DEPARTMENT OF MASS COMMUNICATION

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Mass Communication
(B.Sc. Mass Communication)

Overview

Mass communication is an exciting *vast* field that channels multiple interests and talents into one discipline, which can be applied to virtually every aspect of personal and professional life. This programme offers students a wide selection of opportunities to pursue a career in traditional communication fields such as journalism, public relations, advertising, broadcasting and film; or use their skills in healthcare, financial services, information technology, government agencies, private sector and non-profits. In this programme, students will examine how communication and media work; and how they affect our society politically, environmentally, socially, culturally and technologically (PEST). They will learn more about the history, theories and criticisms surrounding communication and mass media - from how mass media is used to drive an economy to the ways communication industries are used to disseminate news and entertainment; how to choose and use the most effective communication tools and strategies to promote messages, products and programmes; understand the world communication order and mass media; be prepared to tackle the most complex global, PEST and business challenges using communication and media; and examine the psychology and behavioural aspects of communication and media messages. There are three sequences:

1. Journalism;
2. Public relations and advertising (PRAD); and
3. Broadcast and film.

These three sequences define the scope and depth of knowledge, skills and competences in the programme.

Philosophy

The philosophy of this programme, therefore, is anchored on the theory and practice of how journalism, public relations, advertising, broadcasting and film create value, distribute value and earn value in the era of media convergence.

Objectives

The objectives of BSc Mass Communication programme include but not limited to the following:

1. offer an undergraduate professionally oriented programme for the aspiring Nigerian communicators, journalists, public relations and advertising practitioners, broadcasters and film makers;

2. train and/or retrain Nigerian journalists, public relations and advertising practitioners, broadcasters and film makers for leadership positions in the mass media organisations and its adjuncts in Nigeria and the world;
3. instil in the mass communication students the ability to respect deadlines and work under constant pressure;
4. train and encourage Nigerian mass communicators to be effective communicators by being able to think quickly, research creatively and write or broadcast concisely to the mass audience;
5. bridge the divergent perspectives of news gathering and dissemination;
6. provide the mass communication students with the opportunity to master the art of communicating with the masses that transcends all disciplines, whether in writing or broadcasting for an on-line website, newscast, or writing a speech for a company chief executive officer (CEO), or writing advertising or public relation copy to sell or promote a product to the masses;
7. raise and sustain the professional status of journalism in Nigeria - to produce Nigerian mass communicators who will continue to protect the basic principles of the people's right to know as the fourth branch of government or the fourth estate of the realm;
8. train Nigerian media men and women that would act as the trustees of the public trust and that would be socially responsible to the communities, they serve by being accurate, fair, balanced and objective in their reportage of societal issues;
9. produce a generation of mass communication practitioners that embodies the qualities of Jesus Christ in all professional and personal conduct;
10. it is expected that at the end of the degree programme in mass communication, the mass communication graduate should be able to differentiate "soft news" from "hard news", truth from falsehood, responsible journalism from irresponsible journalism; and
11. prepare the products for post-graduate studies in journalism, public relations, advertising, broadcasting and film or other cognate disciplines.

Unique features of the programme

1. Mass Communication careers in journalism, public relations, advertising, book publishing, broadcasting and film have been combined in a programme that is as academic and industry-oriented.
2. All the sequences are laced with practical for hands-on, which makes the students industry ready.
3. The programme draws its resources from the linkages of theory, practice and technology.

Employability skills

Mass media and communication industries that are growing exponentially. This growth is a direct response to the PEST environment; and in particular, the impact of technology and globalization on communication, media, entertainment and education. Mass media and communication

industries being an area of increasing importance driven by cutting-edge technology demand highly skilled manpower to sustain it.

This programme, therefore, opens up vast career opportunities in various aspects of mass communication (journalism, public relations, advertising, broadcasting and film) value chain, both nationally and internationally.

Employability skills emphasized are:

1. those which cover all aspects of the innovative/aesthetic/creative/entrepreneurial/managerial/technological dimensions of content development, media production, photography, website development and management, management of social media handles, fact checking, data-driven journalism and infographics, desktop publishing, entrepreneurship for journalism, public relations, advertising, broadcasting and film in an era of media convergence;
2. competencies in studio operations, computer literacy, photo reporting, camera operations and some repairs; create advertising messages; and design messages for behavioural change communication activities;
3. those which cover the philosophical/ethical/legal/cognitive vectors of media and communication careers i.e., ability to quickly identify news and news values; recognize and respond to the social responsibilities of the press; capability to manage human beings under pressure in the newsrooms and on the news beats/ media house/ public relation and advertising agencies/publishing house/film production house; and ability to demonstrate commitment to professional excellence right from the media attachment programmes and activities for the award of the degree; and
4. behavioural attributes which cover the understanding and appreciation of the socio-cultural, and socio-political settings of the operating context and communities they serve; and set the agenda for the public discourse in reportage, editorials, features etc.; see TRUTH as the corner stone of good and responsive journalism; uncovering rather than cover-up corruption in the society; understanding the psychology of human behaviour so as to be able to write logically about them; serving as the VOICE for the VOICELESS in the community they serve; demonstration of superb public relations at all times; and engaging in relevant development communication support services.

21st Century skills

Mass communication is a programme that creates, distributes and earns value across media and communication industries (journalism, public relations, advertising, broadcasting and film); healthcare, finance and information technology sectors, government agencies, private sector and non-profits. As such the programme has emphasized some key 21st century skills applicable to any work setting, including:
Writing

Speaking

Public relations

Content development and production

Interpersonal communication

Innovation

Creativity

New media

Digital literary

Critical thinking

Analysis

Problem solving

Teamwork

Networking

Advocacy

Social mobilization

Community engagement

Media and information management

Admission and graduation requirements
Candidates are admitted into the degree programme in any of the following three ways:

1. The University Tertiary Matriculation Examination (UTME);
2. Direct Entry; and
3. Inter-University Transfer

Four year degree programme

In addition to acceptable passes in UTME, candidates must obtain at credit level, passes in the senior secondary certificate (SSC) in five subject including Mathematics, English Language, Literature-in-English, and two other arts or social science subjects in not more than two seatings.

Direct entry mode

Any one of the following qualifications is admissible for the three-year degree programme. Candidates for Direct Entry admission shall, in addition to the O/L requirements, possess a Diploma in Mass Communication, Journalism or related disciplines from any institution approved by the Senate of the University with not less than a CGPA of 3.0. Candidates with GCE 'A Level',

and JUPEB may be considered for direct entry in Mass Communication.

Inter-university transfer mode

Students can transfer into 200-Level courses provided they have the relevant qualifications. Universities are to satisfy themselves that the grades obtained by such candidates are acceptable.

Graduation requirements

The following regulations shall govern the conditions for the award of a honours degree:

1. Candidates admitted through the UTME mode shall have registered for at least 120 units of courses during the 4-year degree programme.
2. Candidates must have registered and passed all the compulsory courses specified for the programme.

The determination of the class of degree shall be based on the Cumulative Grade Point Average (CGPA) earned at the end of the programme. The CGPA shall be used in the determination of the class of degree.

Global course structure

100 LEVEL

COURSE CODE	COURSE TITLE	STATUS	1ST SEMESTER	2ND SEMESTER
BU-GST 011	Citizenship Orientation		0	
BU-GST 012	Citizenship Orientation			0
BU-GST 120	ICT Fundamentals and Office Productivity Management	C	1	
BU-GST 105	Use of Library and Study Skills	C	2	
BU-GST 126	Life and Teachings of Christ the Messiah	C		3
BU-GST 112	Health Principles	C		1
GST 111	Communication in English	C	2	
GST 112	Nigerian peoples & Culture	C		2
BU-MCM 122	Social Psychology of Communication	C		2
BU-MCM 124	Public Communication	C		2
CMS 101	Introduction to Human Communication	C	2	
CMS 102	Writing for the Media	C		2
MCM 101	Foundations of Broadcasting and Film	C	3	
MCM 102	Principles of Public Relations	C		2
MCM 103	Introduction to Advertising	C	2	
MCM 104	Introduction to News Writing	C		2
MCM 105	Introduction to Book Publishing	C	2	
MCM 106	African Communication Systems	C		2
MCM 107	Introduction to Photojournalism	C	2	
	TOTAL UNIT		16	18

200 Level: PRAD

Course code	Course title	status	1st semester	2nd semester
BU-GST 021	Citizenship Orientation		0	
BU-GST 022	Citizenship Orientation			0
ENT 211	Entrepreneurship and Innovation	C	2	
BU-GST 221	Introduction to Agriculture	C	1	
BU-GST 290	Introduction to Data Analytics	C	1	
BU-GST 215	Adventist Heritage	C	3	
BU-GST 200	Communication in French	C		1
BU-GST 220	Origins and Science	**C**		1
GST 212	Philosophy, Logic and Human Existence	C		2
BU-CMS 217	Child Rights Communication	C	2	
BU-CMS 218	Sports Communication	C		2
BU-CMS 220	Fundamentals of Christian Writing	**C**		2
CMS 201	History of Nigerian Media	C	2	
BU-MCM 221	Pathfinders in PRAD Practice in Nigeria	C	2	
MCM 201	Critical and Reviewing Writing	**C**	2	
MCM 202	Editing and Graphics of Communication	C		3
MCM 212	Marketing Foundations for Public Relations and Advertising	C		2
MCM 213	Writing for Public Relations	**C**	2	
MCM 214	Advert Copy Writing	C		2

MCM 215	Advertising Media Planning	C	2	
MCM 216	Fundamentals of Media Relations	C		2
	TOTAL UNIT		19	17

