

## PROGRAMME MODULE STRUCTURE: MASS COMMUNICATION

YEAR	BBA	<b>Bachelor Degree with honors in Mass Communication</b>			
	Code	Module Code	Module Title	Comment	
	Level 1	<b>Award : Certificate of Higher Education</b>			
YEAR 1	Year 1 Trimester 1	BMAC 1101	Introduction to mass communication	15 Credits	
		BMAC 1102.	BMAC 1102. Writing for the mass media	15 Credits	
		BMAC 1103	Media History	10 Credits	
		BMAC 1104	Communication skills	10 Credits	
		ECS 111	Computer skills	10 Credits	
		<i>Sub total</i>			60 Credits
	Year 1 Trimester 2	BMAC 1201	Theories of Mass Communication	15 Credits	
		BMAC 1202	Introduction to Public Relations	15 Credits	
		BMAC 1203	Introduction to Broadcasting	15 Credits	
		BMAC 1204	Introduction to photo journalism	15 Credits	
		<i>Sub total</i>			60 Credits
		<i>Total</i>			120 Credits
		Level 2	<b>Award : Award: Diploma in Higher Education</b>		
	Year 1 Trimester 1	BMAC 1301	Introduction to Kiswahili language	10 Credits	
		BMAC 1302	Media Law	10 Credits	
BMAC 1303		Radio production	15 Credits		
BMAC 1304		Media Management	15 Credits		
BMAC 1305		Research methods in Mass Communication	10 Credits		
	<i>Sub Total</i>			60 Credits	
YEAR 2	Year 2 Trimester 2	BMAC 2101	Mass Media and Society	20 Credits	
		BMAC 2102	News writing and Editing	20 Credits	
		BMAC 2103	Development Communication	10 Credits	
		BMAC 2104	Advertising, Copy & Layout	10 Credits	
		<i>Sub total</i>			60 Credits
	<i>Total</i>			120 Credits	
		Level 3	<b>Award : Advanced Diploma in Higher Education</b>		
	Year 2 Trimester 1	BMAC 2202	Documentary History and Theory	10 Credits	
		BMAC 2203	Newspaper editing, design and layout	15 Credits	
		BMAC 2204	Art of Public Speaking	15 Credits	
BMAC 2205		Desktop Computing for Magazines and Newspapers	10 Credits		
<i>Sub Total</i>			60 Credits		

	<b>Level 4</b>	<b>Award: Ordinary Degree in Mass Communication</b>		
	<b>Year 2</b>		<b>Core Modules</b>	
	<b>Trimester 2</b>	<b>BMAC 2201</b>	Online Journalism	<b>20 Credits</b>
		<b>BMAC 2301</b>	Television and Radio News writing (Theory and Practice)	<b>20 Credits</b>
		<b>BMAC 2302</b>	Investigative and Interpretative Reporting	<b>20 Credits</b>
			<b>Sub Total</b>	<b>60 Credits</b>
			<b>Total</b>	<b>120 Credits</b>
		<b>Award : Bachelor's Degree in Mass Communication</b>		
<b>YEAR 3</b>	<b>3<sup>rd</sup> year 1<sup>st</sup></b>	<b>BMAC 3101</b>	Public Affairs Reporting	<b>15 Credits</b>
<b>LEVEL 5</b>	<b>Trimester 1</b>	<b>BMAC 3102</b>	Introduction to Rwandan Culture and Media Ethic	<b>10 Credits</b>
		<b>BMAC 3103</b>	Public Relations Production & Services	<b>15 Credits</b>
		<b>BMAC 3201</b>	Diplomatic Communication & International relations	<b>20 Credits</b>
		<b>LSFE 3202</b>	Language : Swahili, French and Kinyarwanda	<b>10 Credits</b>
			<b>Sub Total</b>	<b>70 Credits</b>
	<b>3<sup>rd</sup> year 2<sup>nd</sup> &amp; 3<sup>rd</sup> Trimester 2</b>	<b>BMAC 1205</b>	Human Rights and Democracy	<b>10 Credits</b>
		<b>BMAC 3203</b>	Industrial attachment in Mass Communication	<b>20 Credits</b>
		<b>BMAC 3304</b>	Research Project Mass Communication	<b>20 Credits</b>
			<b>Sub Total</b>	<b>50 Credits</b>
			<b>Total</b>	<b>120 Credits</b>
			<b>Total for the programme</b>	<b>480 Credits</b>