

**STRUCTURE- B.A. IN COMMUNICATION STUDIES**

**Year/Semester Course Breakdown & Flow Showing Credit Value of Each Course**

**1. BA. COMMUNICATION STUDIES IN DEVELOPMENT COMMUNICATION**

**Level 100: First Semester**

| <b>Course Code</b> | <b>Course Title</b>                         | <b>Credit</b> |
|--------------------|---|---------------|
| AUCL 101**         | Academic Writing I                          | 3             |
| AUCL 105**         | Africana Studies: Survey of African History | 3             |
| AUCL 107**         | Science & Technology in our lives           | 3             |
| AUCL 109           | Computer Studies                            | 3             |
| AUCL 103           | Introduction to Mass Communication          | 3             |
|                    | <b>Total</b>                                | <b>15</b>     |

**Level 100: Second Semester**

| <b>Course Code</b> | <b>Course</b>  | <b>Credit</b> |
|--------------------|--|---------------|
| AUCL 102**         | Academic Writing II                                  | 3             |
| AUCL 110           | Public Speaking and Debate                           | 3             |
| AUCL 108**         | Intro to College Maths (Communication Students Only) | 3             |
| AUCL 106           | Africana Studies: African Cultural Institutions      | 3             |
| AUCL 104           | Interpersonal Communication                          | 3             |
|                    | <b>Total</b>   | <b>15</b>     |

**Level 200: First Semester**

| <b>Course Code</b> | <b>Course Title</b>                  | <b>Credit</b> |
|--------------------|--------------------------------------|---------------|
| AUCL 201           | Literature and Composition           | 3             |
| AUCL 203           | Basic French I                       | 3             |
| AUCL 205           | Africana Studies: African Literature | 3             |
| AUCL 207           | Introduction to Psychology           | 3             |
| AUCL 211**         | Critical Thinking                    | 3             |
| AUCL 209           | Principles of Management             | 3             |
|                    | <b>Total</b>                         | <b>18</b>     |

**Level 200: Second Semester**

| <b>Course Code</b> | <b>Course Title</b>                        | <b>Credit</b> |
|--------------------|--|---------------|
| AUCL 208           | Basic French II                            | 3             |
| AUCL 206           | Africana Studies: African Diaspora Studies | 3             |
| AUCL 204           | Introduction to Sociology                  | 3             |
| AUCL 214           | New Media Studies                          | 3             |
| AUCL 216           | Introduction to Communication Studies      | 3             |
| AUCL 212           | Social Entrepreneurship                    | 3             |
|                    | <b>Total</b>                               | <b>18</b>     |

**Level 300: First Semester**

| <b>Course Code</b> | <b>Course Title</b>                          | <b>Credit</b> |
|--------------------|--|---------------|
| AUCL 301           | Phonetics and Phonology for Communicators    | 3             |
| AUCD 301           | Foundations of Communication and Development | 3             |
| AUCM 307           | Applied Mass Communication Theory            | 3             |
| AUCM 311           | Communication Research Methods               | 3             |
| AUCD 303           | Culture & Community Development              | 3             |
| AUCD 307           | Theories of Development                      | 3             |
|                    | <b>Total</b>                                 | <b>18</b>     |

**Level 300: Second Semester**

| <b>Course Code</b> | <b>Course Title</b>                          | <b>Credit</b> |
|--------------------|--|---------------|
| AUCL 302           | Skills in Long Essay Research and Writing    | 3             |
| AUCD 302           | Development Communication Strategies         | 3             |
| AUCM 310           | Media Law & Ethics                           | 3             |
| AUCD 310           | Fundamentals of International Development    | 3             |
| AUCD 312           | Participatory Comm. & Field Research Method* | 3             |
| AUCM 312           | Practical Attachment                         | 3             |
|                    | <b>Total</b>                                 | <b>18</b>     |

**Level 400: First Semester**

| <b>Course Code</b> | <b>Course Title</b>   | <b>Credit</b> |
|--------------------|---|---------------|
| AUCL 409           | Critical Reading & Writing  | 3             |
| AUCD 401           | Media & Development   | 3             |
| AUCM 411           | Media & Governance  | 3             |
| AUCD 413           | Special Topics in Development Communication: Science, Public Health & Community Development (Tropical/HIV/AIDS) | 3             |
| AUCD 411           | Special Topics in Development Communication: Gender & Development   | 3             |
|                    | <b>Total</b>  | <b>15</b>     |