200 Level: BROADCASTING

Course code	Course title	status	1st semester	2nd semester
BU-GST 021	Citizenship Orientation		0	
BU-GST 022	Citizenship Orientation			0
ENT 211	Entrepreneurship and Innovation	C	2	
BU-GST 221	Introduction to Agriculture	C	1	
BU-GST 290	Introduction to Data Analytics	C	1	
BU-GST 215	Adventist Heritage	C	3	
BU-GST 200	Communication in French	C		1
BU-GST 220	Origins and Science	**C**		1
GST 212	Philosophy, and Human Existence	C		2
BU-CMS 217	Child Rights Communication	C	2	
BU-CMS 218	Sports Communication	C		2
BU-CMS 220	Fundamentals of Christian Writing	**C**		2
CMS 201	History of Nigerian Media	C	2	
MCM 201	Critical and Reviewing Writing	C	2	
MCM 202	Editing and Graphics of Communication	C		3
BU-MCM 224	Christian Mission Broadcasting	C		2
MCM 207	Radio/TV News Reporting and Production	C	2	

MCM 208	Radio/TV Programme Writing	**C**		2	
MCM 209	Drama, Film and Documentary	C	2		
MCM 210	Presentation and Performance	C		2	
MCM 211	Basics of Screenwriting and Film Animation	C	2		
	TOTAL UNIT		19	17	

200 Level: PRINT

Course code	Course title	status	1st semester	2nd semester	
BU-GST 021	Citizenship Orientation		0		
BU-GST 022	Citizenship Orientation			0	
ENT 211	Entrepreneurship and innovation	C	2		
BU-GST 221	Introduction to Agriculture	C	1		
BU-GST 290	Introduction to Data Analytics	C	1		
BU-GST 215	Adventist Heritage	C	3		
BU-GST 200	Communication in French	C		1	
BU-GST 220	Origins and Science	**C**		1	
GST 212	Philosophy, Logic, and Human Existence	C		2	
BU-CMS 217	Child Rights Communication	C	2		
BU-CMS 218	Sports Communication	C		2	
BU-CMS 220	Fundamentals of Christian Writing	**C**		2	
CMS 201	History of Nigerian Media	C	2		
BU-MCM 226	Accessible and Inclusive Publishing	C			2

MCM 201	Critical and Reviewing Writing	C	2	
MCM 202	Editing and Graphics of Communication	C		3
MCM 203	Feature Writing	C	3	
MCM 204	Advanced and Specialised Reporting	**C**		3
MCM 205	Techniques in Book Publishing	C	2	
MCM 206	Manuscript Editing, Layout and Design in Book Publishing	C		2
	TOTAL UNIT		18	18

300 LEVEL: PRAD

COURSE CODE	COURSE TITLE	STATUS	1ST SEMESTER	2ND SEMESTER
BU-GST 031	Citizenship Orientation		0	
BU-GST 032	Citizenship Orientation			0
BU- GST 310	Data Analysis Using Advanced Excel	C	1	
BU-GST 317	Fundamentals of Christian Faith	C	3	
ENT 312	Venture Creation	C		2
BU- GST 312	Family Life	C		1
GST 312	Peace and Conflict Resolution	C		2
BU-CMS 342	Persuasion, Propaganda, Misinformation	C		2
BU-MCM317	Promotional Photography	C	2	
BU-MCM 318	Coding for Marketing Communication	C		2
CMS301	Theories of Communication	C	2	
CMS 302	Foundation of Communication Research	C		2

CMS 303	Data Analysis in Communication Research	C	2	
MCM 301	Mass Communication and Politics	C	2	
MCM 302	Online Journalism	C		2
MCM 303	Gender and Communication	C	2	
MCM 312	Organization and Management of PRAD Agencies	C		2
MCM 313	PRAD Research	C	2	
MCM 314	International PRAD	C		2
MCM 315	Consumer Affairs	C	2	
	TOTAL UNIT		18	17

300 LEVEL: BROADCASTING

COURSE CODE	COURSE TITLE	STATUS	1ST SEMESTER	2ND SEMESTER
BU-GST 031	Citizenship Orientation		0	
BU-GST 032	Citizenship Orientation			0
BU- GST 310	Data Analysis Using Advanced Excel	C	1	
BU-GST 317	Fundamentals of Christian Faith	C	3	
ENT 312	Venture Creation	C		2
BU- GST 312	Family Life	C		1
GST 312	Peace and Conflict Resolution	C		2
BU-CMS 342	Persuasion, Propaganda, Misinformation	C		2
BU-MCM 319	Screenwriting for Christian Films	C	2	
BU-MCM 320	Film Adaptation	C		2
CMS301	Theories of Communication	C	2	
CMS 302	Foundation of Communication Research	C		2
CMS 303	Data Analysis in Communication Research	C	2	
MCM 301	Mass Communication and Politics	C	2	
MCM 302	Online Journalism	C		2
MCM 303	Gender and Communication	C	2	
MCM 308	Broadcast Programming, management and Operations	C		2
MCM 309	Commentary, Critical Writing and Public Affairs Broadcasting	C	2	
MCM 310	International and Foreign Broadcasting	C		2
MCM 311	Film Production and Screen Directing	C	2	
	TOTAL UNIT		18	17

300 LEVEL: PRINT

COURSE CODE	COURSE TITLE	STATUS	1ST SEMESTER	2ND SEMESTER
BU-GST 031	Citizenship Orientation		0	
BU-GST 032	Citizenship Orientation			0
BU- GST 310	Data Analysis Using Advanced Excel	C	1	
BU-GST 317	Fundamentals of Christian Faith	C	3	
ENT 312	Venture Creation	C		2
BU- GST 312	Family Life	C		1
GST 312	Peace and Conflict Resolution	C		2
BU-CMS 342	Persuasion, Propaganda, Misinformation	C		2
BU-MCM 315	Peace Journalism	C	2	
BU-MCM 316	Journalism and Health Communication	C		2
CMS301	Theories of Communication	C	2	
CMS 302	Foundation of Communication Research	C		2
CMS 303	Data Analysis in Communication Research	C	2	
MCM 301	Mass Communication and Politics	C	2	
MCM 302	Online Journalism	C		2
MCM 303	Gender and Communication	C	2	
MCM 304	Foreign Correspondence	C		2
MCM 305	Newspaper/Magazine Management and Production	C	2	
MCM 306	Investigative Journalism	C		2
MCM 307	Photojournalism Research and Management	C	2	
	TOTAL UNIT		18	17

400 LEVEL: PRAD

COURSE CODE	COURSE TITLE	STATUS	1ST SEMESTER	2ND SEMESTER
BU-GST 041	Citizenship Orientation		0	
BU-GST 042	Citizenship Orientation			0
BU-GST 440	E-Project Management and Simulation	C	1	
BU-GST 400	Religion and Social Ethics	C		3
BU-CMS 451	Emerging Media Culture	C	2	
BU- CMS 452	Issues in Religious Communication	C		2
BU-CMS 450	Communication and Artificial Intelligence	C	2	
BU-MCM 461	Coding for Marketing Communication	C	2	
BU-MCM 467	Developing Target Quotient	C	2	
CMS 401	International Communication	C	2	
CMS 402	Communication and Society	C		2
MCM 490	Research Project	C		6
MCM 403	Media Attachment	C	2	
MCM 404	Mass Media Ethics	C		2
MCM 405	Mass Media Law	C	2	
MCM 406	Communication for Development	C		2
MCM 407	Message Design for Development	C	2	

MCM 408	Community Media and Relations	C		2
	TOTAL UNIT		17	19

400 LEVEL: BROADCASTING

COURSE CODE	COURSE TITLE	STATUS	1ST SEMESTER	2ND SEMESTER
BU-GST 041	Citizenship Orientation		0	
BU-GST 042	Citizenship Orientation			0
BU-GST 440	E-Project Management and Simulation	C	1	
BU-GST 400	Religion and social Ethics	C		3
BU- CMS 451	Emerging Media Culture	C	2	
BU- CMS 452	Issues in Religious Communication	C		2
BU-CMS 450	Communication and Artificial Intelligence	C	2	
BU-MCM 463	Film Adaptation	C	2	
BU-MCM 469	Film Censorship	C	2	
CMS 401	International Communication	C	2	
CMS 402	Communication and Society	C		2
MCM 490	Research project	C		6
MCM 403	Media Attachment	C	2	
MCM 404	Mass Media Ethics	C		2
MCM 405	Mass Media Law	C	2	
MCM 406	Communication for Development	C		2

MCM 407	Message Design for Development	C	2	
MCM 408	Community Media and Relations	C		2
	TOTAL UNIT		17	19

400 LEVEL: PRINT

COURSE CODE	COURSE TITLE	STATUS	1ST SEMESTER	2ND SEMESTER
BU-GST 041	Citizenship Orientation		0	
BU-GST 042	Citizenship Orientation			0
BU-GST 440	E-Project Management and Simulation	C	1	
BU-GST 400	Religion and social Ethics	C		3
BU- CMS 451	Emerging Media Culture	C	2	
BU- CMS 452	Issues in Religious Communication	C		2
BU-CMS 450	Communication and Artificial Intelligence	C	2	
BU-MCM 465	Advanced Publication Production Techniques	C	2	
BU-MCM 470	Peace Journalism	C	2	
CMS 401	International Communication	C	2	
CMS 402	Communication and Society	C		2
MCM 490	Research project	C		6
MCM 403	Media Attachment	C	2	
MCM 404	Mass Media Ethics	C		2
MCM 405	Mass Media Law	C	2	
MCM 406	Communication for Development	C		2
MCM 407	Message Design for Development	C	2	
MCM 408	Community Media and Relations	C		2

	TOTAL UNIT		17	19

Course Contents and Learning Outcomes

100 Level

GST 111- Communication in English (2C; LH=15; PH=45)

Learning outcomes

At the end of this course, students should be able to:
1. identify possible sound patterns in English Language;
2. list notable Language skills;
3. classify word formation processes;
4. construct simple and fairly complex sentences in English;
5. apply logical and critical reasoning skills for meaningful presentations;
6. demonstrate an appreciable level of the art of public speaking and listening; and
7. write simple and technical reports.

