

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

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

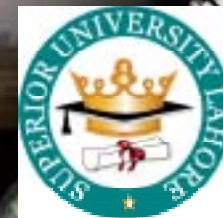
Regional Offices:

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

www.superior.edu.pk

.com



Greek anti-government protests turn violent

Greek anti-government protests have turned violent, with protesters throwing petrol bombs at the Ministry of Finance and police firing tear gas at protesters, police say. FULL STORY

- Greece's economic tragedy
- New Greek bank plan 'set to cost \$200'
- Is Greece the next Lehman? TIME

Unrest in the Arab world

- Turkey, Syria to meet on refugees
- Syrian citizens describe "horror" stories
- Misery at refugee camp in Syria
- Officials: No Olympic tickets for Libya yet
- Bahraini journalists to go on trial
- Arab unrest: Country by country

More news

- Official: bin Laden informants arrested
- Report: Food prices trigger diet changes
- TEPCO stock surges on rescue plan
- 9 North Koreans defect to the South
- 4 killed in suspected drone strike
- Van der Biebt soon to face Peru charges
- Afghan attacks on NATO troops rising
- U.S. issues Philippines travel warning
- Two U.S. troops killed in southern Iraq

Masters in Mass Communication Management





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

Masters in Mass Communication

Management: With the dawn of 21st century where world has witnessed a lot of changes, the educational possibilities have also diversified. No doubt, it is the era of information and to cope-up with this sensitive and modern domain a student has to brush up his abilities. Under such conditions communication studies is the right blend for our youth. The idea of speaks for itself that is making the students of Mass Communication Management more confident, creative and self motivated at Superior University. The degree focuses on Journalism, Management, Advertising, PR and Video Production. The latest curriculum, working journalists, renowned directors and media stalwarts are all part of the Mass Communication Department. If you have the ability to think out of the box than Superior Mass Communication Department is the place for you.



Right from the orientation day, I knew that Superior University was the place for me where I can learn news techniques, pre-production, newspaper & TV channel management and of course, project and event management.

Why Masters in Mass Communication from Superior?

In this media oriented culture, Mass Communication has become the right choice for Pakistani youth. Institutes offering Mass Communication program normally prepares students for careers in print and electronic journalism but Superior Mass Communication Management degree is a professional blend of specialized fields which makes our graduates well versed in Media Management, Journalism, Film & T.V Production, Advertising and Public Relations.

Total Cr. Hrs. : **69**
Total Courses : **21 + Internship/Research Project**
Total Semesters : **4**
Eligibility : **Bachelor/ Equivalent**

Semester 1

Computer Applications in Media Studies	3
National and International Affairs	3
Basics of Mass Communication Studies	3
Principles of Management	3
Media History, Ethics and Laws	3

Semester 2

Communication Models and Theories	3
Fundamental of Research Methods	3
Fundamental of Broadcast Journalism	3
Theories, Principles & Practice of PR	3
Introduction to Development Communication	3
News Writing and Editing Techniques (Urdu And English)	3

Semester 3

Production	3
Feature, Column & Editorial Writing	3
Advertising	3
Elective I	3
Elective II	3

Semester 4

Issues in Mass Communication	3
Newspaper & TV Channel Management	3
Leadership & Community Development	3
Elective I	3
Elective II	3
Research Project	6

Fields of Specialization

Print Media and Communication Theory

Communication Theory (Effects Approach)	3
Communication Research Methods	3
Fundamentals of Feature, Column and Editorial Writings	3
International Communication	3
Media, Culture and Society	3
Journalistic Writing Workshop	3
Internship (During Summer Vacation)	3
Master Seminar	3

Development Communication

Rural Sociology	3
Introduction to Development and Business Reporting	3
News Techniques (Electronic Media)	3
Agriculture and Health Communication	3
Writing Proposal (Project/ Thesis)	3
Social Change and Mass Media	3
Language and Communication (T & P)	3
Writing Workshop-Specialized Reporting	3
Development Communication Master Seminar	3
Advocacy and DSC Campaigns [Projects]	3

Public Relations and Advertising

Concept and Techniques of P.R.	3
Research in advertising	3
Process of launching an Advertising and PR Campaign	3
Consumer and Organizational Behavior	3
Writing Workshop for Message Communication for Advertising And PR	3
Advertising and PR Campaign (Project)	3
Case Studies of PR and Advertising	3
PR and Advertising on Internet	3

Media Management

Introduction to Organizational Communication	3
Introduction to Business Journalism	3
Changing Media Environment	3
Media Firm In Transition (National & International)	3
Report Writing (Internship)	3
Media And Multimedia Corporation (MMC)	3
Media Economics	3
Strategy Implementation	3
Media Operations (Organization and Laws)	3