**Level 400: Second Semester**

| <b>Course Code</b> | <b>Course Title</b>                                 | <b>Credit</b> |
|--------------------|---|---------------|
| AUCL 404           | Business & Technical Communication                  | 3             |
| AUCD 402           | Environment, Climate Change & Community Development | 3             |
| AUCM 416           | Thesis  | 6             |
| AUCD 412           | Development Communication: Campaign Project         | 3             |
|                    | <b>Total</b>  | <b>15</b>     |

## 2. BA COMMUNICATION STUDIES IN STRATEGIC COMMUNICATION

### Level 100: First Semester

| Course Code | Course Title                                | Credit    |
|-------------|---|-----------|
| AUCL 101**  | Academic Writing I                          | 3         |
| AUCL 105**  | Africana Studies: Survey of African History | 3         |
| AUCL 107**  | Science & Technology in our lives           | 3         |
| AUCL 109    | Computer Studies                            | 3         |
| AUCL 103    | Introduction to Mass Communication          | 3         |
|             | <b>Total</b>                                | <b>15</b> |

### Level 100: Second Semester

| Course Code | Course   | Credit    |
|-------------|--|-----------|
| AUCL 102**  | Academic Writing II                                  | 3         |
| AUCL 110    | Public Speaking and Debate                           | 3         |
| AUCL 108**  | Intro to College Maths (Communication Students Only) | 3         |
| AUCL 106    | Africana Studies: African Cultural Institutions      | 3         |
| AUCL 104    | Interpersonal Communication                          | 3         |
|             | <b>Total</b>   | <b>15</b> |

### Level 200: First Semester

| Course Code | Course Title                         | Credit    |
|-------------|--------------------------------------|-----------|
| AUCL 201    | Literature and Composition           | 3         |
| AUCL 203    | Basic French I                       | 3         |
| AUCL 205    | Africana Studies: African Literature | 3         |
| AUCL 207    | Introduction to Psychology           | 3         |
| AUCL 211**  | Critical Thinking                    | 3         |
| AUCL 209    | Principles of Management             | 3         |
|             | <b>Total</b>                         | <b>18</b> |

### Level 200: Second Semester

| Course Code | Course Title                               | Credit    |
|-------------|--|-----------|
| AUCL 208    | Basic French II                            | 3         |
| AUCL 206    | Africana Studies: African Diaspora Studies | 3         |
| AUCL 204    | Introduction to Sociology                  | 3         |
| AUCL 214    | New Media Studies                          | 3         |
| AUCL 216    | Introduction to Communication Studies      | 3         |
| AUCL 212    | Social Entrepreneurship                    | 3         |
|             | <b>Total</b>                               | <b>18</b> |

**Level 300: First Semester**

| <b>Course Code</b> | <b>Course Title</b>                       | <b>Credit</b> |
|--------------------|---|---------------|
| AUCL 301           | Phonetics and Phonology for Communicators | 3             |
| AUCS 301           | Advertising: Development and Composition  | 3             |
| AUCM 307           | Applied Mass Communication Theory         | 3             |
| AUCM 311           | Communication Research Methods            | 3             |
| AUCS 303           | PR: Development & Composition             | 3             |
| AUCS 305           | Principles of Marketing                   | 3             |
|                    | <b>Total</b>                              | <b>18</b>     |

**Level 300: Second Semester**

| <b>Course Code</b> | <b>Course Title</b>                            | <b>Credit</b> |
|--------------------|--|---------------|
| AUCL 302           | Skills in Long Essay Research and Writing      | 3             |
| AUCM 310           | Media Law & Ethics                             | 3             |
| AUCS 312           | Branding and Brand Management                  | 3             |
| AUCS 302           | Social Media & Strategic Communication         | 3             |
| AUCS 304           | Case Study Analyses in Strategic Communication | 3             |
| AUCM 312           | Practical Attachment                           | 3             |
|                    | <b>Total</b>                                   | <b>18</b>     |

**Level 400: First Semester**

| <b>Course Code</b> | <b>Course Title</b>              | <b>Credit</b> |
|--------------------|----------------------------------|---------------|
| AUCL 409           | Critical Reading and Writing     | 3             |
| AUCM 411           | Media & Governance               | 3             |
| AUCS 411           | Strategic Communication Planning | 3             |
| AUCS 415           | Events Management                | 3             |
| AUCS 403           | Crisis Communication Management  | 3             |
|                    | <b>Total</b>                     | <b>15</b>     |