Course contents

Sound patterns in English Language (vowels and consonants, phonetics and phonology). English word classes (lexical and grammatical words, definitions, forms, functions, usages, collocations). Sentence in English (types: structural and functional, simple and complex). Grammar and usage (tense, mood, modality and concord, aspects of language use in everyday life). Logical and critical thinking and reasoning methods (logic and syllogism, inductive and deductive argument and reasoning methods, analogy, generalisation and explanations). Ethical considerations, copyright rules and infringements. Writing activities: (Pre-writing, writing, writing, post writing, editing and proofreading; brainstorming, outlining, paragraphing, types of writing, summary, essays, letter, curriculum vitae, report writing, note making etc. mechanics of writing). Comprehension strategies: (reading and types of reading, comprehension skills, 3RsQ). Information and Communication Technology in modern language learning. Language skills for effective communication. Major word formation processes. Writing and reading comprehension strategies. Logical and critical reasoning for meaningful presentations. Art of public speaking and listening. Report writing.

GST 112- Nigerian Peoples and Culture (2 C; LH=30)

Learning outcomes

At the end of the course, students should be able to:
1. analyse the historical foundation of the Nigerian culture and arts in pre-colonial times;
2. list and identify the major linguistic groups in Nigeria;
3. explain the gradual evolution of Nigeria as a political unit;
4. analyse the concepts of Trade, Economic and Self-reliance status of the Nigerian peoples towards national development;
5. enumerate the challenges of the Nigerian State towards Nation building
6. analyse the role of the Judiciary in upholding people's fundamental rights
7. identify acceptable norms and values of the major ethnic groups in Nigeria; and
8. list and suggest possible solutions to identifiable Nigerian environmental, moral and value problems.

Course contents

Nigerian history, culture and art up to 1800 (Yoruba, Hausa and Igbo peoples and culture; peoples and culture of the ethnic minority groups). Nigeria under colonial rule (advent of colonial rule in Nigeria; Colonial administration of Nigeria). Evolution of Nigeria as a political unit (amalgamation of Nigeria in 1914; formation of political parties in Nigeria; nationalist movement and struggle for Independence). Nigeria and challenges of nation building (military intervention in Nigerian politics; Nigerian Civil War). Concept of trade and economics of self-reliance (indigenous trade and market system; indigenous apprenticeship system among Nigeria people; trade, skill acquisition and self-reliance). Social justices and national development (law definition and classification. Judiciary and fundamental rights. Individual, norms and values (basic Nigeria norms and values, patterns of citizenship acquisition; citizenship and civic responsibilities; indigenous languages, usage and development; negative attitudes and conducts. Cultism, kidnapping and other related social vices). Re-orientation, moral and national values (The 3R's – Reconstruction, Rehabilitation and Re-orientation; Re-orientation strategies: Operation Feed the Nation (OFN), Green Revolution, Austerity Measures, War Against Indiscipline (WAI), War Against Indiscipline and Corruption (WAIC), Mass Mobilisation for Self-Reliance, Social Justice and Economic Recovery (MAMSER), National Orientation Agency (NOA). Current socio-political and cultural developments in Nigeria.

CMS 101:   Introduction to Human Communication   (2 Units C: LH 30)

Learning outcomes

1. explain the different meanings of communication;
2. highlight the various elements of the communication process;
3. distinguish between different types of human communication and their features;
4. explain the roles of communication; and
5. outline the different forms of African traditional forms of communication

Course content

A global overview of the history, institutions and functions of communication in human society; an examination of the concepts, levels/categories and elements of human communication; survey of the role and influence of cultural beliefs and practices as well as changing technologies in human communication. The development of different types of communication media, their uses and influences in social and political development. The course introduces the students to various types of communication, communication process, communication modes, African communication system, African oral traditional communication, structure, the role of the media in the development of African cultures, society and civilization, factor that have influenced the development of human communication, communication as channels for the cultural values and ideas.

CMS 102:   Writing for the Media   (2 Units C: LH 30)

Learning outcomes

1. explain the writing process and sources of information;
2. outline the different forms of media writing - newspaper stories, blogging, ethics of mass media writing, news release, advertorial, press statement, backgrounder, speech writing, rejoinder, letter to editor, advertising copy, internet advertising; and
3. demonstrate different writing styles for the media.

Course contents

Instruction and practice in writing for the various media including social media with the major emphasis on development of effective styles in professional communications and proficiency in grammar and the use of language. The course will discuss the basics of writing for print, broadcast, public relations and advertising. Students will learn writing formats for newspapers, magazines, radio and television as well as for online media. The students will also be introduced to the differences between media writing & creative writing, basics of film scripting and other forms of fiction writing.

MCM 101   Foundations of Broadcasting and Film   (3 Units C: LH45)

Learning outcomes

At the end of this course, the students will:

1. define broadcasting, film and cinema;
2. explain the physical, technical and societal bases of radio and television broadcasting;
3. describe the individual items or equipment used in radio and television and film;
4. trace the evolution of film as a distinct medium of communication and as an art form;
5. discuss film as a medium of communication and the cinema as a communication setting with particular reference to literature and its various forms; and

6. explain the role of the cinema in society.

Course contents

The course will provide an overview of the physical, technical and societal bases of radio and television broadcasting and relate the laws of nature that make broadcasting possible, as well as the scientists who exploited them; describes the individual items or equipment used in radio and television and surveys the diverse environment of broadcasting stations and networks. It shall also

survey the evolution of film as a distinct medium of communication and as an art form; notable creative pioneers of the art form and their contributions; relationship of film to other media. It also examines film as a medium of communication and the cinema as a communication setting with particular reference to literature and its various forms – the short story, novel, poem and drama; overview of the kinds of film – documentary (non-fiction), and avant-garde – the role of the cinema in urban and rural communities.

MCM 102   Principles of Public Relations (2 Units C: LH30)

Learning outcomes

At the end of this course, the students will:

1. define public relations;
2. explain the evolution, objectives and functions public relations;
3. explain the principles, practice and ethics governing public relations;
4. explain the nature, process, roles and problems of Public Relations; and
5. discuss the philosophies, underlying PR practices; list PR channels

Course contents

This course is designed to acquaint students with conceptual issues around nature, process, roles and problems of Public Relations. It covers basic introduction to PR and processes, philosophies, underlying PR practices; PR channels and relationships and differences between PR and other PRA tools. It shall examine the concepts, theories, and practices of Public Relations and Public Affairs; the importance of Public Relations in either profit or non-profit organizations. It presents the principles, practice and ethics governing public relations with emphasis on mutual communication between the public and an organisation, evaluation of public attitude, identification of policies and procedures of an individual or an organisation with public interest and plan.

MCM 103   Introduction to Advertising   (2 Units C: LH30)

Learning outcomes

At the end of this course, the students will:

1. define advertising;
2. explain the evolution, objectives and functions advertising;
3. outline the principles and tenets of the advertising;
4. discuss advertising in the marketing mix; differentiate between the line and below the line advertising;
5. trace the history of advertising in Nigeria;
6. explain the development of advertising agencies;
7. discuss the indigenization of the advertising profession in Nigeria;
8. explain the regulation of advertising in Nigeria and different countries;
9. comparatively analyse advertising in different countries and discuss the roles of advertising in modern societies;
10. list and discuss some theories of advertising, particularly the theories of persuasion; and
11. apply theories of persuasion to some adverts running to link theory and practice

Course contents

The course will focus on a general review of the fundamental principles and tenets of the advertising discipline. It shall also review the historical development of advertising in Nigeria; the development of advertising agencies; the organisation of the advertising profession in Nigeria; the regulation of advertising; and also, comparative analysis of advertising in different countries and its roles in modern societies.

MCM 104 Introduction to News Writing   (2 Units C: LH30)

Learning outcomes

At the end of this course, the students will:

1. define news;
2. identify elements of news, news values/virtues;
3. discuss qualities of a good news writer or reporter;
4. identify the components of a typical news story;

5. discuss the general rules/guidelines for news writing or reporting; and
6. explain standard reporting and news gathering techniques and sources of news stories.

Course contents

This is a practical course designed to enable students to become proficient in preparing a publishable copy under deadline. The course examines various definitions of news as well as the structure of the news stay and other journalistic forms. Students are a l s o taught the theory and practice of News Reporting, made to review the lively arts for a daily newspaper. Focus is on writing, analysing and marketing factual articles for newspapers, general and specialized magazines; subject research, investigation of editorial needs, ethical and legal problems and manuscript preparation. Also, students are taught how to identify a news story; and assigned beats, primarily on campus, to develop stories for publication and encouraged to submit outstanding articles to the metropolitan news media.

MCM 105   Introduction to Book Publishing   (2 Units C: LH30)

Learning outcomes
At the end of this course, the students will:
1. explain the concept of book publishing;
2. discuss publishing as a cultural activity and as a business;
3. discuss the environment of book publishing, publication as a mass industry and divisions of the industry; and
4. explain the publishing process; industry activities and associations.

