

SYLABUS THE SCHOOL OF COMMUNICATION AND JOURNALISM



DEPARTMENTS

1. The Department of Corporate Communication
2. The Department of Journalism

1.The Department of Corporate Communication

The objective of the training

The aims of the program are to enable the students to have a basic understanding of what corporate communication is, what its role in corporations is, and the different perspectives of corporate communication, and to understand key theories of corporate communications.

Organization of the Teachings

1st SEMESTER

Field: Mass Communication		SPECIALITY: CORPORATE COMMUNICATION					
Course Code	Course Title	L	T	P	SPW	Total	Number of Credits
Fundamental Courses 30% (2 UC) 9 Credits 135 hours							
COC 111	CIVICS AND MORAL EDUCATION	30	10	10	10	60	4
COC 112	COMMUNICATION LAWS AND ETHICS	35	15	15	10	75	5
Professional Courses 60% (4 UC) 18 Crédits 270 hours							
COC 113	MARKETING / ADVERTISING	35	20	20	15	90	6
COC 114	CONFLICT MANAGEMENT	30	10	10	10	60	4
COC 115	INTRODUCTION TO MASS COMMUNICATION	30	10	10	10	60	4
COC 116	BUSINESS COMMUNICATION	30	10	10	10	60	4
Transversal Courses 10% (1 UC) 3 Credits 45 hours							
COC 117	LANGUAGE AND COMMUNICATION 1	20	10	10	5	45	3
Total		210	85	85	70	450	30

2nd SEMESTER

Field: Mass Communication		SPECIALITY: CORPORATE COMMUNICATION					
Code	Course Title	L	T	P	SPW	Total	Number of Credits
Fundamental Courses 30% (2 UC) 9 Credits 135 hours							
COC 121	ORGANIZATIONAL PSYCHOLOGY	30	10	10	10	60	4
COC 122	HUMAN RESOURCE MANAGEMENT	40	15	15	5	75	5
Professional Courses 60% (4 UC) 18 Crédits 270 hours							
COC 123	COMMUNICATION STRATEGY	25	15	15	5	60	4
COC 114	NEWS PAPER AND MAGAZINE PRODUCTION	40	15	15	5	75	5
COC125	BASICS OF MEDIA WRITINGS	40	15	15	5	75	5
COC 126	RESEARCH METHODS	30	10	10	10	60	4
Transversal Courses 10% (1 UC) 3 Credits 45 hours							
COC 127	LANGUAGE/ COMMUNICATION 2	20	10	10	5	45	3
Total		225	90	90	45	450	30

3rd SEMESTER

Field: Mass Communication		SPECIALITY: CORPORATE COMMUNICATION					
Course Code	Course Title	L	T	P	SPW	Total	Number of Credits
Fundamental Courses 30% (2 UC) 9 Credits 135 hours							
COC 231	ENTREPRENEURSHIP	40	20	10	5	75	5
COC 232	MEDIA MANAGEMENT	30	15	10	5	60	4
Professional Courses 60% (4 UC) 18 Crédits 270 hours							
COC 233	CORPORATE SOCIAL RESPONSIBILITY	25	15	15	5	60	4
COC 234	MEDIA STUDIES	40	20	10	5	75	5
COC 235	NEW MEDIA	30	15	25	5	75	5
COC 236	MEDIA RELATIONS	25	15	15	5	60	4
Transversal Courses 10% (1 UC) 3 Credits 45 hours							
COC 237	LANGUAGE/ COMMUNICATION	20	10	10	5	45	3
Total		210	110	95	35	450	30

4th SEMESTER

Field: Mass Communication		SPECIALITY: CORPORATE COMMUNICATION					
Course Code	Course Title	L	T	P	SPW	Total	Number of Credits
Fundamental Courses 30% (2 UC) 9 Credits 135 hours							
COC 241	COMPUTER FOR MASS MEDIA	35	15	15	10	75	5
COC 242	EDITORIAL WRITING	30	10	10	10	60	4
Professional Courses 60% (4 UC) 18 Crédits 270 hours							
COC243	BUSINESS MANAGEMENT	35	15	15	10	75	5
COC 244	MULTI MEDIA	30	10	10	10	60	4
COC 245	BUSINESS COMMUNICATION	35	15	15	10	75	5
COC 246	INTERNSHIP	/	/	60	/	60	4
Transversal Courses 10% (1 UC) 3 Credits 45 hours							
COC 247	LANGUAGE / COMMUNICATION 4	20	10	10	5	45	3
Total		185	75	135	55	450	30

2.THE DEPARTMENT OF JOURNALISM

The objective of the training

The training in HND specialty journalism aims to train students able to collect, prioritize, write on all its forms and in all positions and publish for a plural public information through: print, radio, television, agency and internet on national, African and international events. They report on the news by providing their own analysis and lighting.