**Level 400: Second Semester**

| <b>Course Code</b> | <b>Course Title</b>                      | <b>Credit</b> |
|--------------------|--|---------------|
| AUCL 404           | Business & Technical Communication       | 3             |
| AUCS 402           | Integrated Marketing Communications      | 3             |
| AUCM 416           | Thesis                                   | 6             |
| AUCS 414           | Strategic Communication Campaign Project | 3             |
|                    | <b>Total</b>                             | <b>15</b>     |

## BA COMMUNICATION STUDIES IN JOURNALISM

### Level 100: First Semester

| Course Code | Course Title                                | Credit    |
|-------------|---|-----------|
| AUCL 101**  | Academic Writing I                          | 3         |
| AUCL 105**  | Africana Studies: Survey of African History | 3         |
| AUCL 107**  | Science & Technology in our lives           | 3         |
| AUCL 109    | Computer Studies                            | 3         |
| AUCL 103    | Introduction to Mass Communication          | 3         |
|             | <b>Total</b>                                | <b>15</b> |

### Level 100: Second Semester

| Course Code | Course   | Credit    |
|-------------|--|-----------|
| AUCL 102**  | Academic Writing II                                  | 3         |
| AUCL 110    | Public Speaking and Debate                           | 3         |
| AUCL 108**  | Intro to College Maths (Communication Students Only) | 3         |
| AUCL 106    | Africana Studies: African Cultural Institutions      | 3         |
| AUCL 104    | Interpersonal Communication                          | 3         |
|             | <b>Total</b>   | <b>15</b> |

### Level 200: First Semester

| Course Code | Course Title                         | Credit    |
|-------------|--------------------------------------|-----------|
| AUCL 201    | Literature and Composition           | 3         |
| AUCL 203    | Basic French I                       | 3         |
| AUCL 205    | Africana Studies: African Literature | 3         |
| AUCL 207    | Introduction to Psychology           | 3         |
| AUCL 211**  | Critical Thinking                    | 3         |
| AUCL 209    | Principles of Management             | 3         |
|             | <b>Total</b>                         | <b>18</b> |

### Level 200: Second Semester

| Course Code | Course Title                               | Credit    |
|-------------|--|-----------|
| AUCL 208    | Basic French II                            | 3         |
| AUCL 206    | Africana Studies: African Diaspora Studies | 3         |
| AUCL 204    | Introduction to Sociology                  | 3         |
| AUCL 214    | New Media Studies                          | 3         |
| AUCL 216    | Introduction to Communication Studies      | 3         |
| AUCL 212    | Social Entrepreneurship                    | 3         |
|             | <b>Total</b>                               | <b>18</b> |

**Level 300: First Semester**

| <b>Course Code</b> | <b>Course Title</b>                       | <b>Credit</b> |
|--------------------|---|---------------|
| AUCL 301           | Phonetics and Phonology for Communicators | 3             |
| AUCJ 301           | Photojournalism                           | 3             |
| AUCM 307           | Applied Mass Communication Theory         | 3             |
| AUCM 311           | Communication Research Methods            | 3             |
| AUCJ 303           | News Writing                              | 3             |
| AUCJ 305           | Writing for Broadcast Media               | 3             |
|                    | <b>Total</b>                              | <b>18</b>     |

**Level 300: Second Semester**

| <b>Course Code</b> | <b>Course Title</b>                       | <b>Credit</b> |
|--------------------|---|---------------|
| AUCL 302           | Skills in Long Essay Research and Writing | 3             |
| AUCJ 302           | TV production                             | 3             |
| AUCM 310           | Media Law & Ethics                        | 3             |
| AUCJ 304           | Radio Production                          | 3             |
| AUCJ 312           | Print Media Production                    | 3             |
| AUCM 312           | Practical Attachment                      | 3             |
|                    | <b>Total</b>                              | <b>18</b>     |

**Level 400: First Semester**

| <b>Course Code</b> | <b>Course Title</b>         | <b>Credit</b> |
|--------------------|-----------------------------|---------------|
| AUCL 409           | Critical Reading & Writing  | 3             |
| AUCJ 401           | Investigative Journalism    | 3             |
| AUCM 411           | Media & Governance          | 3             |
| AUCJ 415           | Online & Digital Journalism | 3             |
| AUCJ 403           | Feature Writing             | 3             |
|                    | <b>Total</b>                | <b>15</b>     |

**Level 400: Second Semester**

| <b>Course Code</b> | <b>Course Title</b>                | <b>Credit</b> |
|--------------------|------------------------------------|---------------|
| AUCL 404           | Business & Technical Communication | 3             |
| AUCJ 404           | Practical Cases in Journalism      | 3             |
| AUCM 416           | Thesis                             | 6             |
| AUCJ 412           | Science Reporting                  | 3             |
|                    | <b>Total</b>                       | <b>15</b>     |