Course contents

Examination of book publishing as a cultural activity, and as a business; the environment of book publishing; book publication as a mass industry; divisions of the industry; A look at the publishing process; industry activities and associations.

MCM 106   African Communication Systems (2 Units C: LH 30)

Learning outcomes
At the end of this course, the students will:
1. define African communication systems;
2. outline the major elements and importance of African communication systems;
3. list and discuss the classes of African communication systems, and their communication functions in Africa;

4. discuss the functionality of the names, venue, institutions, folk media and extra-mundane or esoteric as channels of communication in Africa; and
5. explain myths /legends and the use of myths in explaining the unexplainable.

Course contents

This course is designed to expose students to African Oral traditional communication structure, form and content. Also, a survey of past and present modern mass media systems as influenced by African Political Culture will be examined. Students are expected to identify and discuss the structure, form and content of the traditional communication system in their areas of origin. The students shall also be exposed to the functionality of African communication systems by examining names, venue, institutions, folk media and extra-mundane or esoteric as channels of communication in Africa; and explore myths /legends and the use of myths in explaining the unexplainable.

MCM 107   Introduction to Photojournalism   (2 Units C: LH30)

Learning outcomes
At the end of this course, the students will:

1. define news photography;
2. explain basic camera and darkroom techniques with emphasis on the development of the emerging photojournalist's sensitivity to people;
3. list circumstances and events to take pictures that communicate;
4. discuss the operation of different cameras, photography processes and the use of standard photographic equipment and materials in the photo-laboratory;
5. explain the techniques of photograms and photo-easy; and
6. apply Photojournalism skills – shoot and produce photos that communicate and submit a portfolio of work done

Course contents

This is a practical introduction to news photography featuring solid grounding in basic camera and darkroom techniques but placing emphasis on the development of the emerging photojournalist's sensitivity to people; circumstances and events to which he will be expected to take pictures that communicate; fundamentals of photography, operation of different cameras, photography processes and the use of standard photographic equipment and materials in the photo-laboratory. This is a photo-reporting course with emphasis on pictures that communicate with aesthetic as well as technical skills. Portfolios are required. Students are taught the techniques of photograms and photo-Easy.

BU-MCM 122 Social Psychology of Communication   (2 Units C: LH=30)

Learning Outcomes

On completion of the course, students should be able to:

1. Define the concept of self.
2. Explain the process of social cognition.
3. State one (1) process of attitude formation.
4. Identify three (3) elements of persuasion.
5. Differentiate between prejudice and discrimination.
6. Identify at least three (3) factors that promote social influence.
7. Explain how group behavior influences individual action.
8. List at least three (3) factors that determine interpersonal attraction.
9. State three (3) types of intimate relationship.
10. List at least two (2) possible causes of aggression.
11. Discuss two (2) elements of pro-social behaviour.

Course Contents

Understanding social psychology. Concept of self. Culture and the self. Process of social cognitions. Beliefs and information search. Process of attitude formation. Attitudes and behavior. Elements of persuasion. Theory and research on persuasion, Prejudice and discrimination. Social cause of prejudice and discrimination. Factors that promote social influence. Conformity and compliance. How group behavior influences individual action. Concept of leadership and followership. Factors that determine interpersonal attraction. Types of intimate relationship. Possible causes of aggression. Reducing aggression. Elements of pro-social behaviour.

BU-MCM 124 PUBLIC COMMUNICATION (2 Units C: LH=15)

Learning Outcomes

On completion of the course, students should be able to:

1. Identify four (4) principles guiding the process of public communication.
2. Compare three (3) types of public communication.
3. Explain four (4) ethics surrounding public communication.
4. Prepare an audience analysis report.
5. Design two (2) speeches to reflect results of audience analysis.
6. Apply the use of multimedia in public communication.
7. Identify at least three (3) models for delivering effective presentations.
8. Apply presentations skills acquired through public presentations.

Course Contents

Introduction to public communication. Building confidence in public presentation. The communication process. Models of Communication. Principles of public communication.

Characteristics of effective communication. Ethics of public communication. Developing your purpose and topic. Adapting to your audience. Beginning and ending your speech. Informative speech. Great speakers and speeches. Persuasive speech. Entertainment speech. Speech organisation. Developing presentation skills. Methods of delivery. Language and style of communication. The use of multimedia in presentations.

Minimum Academic Standards

Radio studio
Television studio

200-Level

GST 212. PHILOSOPHY, LOGIC AND HUMAN EXISTENCE (2 Units C: LH 30)

Learning Outcomes

A student who has successfully gone through this course should be able to:

1. know the basic features of philosophy as an academic discipline;
2. identify the main branches of philosophy & the centrality of logic in philosophical discourse;
3. know the elementary rules of reasoning;
4. distinguish between valid and invalid arguments;
5. think critically and assess arguments in texts, conversations and day-to-day discussions;
6. critically asses the rationality or otherwise of human conduct under different existential conditions;
7. develop the capacity to extrapolate and deploy expertise in logic to other areas of knowledge, and
8. guide his or her actions, using the knowledge and expertise acquired in philosophy and logic.

Course Contents

Scope of philosophy; notions, meanings, branches and problems of philosophy. Logic as an indispensable tool of philosophy. Elements of syllogism, symbolic logic— the first nine rules of inference. Informal fallacies, laws of thought, nature of arguments. Valid and invalid arguments, logic of form and logic of content — deduction, induction and inferences. Creative and critical thinking. Impact of philosophy on human existence. Philosophy and politics, philosophy and human conduct, philosophy and religion, philosophy and human values, philosophy and character molding, etc.

BU-GST 211 – Entrepreneurship and Innovation (2 C; LH=15; PH=45)

Learning outcomes

At the end of this course, students should be able to:

1. explain the concepts and theories of entrepreneurship, intrapreneurship, opportunity seeking, new value creation, and risk taking;
2. state the characteristics of an entrepreneur;
3. analyse the importance of micro and small businesses in wealth creation, employment, and financial independence;
4. engage in entrepreneurial thinking;
5. identify key elements in innovation;
6. describe stages in enterprise formation, partnership and networking including business planning;
7. describe contemporary entrepreneurial issues in Nigeria, Africa and the rest of the world; and
8. state the basic principles of e-commerce.

Course contents

Concept of Entrepreneurship (Entrepreneurship, Intrapreneurship/Corporate Entrepreneurship,). Theories, Rationale and relevance of Entrepreneurship (Schumpeterian and other perspectives, Risk-Taking, Necessity and opportunity-based entrepreneurship and Creative destruction). Characteristics of Entrepreneurs (Opportunity seeker, Risk taker, Natural and Nurtured, Problem solver and change agent, Innovator and creative thinker). Entrepreneurial thinking (Critical thinking, Reflective thinking, and Creative thinking). Innovation (Concept of innovation, Dimensions of innovation, Change and innovation, Knowledge and innovation). Enterprise formation, partnership and networking (Basics of Business Plan, Forms of business ownership, Business registration and Forming alliances and join ventures). Contemporary Entrepreneurship Issues (Knowledge, Skills and Technology, Intellectual property, Virtual office, Networking). Entrepreneurship in Nigeria (Biography of inspirational Entrepreneurs, Youth and women entrepreneurship, Entrepreneurship support institutions, Youth enterprise networks and Environmental and cultural barriers to entrepreneurship). Basic principles of e-commerce.

CMS 201:   History of Nigerian Media   (2 Units C: LH 30)

Learning outcomes

1. highlight the origin and development of media in Nigeria;
2. explain the factor that have influenced the development of the media; and
3. outline the roles the media have played in Nigeria's development

Course contents

This course traces the major trends in the development of the communication and media in Nigeria and their contemporary situation; as well as their adaptation and contribution to the political, religious, economic and social development in Nigeria. It examines the factors that have influenced their development, their roles in the Nigerian society. The focus of the course should not be limited to the press and broadcasting but should include film, advertising, PR, new/social media

MCM 201   Critical and Reviewing Writing   (2 Units C: LH30)

Learning outcomes

At the end of this course, the students will:

1. define critical and Review writing as a specialize form of media writing;
2. explain the different principles of review writing;
3. outline the functions of critical and review writing; discuss the approaches, components and techniques of critical writing and how to write critical articles and reviews on the fine and popular arts;
4. list the different works of art for review; and
5. explain and appreciate fine and popular arts and apply the basic principles of criticism in reporting and evaluating them.

Course contents

Prerequisite; news writing or consent of instructor; theory and practice of reviewing the lively arts for a daily newspaper, students write reviews of plays, movies, television programmes, musical and dance events. This course examines critical and review writing as a specialize form of media writing; highlighting the different principles of review writing; functions of critical and review writing; approaches, components and techniques of critical writing and how to write critical articles and reviews on fine and popular arts; and different works of art for review. It also examines fine and popular arts and the basic principles of criticism in reporting and evaluating them

MCM 202   Editing and Graphics of Communication (3 Units C: LH45)

Learning outcomes

At the end of this course, the students will

1. trace the history of Editing and Graphics in Nigeria and other countries;
2. explain the art and method of graphic editing;
3. identify, explain and editing symbols;
4. edit photographs for newspaper publication; and

5. demonstrate the use of editing software for editing and graphics.

Course contents

Students are taught how to write and edit copy in a style appropriate to the news media. Emphasis is placed on the preparation of articles and photographs in photo editing for newspaper publication. Editing symbols and news proof reader's symbols will be used in this case.