1. Organization of the Teachings

1st SEMESTER

Field: Mass Communication		SPECIALITY: JOURNALISM					
Cours e Code	Course Title	L	T	P	SPW	Total	Number of Credits
Fundamental Courses 30% (2 UC) 9 Credits 135 hours							
JOU 111	HISTORY AND ORGANIZATION OF THE MEDIA	25	20	10	5	60	4
JOU 112	INTRODUCTION TO MASS COMMUNICATION	30	25	15	5	75	5
Professional Courses 60% (4 UC) 18 Crédits 270 hours							
JOU 113	PRACTICE OF RADIO AND TELEVISION JOURNALISM I	35	20	15	5	60	4
JOU 114	PRACTICE OF PRINT JOURNALISM I	35	20	15	5	75	5
JOU 115	PHOTO JOURNALISM	30	15	10	5	60	4
JOU 116	COMMUNICATION LAWS/ETHICS	35	20	15	5	75	5
Transversal Courses 10% (1 UC) 3 Credits 45 hours							
JOU 117	LANGUAGE/ COMMUNICATION 1	20	10	10	5	45	3
Total		210	130	90	35	450	30

2nd SEMESTER

Field: Mass Communication		SPECIALITY: JOURNALISM					
Course Code	Course Title	L	T	P	PW	Total	Number of Credits
Fundamental Courses 30% (2 UC) 9 Credits 135 hours							
JOU 121	COPY EDITING	35	15	15	10	75	5
JOU 122	FEATURES/OPINION WRITING	30	10	10	10	60	4
Professional Courses 60% (4 UC) 18 Crédits 270 hours							
JOU 123	RADIO AND TELEVISION PRODUCTION	40	15	20	15	90	6
JOU 124	NEWSPAPER & MAGAZINE PROD	35	15	15	10	75	5
JOU 125	COMMUNICATION STRATEGY	30	10	10	10	60	4
JOU 126	RESEARCH METHODS	30	10	10	10	60	4
Transversal Courses 10% (1 UC) 3 Credits 45 hours							
JOU 127	LANGUAGE AND COMMUNICATION 2	20	10	10	5	45	3
Total		215	80	85	70	450	30

3rd SEMESTER

Field: Mass Communication		SPECIALITY: JOURNALISM					
Course Code	Course Title	L	T	P	SPW	Total	Number of Credit
Fundamental Courses 30% (2 UC) 9 Credits 135 hours							
JOU 231	PROOFREADING/ SYMBOLS	25	20	10	5	60	4
JOU 232	MEDIA MANAGEMENT	45	15	10	5	75	5
Professional Courses 60% (4 UC) 18 Crédits 270 hours							
JOU 233	PRACTICE OF RTV JOURNALISM II	30	20	20	5	75	5
JOU 234	PRACTICE OF PRINT JOURNALISM II	30	20	20	5	75	5
JOU 235	MEDIA STUDIES	30	15	10	5	60	4
JOU 236	DIGITAL VIDEO PRODUCTION	30	15	10	5	60	4
Transversal Courses 10% (1 UC) 3 Credits 45 hours							
JOU 237	LANGUAGE/ COMMUNICATION 3	20	10	10	5	45	3
Total		210	115	90	35	450	30

4th SEMESTER

Field: Mass Communication		SPECIALITY: JOURNALISM					
Course Code	Course Title	L	T	P	SPW	Total	Number of Credits
Fundamental Courses 30% (2 UC) 9 Credits 135 hours							
JOU 241	COMPUTER FOR MASS MEDIA	25	20	10	4	60	4
JOU 242	EDITORIAL WRITING	50	10	10	5	75	5
Professional Courses 60% (4 UC) 18 Crédits 270 hours							
JOU 243	RADIO AND TELEVISION PRODUCTION II	20	20	15	5	60	4
JOU 244	MODERN TYPOGRAPHY	30	20	20	5	75	5
JOU 245	WEB DESIGN AND DEVELOPMENT	30	20	20	5	75	5
JOU 246	INTERNSHIP	/	/	60	/	60	4
Transversal Courses 10% (1 UC) 3 Credits 45 hours							
JOU 247	LANGUAGE/ COMMUNICATION 4	20	10	10	5	45	3
Total		175	100	145	30	450	30