### 3. BA COMMUNICATION STUDIES IN VISUAL & DIGITAL COMMUNICATION

#### Level 100: First Semester

| Course Code | Course Title                                | Credit    |
|-------------|---|-----------|
| AUCL 101**  | Academic Writing I                          | 3         |
| AUCL 105**  | Africana Studies: Survey of African History | 3         |
| AUCL 107**  | Science & Technology in our lives           | 3         |
| AUCL 109    | Computer Studies                            | 3         |
| AUCL 103    | Introduction to Mass Communication          | 3         |
|             | <b>Total</b>                                | <b>15</b> |

#### Level 100: Second Semester

| Course Code | Course   | Credit    |
|-------------|--|-----------|
| AUCL 102**  | Academic Writing II                                  | 3         |
| AUCL 110    | Public Speaking and Debate                           | 3         |
| AUCL 108**  | Intro to College Maths (Communication Students Only) | 3         |
| AUCL 106    | Africana Studies: African Cultural Institutions      | 3         |
| AUCL 104    | Interpersonal Communication                          | 3         |
|             | <b>Total</b>   | <b>15</b> |

#### Level 200: First Semester

| Course Code | Course Title                         | Credit    |
|-------------|--------------------------------------|-----------|
| AUCL 201    | Literature and Composition           | 3         |
| AUCL 203    | Basic French I                       | 3         |
| AUCL 205    | Africana Studies: African Literature | 3         |
| AUCL 207    | Introduction to Psychology           | 3         |
| AUCL 211**  | Critical Thinking                    | 3         |
| AUCL 209    | Principles of Management             | 3         |
|             | <b>Total</b>                         | <b>18</b> |

#### Level 200: Second Semester

| Course Code | Course Title                               | Credit    |
|-------------|--|-----------|
| AUCL 208    | Basic French II                            | 3         |
| AUCL 206    | Africana Studies: African Diaspora Studies | 3         |
| AUCL 204    | Introduction to Sociology                  | 3         |
| AUCL 214    | New Media Studies                          | 3         |
| AUCL 216    | Introduction to Communication Studies      | 3         |
| AUCL 212    | Social Entrepreneurship                    | 3         |
|             | <b>Total</b>                               | <b>18</b> |

**Level 300: First Semester**

| <b>Course Code</b> | <b>Course Title</b>                        | <b>Credit</b> |
|--------------------|--|---------------|
| AUCL 301           | Phonetics and Phonology for Communicators  | 3             |
| AUCV 301           | Practical Projects in Visual Communication | 3             |
| AUCM 307           | Applied Mass Communication Theory          | 3             |
| AUCM 311           | Communication Research Methods             | 3             |
| AUCV 303           | Theories of Visual Communication           | 3             |
| AUCV 305           | Digital Illustrations                      | 3             |
|                    | <b>Total</b>                               | <b>18</b>     |

**Level 300: Second Semester**

| <b>Course Code</b> | <b>Course Title</b>                       | <b>Credit</b> |
|--------------------|---|---------------|
| AUCL 302           | Skills in Long Essay Research and Writing | 3             |
| AUCM 310           | Media Law & Ethics                        | 3             |
| AUCV 312           | Media Graphics                            | 3             |
| AUCV 314           | Visual Ethics Theory                      | 3             |
| AUCV 316           | Interactive Multimedia                    | 3             |
| AUCM 312           | Practical Attachment                      | 3             |
|                    | <b>Total</b>                              | <b>18</b>     |

**Level 400: First Semester**

| <b>Course Code</b> | <b>Course Title</b>                                     | <b>Credit</b> |
|--------------------|---|---------------|
| AUCL 409           | Critical Reading & Writing                              | 3             |
| AUCV 401           | Commercial Photography                                  | 3             |
| AUCM 411           | Media & Governance                                      | 3             |
| AUCV 403           | Photo Journalism  | 3             |
| AUCV415            | Visual Communication Skills in Converging Digital Media | 3             |
|                    | <b>Total</b>  | <b>15</b>     |

**Level 400: Second Semester**

| <b>Course Code</b> | <b>Course Title</b>                | <b>Credit</b> |
|--------------------|------------------------------------|---------------|
| AUCL 404           | Business & Technical Communication | 3             |
| AUCV 402           | Web Design                         | 3             |
| AUCM 416           | Thesis                             | 6             |
| AUCV 412           | Video Documentary Production       | 3             |
|                    | <b>Total</b>                       | <b>15</b>     |