MCM 203   Feature Writing (2 Units C: LH30)

Learning Outcomes

At the end of this course, the students will:

1. define feature writing;
2. identify elements of a feature story;
3. discuss qualities of a good feature writer;
4. identify the components of a typical feature story; discuss the general rules/guidelines for feature writing;
5. outline elements of a good feature story and the elements by which feature stories are evaluated before selection; and
6. discuss how to source data for a feature story.

Course contents

This is a practical course designed to enable students to become proficient in preparing a publishable feature article. The course develops student's confidence in the act of investigating and writing of publishable stories. Focus is on writing, analysing and marketing feature articles for offline and online newspapers and magazines. Subject research, investigation of editorial needs, ethical and legal problems and manuscript preparation are also discussed in this course. It provides excellent material from the Nigerian and foreign news media for study and imitation.

MCM 204   Advanced and Specialised Reporting   (2 Units C: LH 30)

Learning Outcomes

At the end of this course, the students will

1. define specialised reporting/specialised reporter;
2. outline beats;
3. identify specialised reports and the components;
4. discuss how to make scientific language more audience centric;
5. explain in-depth report and investigative journalism;

6. discuss the steps to investigating human interest stories;
7. explain how to fact-check a story; and
8. discuss follow-up; write a publishable investigative human angle piece/specialized reports/ science articles for newspapers, magazines, radio, television and online platforms.

Course contents

Advanced instruction and practice in writing news stories with emphasis on investigative and other in-depth reporting techniques; Instruction and practice in reporting and writing news stories with emphasis on the reporting of the neighbourhood, accidents, fires, suicides, crime, business, press conference, innovation hubs, etc. Advanced and specialized reporting is a vast field, but rather than narrow it down it has been designed in such a way that institutions/students will focus on their areas of strength. This course is also designed to (i) provide instruction in the techniques of reporting specialized subjects such as agriculture, medicine, religion, sports, labour, the courts, the arts, science and technology, gender issues such as sexual and gender-based violence (SGBV), children, etc; (ii) provide instruction and practice in writing popular science articles for newspapers and magazines with emphasis on translation of scientific language, familiarization with literature of science and the interviewing of scientists (iii) expose students to the basic literature as well as outstanding examples of reporting issues such as agriculture, medicine, religion, sports, labour, the courts, the arts, science and technology, sexual and gender-based violence (SGBV). and children.

MCM 205   Techniques in Book Publishing   (2 Units C: LH30)

Learning Outcomes

At the end of this course, the students will:

1. Discuss frontiers in book publishing technology; and2. Explain the xerography and similar duplicating processes.

Course contents

Survey of frontiers in book publishing technology; and the advent of xerography and similar duplicating processes. It shall expose students to the frontiers in book publishing technology and xerography plus similar duplicating processes.

MCM 206 Manuscript Editing, Layout and Design in Book Publishing   (2 Units C: LH30)

Learning Outcomes

At the end of this course, the students will

1. explain copy editing;
2. edit/prepare 'mock' manuscripts for publication;
3. explain layout and design in book publishing;
4. discuss the workings of the production department and its role in the publishing process/type-setting methods;
5. plan the layout and design different sizes of books; and
6. apply type-setting methods by planning few pages.

Course contents

This course will concentrate on intensive instruction in copy editing and preparation of "mock" manuscripts for publication. It shall also examine the workings of the production department and its role in the publishing process; type-setting methods; planning the layout and designing the form and size of the book.

MCM 207   Radio/TV News Reporting and Production (2 Units C: LH30)

Learning outcomes

At the end of this course, the students will

1. explain radio/TV news reporting and production;
2. discuss broadcasting reportorial process;
3. list sources and elements of news;
4. describe news gathering and writing for radio/TV;
5. explain broadcasting (news), copy and guidelines for its preparation; and
6. produce news summaries and bulletins of various formats; and radio/TV and news magazine.

Course contents

Perusal of the broadcasting reportorial process, review of sources and elements of news; gathering and writing news for radio/TV; examination of the broadcasting (news), copy and guidelines for its preparation; production of news summaries and bulletins of various formats; and radio/TV and news magazine.

MCM 208   Radio/TV Programme Writing and Production   (2 Units C: LH30)

Learning outcomes

At the end of this course, the students will

1. explain radio/TV programme writing and production;
2. list radio/TV programmes;
3. outline elements and activities of the writing process for radio/TV;
4. analyse radio/television writing process;
5. analyse and evaluate radio/television scripts;
6. evaluate production of talks, interviews, discussion and magazine programmes; and
7. write/produce radio/television programmes talks, spot announcements, eye-witness accounts and magazines programme scripts.

Course contents

Examination of the elements and activities of the writing process with special attention to the nature of radio/TV and its audience; focus on the writing of talks, spot announcements, eye-witness accounts and magazines. Students will do comprehensive analysis of the writing process as it pertains to television; analysis and evaluation of television scripts, and production of talks, interviews, discussion and magazine programmes. They are expected to do intense writing exercises.

MCM 209   Drama, Film and Documentary Production   (2 Units: LH30)

Learning outcomes

At the end of this course, the students will

Explain drama, film and documentary production;

1. outline and discuss the problems involved in producing drama, film and documentary, blocking, casting, budgeting and performance;
2. explain the pioneers of the documentary form;
3. analyse the creative, political, anthropological and journalistic environment of documentary design, plan pre-production, carry out intensive fieldwork;
4. write drama, film and documentary scripts and produce same; and
5. evaluate individual documentary projects.

Course contents

Overview of special problems involved in producing drama, film and documentary for radio and television; blocking; casting; budgeting; performance. It shall also survey and evaluate the pioneers of the documentary form. Also, the analysis of the creative, political, anthropological and journalistic environment of documentary; design, pre-production planning, intensive fieldwork, production and subsequent evaluation of individual documentary projects. Emphasis shall be on drama or documentary for both radio and television; or both drama and documentary for only radio or television.

MCM 210   Announcing and Performance   (2 Units C: LH30)

Learning outcomes

At the end of this course, the students will:

1. explain announcing and performance;
2. discuss voicing and the nature of speech;
3. describe performance techniques with regard to the microphone and the camera, as well as of performance types; and
4. perform as actor and/or straight announcer, disc jockey, news anchor/reporter, interviewer, master of ceremonies and narrator.

Course contents

Examination of the fundamentals of voicing and the nature of speech; review of performance techniques with regard to the microphone and the camera, as well as of performance types, viz: the actor, the straight announcer, the disc jockey, the news reporter, the interviewer, the master of ceremonies and the narrator. There shall be practical exercises in the various roles.

MCM 211   Basics of Screenwriting and Film Animation   (2 Units C: LH30)

Learning outcomes

At the end of this course, the students will

1. explain screen writing;
2. discuss the nature film script;
3. discuss the importance of pre-visualisation, the content, outline and treatment of the screenplay; apply knowledge gained in writing a film script;
4. explain film animation;
5. trace the history of animation and the development of cartoon film;
6. outline the traditional techniques of animation and recent technical innovations;

7. discuss the preparation and treatment of verbal script, the storyboard and visual choreography; and8. Outline the uses of animation – its place in entertainment, public relations, advertising and research.

Course contents

Analysis of the nature of the film script; The importance of pre-visualization; the content, outline and treatment of the screenplay; and practice exercises in scripting and evaluation. It shall explore the history of animation; development of the cartoon film; traditional techniques of animation (cell-animation) and recent technical innovations–automation and computerization; preparation

and treatment of detailed verbal script; the storyboard; visual choreography; uses of animation – its place in entertainment, public relations, advertising and research.

MCM 212 Marketing Foundations for Public Relations and Advertising (2 Units C: LH30)

Learning outcomes

At the end of this course, the students will

1. define marketing;
2. explain the need for communication solution to marketing problems;
3. outline and discuss the marketing mix; list and discuss the type of communication solution which can effectively deal with marketing problems in different situations; and
4. discuss how to use advertising and PR as communication tools to market or promote a product, person, an organization or idea.

Course contents

A study of advertising and PR as communication tools, which can be used to market or promote a product, person, an organization or idea. The art and science of marketing will be reviewed as the bases for determining the needs and types of communication solutions, which can effectively deal with marketing problems in different situations.

MCM 213   Writing for Public Relations (2 Units C: LH30)

Learning Outcomes

At the end of this course, the students will

1. define public relations and public relations writing;
2. outline what and various public relations writing;
3. define the scope of and conduct public relations research;
4. outline the importance, purpose, and methods of conducting research in writing for PR
5. identify resources to enhance proper writing style; and
6. effectively write a range of PR communications materials.

Course contents
Principles of effective writing in public relations; practice in the styles of writing, news releases, brochures, position papers, speeches, etc. It shall define public relations and public relations writing, delving into various public relations writing; the scope of and conduct public relations

research; the importance, purpose, and methods of conducting research in writing for PR. There shall be practical writing on a range of PR communications materials.

MCM 214   Advert Copy Writing   (2 Units C: LH30)

Learning outcomes

At the end of this course, the students will

1. outline how to research for information on the product and the consumer;
2. design a campaign strategy – develop advertising plan and execution; and
3. write/design ads.

Course contents

This is a skills course focusing on the creative aspects of advertising. In this course, students will learn how to write ads as well as develop advertising plans and executions. Though this process, students will learn how to research for information on the product, the consumer and apply this information in developing campaign strategy. Students will learn to write advertising messages for print and broadcast, design print ad layouts, and plan and prepare broadcast story boards. Internet advertising will also be studied.

MCM 215   Advertising Media Planning   (2 Units C: LH30)

Learning outcomes

At the end of this course, the students will

1. explain advertising media plan;
2. outline the sources of data for media planning;
3. discuss the importance and use of research for advertising media plan; and
4. prepare manually or using a software a media plan for maximizing advertising budget and justify the plan.

