
Examination Fee Per Course	:	Rs. 500/-

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

Scholarships

- SZABIST Merit-Based Scholarship
- SZABIST Need-Based Scholarship
- Mitsubishi Corporation Scholarship
- SZABIST 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 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. 142,500/-
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 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.

Students must complete GAT or HAT relevant with a minimum of 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: 330 Credit hours (10 courses), which includes 4 core courses (12 credit hours), 6 electives (18 credit hours)

Masters by Thesis: 330 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 (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

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

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

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

Admissions Start : Jan 22, 2024

Last date to Apply : March 05, 2024

Admission Test : March 09-10, 2024

Interviews : March 15 to 17, 2024

Classes Commence : September, 2024



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