

#	CODE	MODULE	CREDITS	SPECIALIZATION	LEVEL
1	ADMAC 1101	Introduction to mass communication	15	Advanced Diploma Mass Communication	6
2	ADMAC 1102	Writing for the mass media	15	Advanced Diploma Mass Communication	6
3	ADMAC 1103	Media History	10	Advanced Diploma Mass Communication	6
4	ADMAC 1104	Communication skills	10	Advanced Diploma Mass Communication	6
5	ADECS 111	Computer skills	10	Advanced Diploma Mass Communication	6
6	ADMAC 1201	Theories of Mass Communication	15	Advanced Diploma Mass Communication	6
7	ADMAC 1202	Introduction to Public Relations	15	Advanced Diploma Mass Communication	6
8	ADMAC 1203	Introduction to Broadcasting	15	Advanced Diploma Mass Communication	6
9	ADMAC 1204	Introduction to photojournalism	15	Advanced Diploma Mass Communication	6
10	ADMAC 1301	Introduction to Kiswahili language	10	Advanced Diploma Mass Communication	6
11	ADMAC 1302	Media Law	15	Advanced Diploma Mass Communication	6
12	ADMAC 1303	Radio production	15	Advanced Diploma Mass Communication	6
13	DMAC 1304	Media Management	15	Advanced Diploma Mass Communication	6
14	ADMAC 1305	Research methods in Mass Communication	10	Advanced Diploma Mass Communication	6
15	ADMAC 2101	Mass Media and Society	20	Advanced Diploma Mass Communication	7
16	ADMAC 2102	News writing and Editing	20	Advanced Diploma Mass Communication	7
17	ADMAC 2103	Development Communication	10	Advanced Diploma Mass Communication	7
18	ADMAC 2104	Advertising, Copy & Layout	10	Advanced Diploma Mass Communication	7
19	ADMAC 2202	Documentary History and Theory	10	Advanced Diploma Mass Communication	7
20	ADMAC 2203	Newspaper editing, design and layout	15	Advanced Diploma Mass Communication	7
21	ADMAC 2204	Art of Public Speaking	15	Advanced Diploma Mass Communication	7
22	ADMAC 2205	Desktop Computing for Magazines and Newspapers	10	Advanced Diploma Mass Communication	7