Course contents

The preparation of advertising media plan: analysis of the various media in terms of advertising audience reach and the frequency of reach; consideration of other crucial factors in matching media with markets.

MCM 216 Fundamentals of Media Relations   (2 Units C: LH30)

Learning outcomes

At the end of this course, the students will

1. discuss media relations - evolution, objectives, functions and responsibilities;
2. explain means ways and means of establishing and maintaining rapport and credibility with media gate keepers;
3. analyse the various tools employed in media relations;
4. explain how to consistently project positive image through the media
5. simulate press interview session;
6. monitor and evaluate the effectiveness of media exposures - media audit and analysis; and
7. prepare a media relations budget.

Course contents
The main focus will be the analysis of ways and means of establishing and maintaining rapport and credibility with media gatekeepers. At the end of this course, the students will: explain media relations; discuss media relations - evolution, objectives, functions and responsibilities; discuss means ways and means of establishing and maintaining rapport and credibility with media gate keepers; analyses the various tools employed in media relations; explain how to consistently project positive image through the media; outline how to nurture and sustain appropriate liaison/ relationship with the news media at all times; organise a mock press conference effectively

simulate press interview session; monitor and evaluate the effectiveness of media exposures - media audit and analysis; and prepare a media relations budget.

BU-CMS 217 Child Rights Communication (2 Units C: LH=15)

Learning Outcomes

On completion of this course, students should be able to:

1. Discuss at least five (5) international and Nigerian laws on child rights.
2. List at least six (6) human rights organisations and their efforts towards child rights issues.
3. Discuss five (5) cogent roles of the media in child rights advocacy.
4. Relate twelve (12) of the Sustainable Development Goals to child rights issues.
5. Demonstrate the skills and ethics of child rights communication in stories and articles.
6. Critique at least five (5) child rights (issues) reports currently in the public domain.
7. Demonstrate the art and act of interviewing children involved in different child rights cases.
8. Analyze three (3) cases of child rights issues.

9. Develop a minimum of five (5) communication messages on child rights reports.

Course Contents

International conventions on the rights of a child. Nigerian laws on child rights. Media and child rights issues. Child development advocacy and promotion. Human rights organisations and child rights advocacy. Child rights issues and the Sustainable Development Goals. Media responsibilities in child rights communication. Creating public awareness and consciousness for child rights. Skills for child rights communication. Ethics of child rights communication. Newsworthiness in child rights communication. Interviewing the child. Stakeholders' relationship in child rights communication. Writing child-centric reports. Child rights communication and equity. Case studies on child rights issues. Resource mobilisation for child rights communication. Proposal writing for child rights advocacy and promotion. Interventions for promoting issues affecting the child.

Minimum Academic Standards

Television Studio
Radio studio.

BU-CMS 218 Sports Communication (2 Units C: LH=15)

Learning Outcomes

On completion of the course, students should be able to:

1. Explain at least two (2) approaches to sports event promotion.
2. Describe at least two (2) different methods of sports goods promotion.
3. State at least three (3) approaches to promoting brands using sports.
4. Identify at least two (2) ways of promoting brand to sporting events.
5. Define two (2) of the critical elements of sports promotion.
6. Explain the meaning of brand partnership and sponsorship.
7. Describe how digital media can be used to promote sports.
8. List at least three (3) different camera angles in television coverage of sports tournaments and their implications.
9. Analyze two (2) communication approaches to grassroot sports promotion.
10. Explain the power of sports influencers in brand promotion, using two (2) examples.
11. Describe at least three (3) issues framing gender discussion in sports.
12. Analyze the implication of hooliganism in sports.

Course Contents

Introduction to sports communication. Communication, sports and society. Aspects of sports communication. Promotion of sports events. Promotion of sports goods and services. Promotion of brands using sports. Promotion of products to sporting events. Creating content and timing strategies for sports promotion. Media sports fandom and audience engagement. Building brand partnership and sponsorship. Using social media and digital marketing for sports communication. Television camera angles for sports promotion. Grassroot sports promotion. Careers in sports communication. Sport influencers. Gender and sports communication. Sports hooliganism and the media.

Minimum Academic Standards

Radio studio.
Television studio.

BU-CMS 220 Fundamentals of Christian Writing (2 Units C: LH=15)

Learning Outcomes

On completion of the course, students should be able to:

1. Identify three (3) similarities and three (3) differences between Christian writing with other forms of writing.
2. Explain the relevance of Christian writing in the 21st century using at least three (3) distinct points.
3. Identify five (5) sources of information for Christian writing and how to navigate them.
4. Describe the format and structure for writing Christian content using at least five (5) different topics.
5. Identify four (4) audiences for Christian writing.
6. Mention at least eight (8) communication channels for disseminating Christian writing.
7. Explain three (3) practical ways of developing Christian content for various media.
8. Enumerate five (5) challenges in Christian writing.

Course Contents

Christian writing as a genre of writing. Purpose of Christian writing. Audiences for Christian writing. The Christian writer. Christian writing in the 21st century. Issues to address in Christian writing. Researching and sourcing information for Christian writing. Techniques for Christian writing. Structure and format of Christian writing. Design and aesthetics in presenting Christian writing. Editing Christian writing. Utilizing print medium for disseminating Christian writing. Utilising the broadcast medium for disseminating Christian writing. Utilising the internet and its technologies for disseminating Christian writing. Moral and ethical considerations in Christian writing. Challenges in Christian writing. Practicum.

Minimum Academic Standards

Television studio.
Radio studio.

BU-MCM 221 Pathfinders in PRAD Practice in Nigeria (2 Units C: LH=30)

Learning Outcomes

On completion of the course, student should be able to:

1. State at least five (5) qualities of Biodun Shobanjo of Insight Communication.
2. Outline at least five (5) management qualities of Lolu Akinwunmi.
3. Describe the role of late Sylvester Moemeke in the rise of Lowe Lintas with at least four (4) points.
4. State at least six (6) strengths and weaknesses of Ayo Oluwatosin.
5. Explain five (5) roles of Udeme Ufot in the growth of SO&U.
6. Outline at least five (5) management traits of Lanre Adisa of Noah's Ark.
7. Discuss the enduring influence of Christopher Kolade in Cadbury.
8. Analyze the place of Adekunle Ayeni in Black House Media with a minimum of four (4) points.
9. Explain at least five (5) management qualities of Yomi Badejo-Okusanya of CMC Connect.
10. Describe four (4) management traits of John Ehiguese of Mediacraft Associates.
11. Discuss at least five (5) contributions of Chude Jideonwo and Adebola Williams of Red Media Africa to public relations practice in Nigeria.

Course Contents

Public relations and entrepreneurship. Advertising and entrepreneurship. Development of advertising and public relations in Nigeria. Regulatory bodies and PRAD practice in Nigeria. Milestone issues in public relations and advertising practice in Nigeria. Managing an advertising agency in Nigeria. Managing a Public Relations firm in Nigeria. Overview of the public relations and advertising pathfinders in Nigeria. Biodun Shobanjo of Insight Communication. Lolu Akinkunmi of Prima Garnet. Sylvester Moemeke of Lowe Lintas. Ayo Oluwatosin of Rosabel Advertising. UdemeUfot of SO&U. Lanre Adisa of Noah's Ark. Christopher Kolade of Cadbury. Adekunle Ayeni of Black House Media. Badejo Okusanya of CMC Connect. John Ehiguese of Mediacraft Associates Ltd. Chude Jideonwo and Adebola Williams of Red Media Africa.

Minimum Academic Standards

Advertising Laboratory

BU-MCM 224 Christian Mission Broadcasting (2 Units Core; LH=15)

Learning Outcomes

On completion of this course, students should be able to:

1. Discuss at least three (3) importance of Christian mission broadcasting in Nigeria.
2. Identify at least eight (8) Christian mission media platforms.
3. Develop at least two (2) contents for Christian mission broadcasting.
4. Compare at least two (2) methods of producing Christian mission broadcasting contents.
5. Identify five (5) global media trends in Christian mission broadcasting.
6. Discuss five (5) challenges that affects the development of Christian mission broadcasting contents.
7. Explain five (5) appropriate means of presenting Christian mission news to the public.

Course Contents

Introduction Christian mission broadcasting. History of Christian mission broadcasting. Aims and objectives of Christian mission broadcasting. Religion and Media in the 21st century. Global trend in Christian mission broadcasting. Issues in Christian mission broadcasting. Presentation of Christian mission news. Religious media platforms. The emergence of independent religious networks. Producing for Adventist World Radio. Producing for Hope 89.1FM. Producing for WAD Television. Developing contents for religion/mission podcasting. Challenges of religious/mission broadcasting. The message of Hope. Developing screenplay for broadcast media. Practicum.

Minimum Academic Standards

Radio studio.
Television studio.

BU-MCM 226 Accessible and Inclusive Publishing (2 Units Core; LH=15)

Learning Outcomes

On completion of the course, students should be able to:

1. Explain at least two (2) human rights foundations for the introduction of the Marrakesh Treaty.
2. State at least three (3) principles and functions of the Marrakesh Treaty.
3. Explain three (3) features of accessible books and formats suitable for persons with print disabilities.
4. Identify at four (4) benefits of accessible and inclusive publishing in light of the Marrakesh.
5. Demonstrate the process of creating and converting books in at least two (2) accessible formats.

6. Identify at least two (2) theoretical foundations for the advocacy of inclusive and accessible publishing.
7. Develop at least one (1) functional plan for producing and distributing books in accessible formats and supporting readers within a given locality.

