

DEPARTMENT OF MASS COMMUNICATION
GC UNIVERSITY, FAISALABAD.



Ref: GCUF / MC / 25 / 69/15
Phone No. 041-9201415, Ext. 222

Date: 17/04/2025

The Principle,
University Community College,
Government College University,
Faisalabad.

Subject: Request for Initiating Associate Degree in Mass Communication at University Community College GCUF

Respected Sir,

I am writing to respectfully propose the initiation of an Associate Degree Program in Mass Communication at the University Community College of GC University Faisalabad.

Mass Communication is one of the most rapidly growing disciplines in the modern academic and professional world. With the expansion of digital media, the rise of new communication platforms, and the increasing demand for trained media professionals in journalism, public relations, advertising, and digital content creation, this field has gained significant importance in recent years.

Introducing an Associate Degree in Mass Communication will not only cater to the increasing interest of students in this field but also equip them with essential knowledge and practical skills that align with current industry trends. This program will be a valuable addition to the academic offerings of the University Community College and will further strengthen the institution's reputation for providing diverse and relevant educational opportunities.

I sincerely hope that you will consider this suggestion favorably and take necessary steps towards launching this program in the near future.

Thank you in anticipation.

University Community College Government College University, Faisalabad	
Dairy No.	177
In Mail Date	17/04/2025
Out Mail Date	17/04/2025

Dr. Salma Umer
Chairperson

Prof. Dr. Shahzad Ali Shahid Chatha
Principal
University Community College
Government College University

2 Years
Associate Degree Program
In
Mass Communication
Scheme of Studies
1st Semester

Sr. No.	Course Code	Subjects	Credit Hours	Category
1.	MCM-301	Introduction to Communication	3(3-0)	Major
2.	MCM-303	News Writing and Reporting	3(3-0)	Major
3.	WSC-321	Natural Sciences * (What is Science?)	3(3-0)	General Edu.
4.	ENG-321	Functional English	3(3-0)	General Edu.
5.	ICP-321	Ideology and Constitution of Pakistan	2(2-0)	General Edu.
6.	ICT-321	Applications of Information & Communication Technologies	3(2-1)	General Edu.
7.	THQ-I	Teaching of The Holy Quran-I	1(1-0)	Audit Course
				17 Credit Hours

2nd Semester

Sr. No.	Course Code	Subjects	Credit Hours	Category
1.	MCM-302	Mass Media in Pakistan	3(3-0)	Major
2.	MCM-304	National and International Affairs	3(3-0)	Major
3.	URD-409	Arts & Humanities * (Functional Urdu)	2(2-0)	General Edu.
4.	PST-321	Social Sciences * (Pakistan Studies)	2(2-0)	General Edu.
5.	ENG-322	Expository Writing	3(3-0)	General Edu.
6.	ISL-321	Islamic Studies/Ethics	2(2-0)	General Edu.
7.	POL-301	Introduction to Political Science	3(3-0)	Interdisciplinary
				18 Credit Hours

3rd Semester

Sr. No.	Course Code	Subjects	Credit Hours	Category
1.	MCM-401	Sub-editing and Page Designing	3(3-0)	Major
2.	MCM-403	Principles of Advertising	3(2-1)	Major



3.	MCM-405	Electronic Media Production-I	3(3-0)	Major
4.	QRT-421	Quantitative Reasoning-I	3(3-0)	General Edu.
5.	CCE-421	Civics & Community Engagement	2(2-0)	General Edu.
6.	ENT-422	Entrepreneurship	2(2-0)	General Edu.
7.	THQ-2	Teaching of The Holy Quran	1(1-0)	Audit Course
16 Credit Hours				

4th Semester

Sr. No.	Course Code	Subjects	Credit Hours	Category
1.	MCM-402	Feature, Column & Editorial Writing (T&P)	3(2-1)	Major
2.	MCM-404	Principles of Public Relations	3(2-1)	Major
3.	MCM-406	Electronic Media Production-II	3(3-0)	Major
4.	QRT-422	Quantitative Reasoning-II (Tools)	3(3-0)	General Edu.
5.	IRS-301	Introduction to International Relations	3(3-0)	Interdisciplinary
6.	ENG-421	Communication Skills	3(3-0)	Interdisciplinary
			18 Credit Hours	
			69 Total Credit Hours	

