

## (1) Program Structure

Area-specific Courses	5	courses	(30 credits)
-----------------------	---	---------	--------------

### Area-specific Courses 5 courses (30 credits)

15231 Introduction to Mass Media

## Journalism Group

16339 News Reporting and Editing

16440 Journalistic Writing\*

16441 Journalism Publishing\*

## 16343 Radio Script Writing

16344 Radio Performance\*

16445 Radio Broadcast and Radio Online Programming

16446 Radio Production\*

16374 Message Design for Television Production

16419 Television Programming

16448 Creativity in Basic Television Production\*

16449 Creativity in Advance Television Production\*

## 16350 Photography and Film Arts

16351 Film Theory and Criticism

16423    Advanced Film Production\*

16452 Basic Film Production\*

**Advertising Group**

- 15205 Principles of Public Relations and Advertising
- 16354 Advertising Media
- 16426 Creative Advertising\*
- 16455 Advertising Campaigns and Production\*

**Public Relations Group**

- 15205 Principles of Public Relations and Advertising
- 16356 Public Relations Strategies
- 16457 Public Relations Writing\*
- 16458 Media Production for Public Relations\*

---

**Note:** \* Professional skill training is required.

**Last updated:19-July-2023**

