

Superior Gives you Exposure



Study
ONE HALF in
SUPERIOR UNIVERSITY
OTHER HALF in any of our
INTERNATIONAL
PARTNER UNIVERSITIES

Today is the era that requires utmost need for widening one's horizons. Superior University has introduced Split Degree Program to bring international exposure for our students under which more than 30 students from Superior University have got visas and now studying in international top ranking institutes.

Benefits

Guaranteed Better Academic Performance

While enrolling yourself for the Split Degree Program you will be required to complete half part of the degree at Superior and the other half at one of our collaborating partner universities. This program offers an ideal mix of local as well foreign education that blends in a better standard degree compared to other overseas students.

Time & Cost Effectiveness

The keenly developed split degree program saves the students half of the fee and half the course duration compared to the other random degree programs abroad.

Visa Processing Facility

The Foreign Student Support Desk facilitates the applicants in the visa processing to any country of our partner institutes.

For further details and inquiries you are welcome to email at :
splitdegree@superior.edu.pk

www.superior.edu.pk

Head Offices

Main Campus: 31-Tipu Block New Garden Town.Lahore.
042-111-00-00-78
University Campus: Main Raiwind Road.Lahore. 042-35330361-3

Regional Offices:

Burewala: 94 I Block Civil Lines **Daska:** Pasroor By - Pass Road **Depalpur:** Opposite Grid Station Okara Road
Faisalabad: 103-C, Peoples Colony-1. 041-8724881-2 **Gujranwala:** 7-8/A S.I.E Main G.T Road. 055-3844831-4
Gujrat: Near Small Industrial State, GT Road **Jhelum:** Jada Chungi GT Road
Jhang: Near Sultan Colony, Main Gojra Road **Khanpur:** By- Pass Road City Garden **Multan:** Neel Kot, Boson Road. 061-6512530-2 **Okara:** Jawad Avenue. 0442-527932 **Pasroor:** Defence Town Daska Road **Pattoki:** Main GT Road **Rahim Yar Khan:** East Bank Sadiq Canal, Darri Sanghi. 068-5042531-2 **Rawalpindi:** 34 B-1, Chandni Chowk Settlaite Town **Sahiwal:** Nazim Town Main G.T Road Multan, Near Wapda Grid Station
Sargodha: 91-92 A, Satellite Town. 048-3223670-2 **Sheikhupura:** Opposite Farabi College of Commerce, Saim Pull Stop, Lahore Sheikhupura Road
Sialkot: Kashmir Road Pacca Garha. 052-4293442

admissions@superior.edu.pk



BS (Hons.) Mass Communication Management



be SUPERIOR &

BECOME DOCTOR, ENGINEER,
PILOT, MANAGER, LAWYER, IT PROFESSIONAL
OR A JOURNALIST



I am still cherishing my learning chances here and getting more and more competent in News Writing and Reporting.

Why BS (Hons.) Mass Communication Management from Superior?

In today's era of media orientation, degree in Mass Communication has taken the greater importance for Pakistani youth. Unlike many other institutes preparing students to opt for a career either in print or electronic journalism; Superior degree of Mass Communication Management is a professional blend of specialized knowledge of Media Management, Journalism, Film & T.V Production, Advertising and Public Relations as well.

Our students get well exposed to;

- Practical use of mass media tools
- Unique & latest courses
- Department led by the founders of Pakistani journalism
- Unique co-curricular activities held occasionally, (colors of communication, theatre & documentary, editorial & feature writing)
- Internship opportunities for Superior graduates in all renowned newspapers & TV channels
- Research oriented culture predominant in the department
- Raising honest, sincere and responsible citizens & media professionals
- Developing magical communicating minds who can speak for themselves

Total Cr. Hrs. : 135
Total Courses : 43+
Dissertation/Research Project/ Internship
Total Semesters : 8
Eligibility : **Intermediate or Equivalent**

Semester 1	
English-I	3
Computer Applications	3
Psychology	3
Principles of Management	3
Introduction to Mass Communication	3
Islamic Studies	3
Semester 2	
English II	3
Introduction to Media Management Studies	3
Concept Development & Script Writing	3
Principles of Marketing	3
Pakistan Studies	3
Fundamental of Business Journalism	3
Semester 3	
English III	3
Basic Statistics	3
Pre-Production	3
Consumer Behavior	3
News Writing & Reporting	3
Sociology	3

Semester 4	
English IV	3
Leadership & Community Development	3
Production: Usage of Multimedia	3
Contemporary Mass Media	3
Theories of Communication	3
Semester 5	
Journalistic Writing (English & Urdu)	3
Post Production	3
Mass Media Management	3
Sub Editing & Page Designing	3
Human Resource Management	3
Semester 6	
Feature, Column & Editorial Writing	3
Advertising	3
Public Relations	3
Documentary Making	3
Photographic Journalism	3
Semester 7	
Specialized Journalism	3
Media Ethics & Laws	3
Broadcast Journalism	3
Project & Event Management	3
Economic Reporting	3

Semester 8	
Issues in Mass Communication	3
News Paper and TV Channel Management	3
Elective I	3
Elective II	3
Elective III	3
Internship/Research Project	6
Elective (Specialization)	
Print Media	
Advanced Reporting	3
Newspaper Production	3
Advanced Sub Editing	3
Magazine and Book Production	3
Broadcast Media	
Radio News Reporting & Priduction	3
T.V News Reporting & Production	3
Radio Program Production	3
TV Program Production	3
Advertising & Public Relations	
Advertising I	3
Public Relation I	3
Advertising II	3
Public Relation II	3
Human Resources Management	
Recruitment and Selection	3
Training and Development	3
Compensation Management	3
Performance Management	3