Course Contents

Understanding the concept of accessible and inclusive publishing. Guiding principles for the Marrakesh Treaty. Putting Marrakesh Treaty into national laws. Legal and policy choices in the Marrakesh Treaty. Appropriate choices for the implementation of the Marrakesh Treaty. Accessible and inclusive publishing and the Sustainable Development Goals (SDGs). Theoretical foundations for accessible and inclusive publishing. Cross-border exchange/importation of accessible format copies. Right to education and access to information. African Disability Protocol. Technological protection measures. The three-step test. Features of accessible books. Types and choice of accessible formats. White paper on EPUB3. Accessible format production process. Accessible book production workflow. Reading books in accessible formats. Distribution of accessible format books. International initiatives to end the book famine. Marrakesh Treaty implementation campaign. Support services for born-accessible readers.

Minimum Academic Standards

Babcock University Press

300-Level Courses

GST 312- Peace and Conflict Resolution (2 C; LH=30)

Learning outcomes

At the end of the course, students should be able to

1. analyse the concepts of peace, conflict and security;
2. list major forms, types and root causes of conflict and violence;
3. differentiate between conflict and terrorism;
4. enumerate security and peace building strategies; and
5. describe roles of international organisations, media and traditional institutions in peace building.

Course contents

Concepts of peace, conflict and security in a multi-ethnic nation. Types and theories of conflicts: ethnic, religious, economic, geo-political conflicts; structural conflict theory, realist theory of conflict, frustration-aggression conflict theory. Root causes of conflict and violence in Africa: indigene and settlers' phenomenon; Boundaries/boarder disputes; Political disputes; Ethnic disputes and rivalries; Economic inequalities; Social disputes; Nationalist movements and agitations; selected conflict case studies – Tiv-Junkun; Zango Kartaf, chieftaincy and land disputes etc. Peace building, Management of conflicts and security: Peace & human development. Approaches to peace & conflict management --- (religious, government, community leaders etc.). Elements of peace studies and conflict resolution: Conflict dynamics assessment scales: constructive & destructive. Justice and legal framework: Concepts of social justice; The Nigeria legal system. Insurgency and terrorism. Peace mediation and peace keeping. Peace & security council (international, national and local levels). Agents of conflict resolution – conventions, treaties community policing: evolution and imperatives. Alternative Dispute Resolution, ADR. Dialogue   b). Arbitration, c). negotiation   d). Collaboration etc. Roles of international organizations in conflict resolution. (a). The United Nations, UN and its conflict resolution organs. (b). The African Union & Peace Security Council (c). ECOWAS in peace keeping. Media and traditional institutions in peace building. Managing post-conflict situations/crisis: Refugees. Internally Displaced Persons, IDPs. The role of NGOs in post-conflict situations/crisis

ENT 312 – Venture Creation (2 C; LH=15; PH=45)

Learning outcomes

At the end of this course, students, through case study and practical approaches, should be able to

1. describe the key steps in venture creation;

2. spot opportunities in problems and in high potential sectors regardless of geographical location;
3. state how original products, ideas, and concepts are developed;
4. develop business concept for further incubation or pitching for funding;
5. identify key sources of entrepreneurial finance;
6. implement the requirements for establishing and managing micro and small enterprises;
7. conduct entrepreneurial marketing and e-commerce;
8. apply a wide variety of emerging technological solutions to entrepreneurship; and
9. appreciate why ventures fail due to lack of planning and poor implementation.

Course contents

Opportunity identification (sources of business opportunities in Nigeria, environmental scanning, demand and supply gap/unmet needs/market gaps/market research, unutilised resources, social and climate conditions and technology adoption gap). New business development (business planning, market research). Entrepreneurial finance (venture capital, equity finance, micro finance, personal savings, small business investment organizations and business plan competition). Entrepreneurial marketing and e-commerce (principles of marketing, customer acquisition & retention, B2B, C2C and B2C models of e-commerce, First mover advantage, E-commerce business models and successful E-Commerce companies,). Small business management/family business: leadership & management, basic book keeping, nature of family business and family business growth model. negotiation and business communication (strategy and tactics of negotiation/bargaining, traditional and modern business communication methods). opportunity discovery demonstrations (business idea generation presentations, business idea contest, brainstorming sessions, idea pitching). Technological solutions (the concept of market/customer solution, customer solution and emerging technologies, business applications of new technologies - *Artificial Intelligence (AI), Virtual/Mixed Reality (VR), Internet of Things (IoTs), Blockchain, Cloud Computing, Renewable Energy etc.* Digital business and E-Commerce strategies).

CMS 301:   Theories of Communication   (2 Units C: LH 30)

Learning outcomes

1. identify, explain and compare theoretical concepts;
2. apply theories to real communication and media situations;
3. critique theories, pointing out their strengths and limitations; and
4. explain and apply any of the theories in research and practice.

Course contents

Exploration and analysis of major theories and approaches that deal with the nature, uses and effects of media and communication as applied to various types of communication and elements

of the communication process (source, message, channels, receiver (audience)); the relationship between theory and research and the relevance of the latter to the success of the former are discussed. The student will be expected to understand the key concept of each theory and to be able to apply them to real communication and media issues and events. The course will explore the historical and contemporary development of the theories.

CMS 302: Foundations of Communication Research   (2 Units C: LH 30)

Learning outcomes

1. explain the meaning and features of scientific research;
2. distinguish between scientific research and other ways of knowing;
3. discuss the various types of research methods;
4. explain the practical applications of conducting research;
5. outline the process of conducting research;
6. explain sampling procedure, population, sample; and
7. explain the importance of ethics in media and communication research.

Course contents

The primary aim of this course is to introduce students to the logic and methods of research in communication. Principles of research design, instrumentation, data collection and analysis are taught to enable students apply them effectively. The course will discuss qualitative and quantitative research methods (Focus Group Discussion, Interview, Participant Observation, Ethnography, Content Analysis, Textual Analysis, survey, sampling, and research ethics.

CMS 303: Data Analysis in Communication Research   (2 Units C: LH 30)

Learning outcomes

1. distinguish between qualitative and quantitative data;
2. outline the different ways of presenting research data;
3. apply different software for data analysis; and
4. discuss how to draw inferences, from data and significance of research findings.

Course contents

Students are introduced to how to analyse both quantitative and qualitative data, particularly the use of tables, graphs and other statistical techniques and procedures, the use of various software, e.g., SPSS. They are taught how to present and interpret data, and draw relevant inferences using these techniques.

MCM 301   Mass Communication and Politics   (2 Units C: LH30)

Learning Outcomes

1. discuss the relationship between communication and politics;
2. explain the role of mass communication (journalism, advertising, PR, film and other popular cultural communication platform in politics.);
3. identify and explain the factors the influence the use of mass media in politics; and
4. explain the nature of promotional culture.

Course contents

The environment within which mass communication and politics exist and operate is changing environment how political actors are coping in using the media to advance their agenda and interest. Access to and control of organs of the public sphere are crucial to success in politics. Issues in political advertising, political marketing, political PR, political journalism, commercialism, ownership and control and their implications for governance and democracy will be discussed.

MCM 302 Online Journalism (2Units C: LH 30)

Learning outcomes

At the end of this course, the students will:

1. explain new and social media; outline the impact of social networking sites on news gathering and reportage;
2. discuss the issue of fake news and social media;
3. explain the role social media in shaping citizenship and identities;
4. outline the challenges in using new and social media; and
5. create and upload contents online

Course contents

The course will focus emerging waves of social media such as Face book; Twitter, LinkedIn, etc; impact of social networking sites on news gathering and reportage; issues about social media and potential for peddling harmful information; social media and the citizenship power; connectivity and access.

MCM 303 Gender and Communication (2 Units C: LH30)

Learning outcomes

At the end of this course, the students will:

1. analyse and critique the influence of journalism, media products and popular culture on how society views women and men in society;
2. explain the multiple relationships between gender and mass communication; and
3. discuss gender-based influences in communication between men and women, and how communication works/contents create gender roles and identities.

Course contents

This course is designed to expose students to the theoretical and practical perspectives which have informed current thinking in gender and communication. Generally, the major purpose of this course is to analyse and critique the influence of journalism, media products and popular culture on how society views women and men in the broader society they live in; and vice versa. This course critically examines the multiple relationships between gender and mass communication, specifically focusing on gender-based influences in communication between men and women, and how communication works/contents create gender roles and identities. It explores historical and theoretical issues surrounding gender construction and communication, and approaches to the study of gender. It further examines media assumptions about masculinity and femininity, media representations of women and men, coverage of gendered issues, and women and men as media professionals. It delves into ways in which communication in the media and media products; and structures in the professions of mass communication create and sustain gender roles. Analysis and discussion shall focus on the ways media create and perpetuate gender stereotypes/roles in their structures and messages, specifically focusing on the way women are depicted in media messages. The course integrates theory and practice to heighten our sensitivity to gender differences and similarities in the communication process. So, from a practical perspective, it shall examine how popular culture and journalism have helped perpetuate stereotypes of men and women. Using examples from media contents (films, broadcast news reports, television shows, internet-published articles, videos, magazine, newspapers, music recordings and literature), students will follow and examine how news reporting and filmmaking have been filtered through the public private dichotomy lens. Through discussion and debate, students are expected to develop critical thinking skills in order to analyse the profound influence of the media and media products from mainstream and gender points of view. Particular emphasis will be placed on the historical impact of gender bias and cultural ignorance on credibility and fairness in news reporting and representation of women in other media products. The course shall also examine various relevant feminist and communication theories, both historical and contemporary; and how they can be applied to various contemporary moral and social issues from a gender perspective. Gender and Communication is a vast field. Rather than narrow down issues, the course has been designed to enable you focus on issues that you are most interested in. Part of the course requirement is for students to do their own researches and come up with well researched papers on the theme they select. Students are expected to thoroughly investigate selected topics.

