**PROGRAMME MODULE STRUCTURE: MASS COMMUNICATION**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **YEAR** | **BBA** |  | **Bachelor Degree with honors in Mass Communication** |  |
| **Code** | **Module Code** | **Module Title** | **Comment** |
| **Level 1** | **Award : Certificate of Higher Education** | |  |
| **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** |
|  | ***Sub total*** | | **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** |
|  | ***Sub total*** | | **60 Credits** |
|  | ***Total*** | | **120 Credits** |
| **Level 2** | **Award : Award: Diploma in Higher Education** | |  |
| **Year 1**  **Trimester 3** | **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** |
|  |  | ***Sub Total*** | | **60 Credits** |
| **YEAR 2** | **Year 2**  **Trimester 1** | **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** |
| ***Sub total*** |  | **60 Credits** |
| ***Total*** | | **120 Credits** |
| **Level 3** | **Award : Advanced Diploma in Higher Education** | |  |
| **Year 2**  **Trimester 2** | **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** |
|  | Sub Total | **60 Credits** |
|  |  |  |
| **Level 4** | **Award: Ordinary Degree in Mass Communication** | |  |
| **Year 2**  **Trimester 3** |  | **Core Modules** |  |
| **BMAC 2201** | Online Journalism | **20 Credits** |
| **BMAC 2301** | Television and Radio News writing (Theory and Practice) | **20 Credits** |
| **BMAC 2302** | Investigative and Interpretative Reporting | **20 Credits** |
|  | ***Sub Total*** | **60 Credits** |
|  |  |  | ***Total*** | **120 Credits** |
|  |  | **Award : Bachelor’s Degree in Mass Communication** | | |
| **YEAR 3**  **LEVEL 5** | **3rd year 1st Trimester**  **3rd year 2nd & 3rd Trimester** | **BMAC 3101** | Public Affairs Reporting | **15 Credits** |
| **BMAC 3102** | Introduction to Rwandan Culture and Media Ethic | **10 Credits** |
| **BMAC 3103** | Public Relations Production & Services | **15 Credits** |
| **BMAC 3201** | Diplomatic Communication& International relations | **20 Credits** |
| **LSFE 3202** | Language : Swahili, French and Kinyarwanda | **10 Credits** |
|  | ***Sub Total*** | **70 Credits** |
|  |  |  |
| **BMAC 1205** | Human Rights and Democracy | **10 Credits** |
| **BMAC 3203** | Industrial attachment in Mass Communication | **20 Credits** |
| **BMAC 3304** | Research Project Mass Communication | **20 Credits** |
|  | ***Sub Total*** | **50 Credits** |
|  | ***Total*** | **120 Credits** |
|  | **Total for the programme** | **480 Credits** |
|  |  |  |
|  |  |  |  |  |