MCM 304   Foreign Correspondence   (2 Units C: LH30)

Learning outcomes

At the end of this course, the students will:

1. explain foreign correspondence;
2. discuss the development of an elite press corps and the international scene for the country
3. explain the politics and economics of foreign correspondence; and
4. outline the skills that will enable the reporter to function effectively as a foreign correspondent

Course contents

The course emphasises the need for the development of an elite press corps to survey the international scene for the country. It teaches the students, discusses the politics and economics of foreign correspondence and teaches skills that will enable the reporter to function effectively as a foreign correspondent.

MCM 305   Newspaper/ Magazine Management and Production   (3 Units C: LH45)

Learning outcomes

At the end of this course, the students will:

1. explain newspaper/magazine management and production;
2. discuss basic management and economic theory; and
3. apply management and economic theory to the management process in the newspaper/magazine business

Course contents

Basic management and economic theory and application of theory to the management process in the newspaper business. Emphasis shall be on newspaper management and production; basic

management and economic theory; and the application of management and economic theory to the management process in the newspaper business.

Application of theories of economics and management to the management of general and specialized magazines; the students will process editorial materials and produce a magazine. Emphasis shall be on magazine management and production, basic management and economic theory; application of management and economic theory to the management process in the magazine business; writing of contents and production/management of general and specialized magazines; and processing of editorial materials and production of the magazine.

MCM 306: Investigative Journalism (2 Units C: LH 30)

Learning Outcomes

Students should be able to: 1. have in-depth knowledge of the path and history of investigative journalism;
2. intelligently discuss the 'dos and don'ts' of investigative journalism;
3. analyse the attributes of the investigative reporter;
4. identify and reflect on the general principles of investigative journalism; and
5. examine the basic tips for investigative reporting.

Course Contents

The concept and nature of investigative journalism. Sources and steps for gathering facts and information in investigative reporting. Qualities of a good investigative reporter. Principles of investigative journalism. Crime reporting and sources of crime stories, tips for the crime reporter. Factors responsible for limited practice of investigative journalism practice in Nigeria.

MCM 307 Photojournalism Research and Management (2 Units C: LH30)

Learning outcomes

At the end of this course, the students will:

1. describe how to carry out research in photo-journalism;
2. outline the research opportunities in photo-journalism;
3. explain the management of a photo-journalism laboratory; and
4. discuss the coding and/or filling of photographs and presentation of photography chemical, papers, films.

Course contents

It looks at the problems in depth of the field in photography; cinema angles, lighting reflections, sensitometry, optics, reduction intensification distortion and perceptivity form the focus of the course. Also, research opportunities in photo-journalism are talked about in the course. It shall also examine the general management of photo-laboratory; and coding and/or filling of photographs and presentation of photography chemical, papers, films, etc. Photo-journalism lab is differentiated from studio-photography in this course.

MCM 308   Broadcast Programming, Management and Operations (2 Units C: LH30)

Learning outcomes

At the end of this course, the students will:

1. describe the structure of radio/TV station;
2. describe the setting up of studio, standard operating procedures and use of studio facilities;
3. explain broadcast management and programming, planning and scheduling;
4. analyse the nature and process of broadcast management and organization;
5. explain basic management and economic theory;
6. apply management and economic theory to the management process in the broadcast business; and
7. plan and direct outside broadcasts and simulated transmissions or "live" broadcasting.

Course contents

This course focuses on systematic analysis of radio and television studio/control room technology and the nature of sound; practical exercises in studio set-up, standard operating procedures and use of studio facilities. It also looks at the nature and process of management and organization, generally, with particular reference to types of broadcasting organization and their settings; consideration of the primary operations of radio and television stations and networks, particularly, programming and personnel and the skills required to manage them in the interest of society. It shall explore practical daily management of (radio) stations involving programme planning/ scheduling, traffic control, personnel management; and planning and directing of special *outside broadcasts* and simulated transmissions or "live" broadcasting.

MCM 309   Commentary, Critical Writing and Public Affairs Broadcasting (2 Units C: LH30)

Learning outcomes

At the end of this course, the students will:

1. explain broadcasting commentary and critical writing;
2. discuss the different principles of broadcast commentary and writing;
3. explain the functions of broadcasting commentary and critical writing;
4. discuss the approaches, components and techniques broadcasting commentary and critical writing and how to write critical commentaries and reviews on the fine and popular arts;
5. explain the structure, internal dynamics and functions of the News and current/public affairs division of broadcasting organizations;
6. wite interpretative report on government and public institutions and agencies; and
7. produce a current/public affairs discussion/news/magazine programme; and or a documentary.

Course contents

Examination of the opinion function of journalism and types of commentary programmes, with particular attention to the editorial and emphasis on the application of principles derived from research in persuasive communication and attitude change. Also, distinction between commentary and critical writing; types of criticism and art review for radio and television will be discussed. It shall also critically examine the structure, internal dynamics and functions of the News and current/public affairs division of broadcasting organizations; delving into interpretative reporting of government and public institutions and agencies and production of current/public affairs discussions, news, magazines and documentaries.

MCM 310   International and Foreign Broadcasting (2 Units C: LH 30)

Learning outcomes

At the end of this course, the students will;

1. explain international and foreign broadcasting;
2. comparatively analyse national systems of broadcasting worldwide in terms of types of ownership, control, programming purposes and effects or impact; and
3. explain the purposes and impact of external radio broadcasting stations.

Course contents

Comparative analysis of national systems of broadcasting worldwide in terms of types of ownership, control, programming purposes and effects or impact; consideration of international

organisation dealing with technical facilities and those dealing with programmes; and examination of the purposes and impact of external radio broadcasting stations.

MCM 311 Film Production and Screen Directing   (2 Units C: LH30)

Learning outcomes

At the end of this course, the students will:

1. define film production;
2. analyse the technical apparatus of filmmaking – the camera, microphones, lighting machines, sets – and types of shots;
3. explain story board and composition with regard to territorial space and proxemic patterns, open and closed forms; and lighting, sound music and special effects;
4. outline and the skills and qualities of a film producer;
5. explain film directing;
6. explain film production process; and
7. analyse techniques of cinematography, production phases and activities and film structuring.

Course contents

This course examines the techniques of cinematography, production phases and activities and film structuring; and analyses the technical apparatus of filmmaking – the camera, microphones, lighting machines, sets – and types of shots. There shall be intensive instruction in the production of short films and analysis of popular productions; and focus on the story board and composition with regard to territorial space and proxemic patterns, open and closed forms; and lighting, sound music and special effects; skills and qualities of the film producer. It shall also delve into the theories of directing, dramatic form and acting are examined through lectures, demonstrations and applied exercises to establish theoretical and practical foundations. It shall explore the television industry and the relationship of film to television. The students/course convenor are to establish contacts with televisions stations and networks and arranging co-production meetings. It shall also examine meeting the deadlines and resolving artistic conflicts.

MCM 312 Organisation and Management of Advertising and Public Relations Agencies
(2 Units C: LH 30)

Learning outcomes

At the end of this course, the students will:

1. outline and discuss the principles of organising and managing advertising and public relations agencies;
2. produce a list of guidelines for starting an enterprise in advertising and public relations;
3. explain the functions of the various departments of a full-service advertising and public relations agencies; and
4. discuss good agency/client relationship highlighting the importance of digesting clients' marketing problems and proffering ideas that will increase their visibility, sales, reputation and profit.

Course contents

Establishment of effective guidelines for starting an enterprise in advertising or PR; The organization and management of the various departments of a full-service agency. It is a practical course for the study of the importance of advertising and public relations agencies; their management and reasons why clients change agencies. The course should be reinforced with visits to some frontline agencies in the advertising and public relations industries to understand agency operations after which the students are expected to prepare and present in class a proposal for starting and running either advertising or public relations agencies.

MCM 313   Advertising and Public Relations Research   (2 Units C: LH 30)

Learning outcomes

At the end of this course, the students will:

1. explain the concept of research;
2. outline the reasons for research in advertising and public relations;
3. explain how to gather data for advertising and public relations planning and decision making discuss the importance of advertisers and public relations research in helping clients locate market segments and identify target markets; and
4. apply quantitative and qualitative research methods to advertisers and public relations research Outline the challenges international advertisers face in collecting research data abroad.

Course contents

Application of quantitative and qualitative research methodologies in advertising and public relations contexts; emphasis will be placed on budget, copy, and media research. It shall examine

the concept of research; reasons for research in advertising and public relations; how to gather data for advertising and public relations planning and decision making; the importance of advertisers and public relations research in helping clients locate market segments and identify target markets. Practicum will be on the application of quantitative and qualitative research methods to advertisers and public relations research; and identification of the challenges international advertisers face in collecting research data abroad.

MCM 314　　International Public Relations and Advertising　(2 Units C: LH30)

Learning outcomes

At the end of this course, the students will

1. explain how to investigate and measure soft power through media communication campaigns and case studies addressing, trade policy and agenda like human rights, environmental protection and terrorism;
2. analyse trends, issues and problems confronting public relations departments in multinational corporations and other organizations involved in international trade and business;
3. discuss the problems confronting public relations department in multinational corporations explain international and the complications of cross-cultural and multilingual problems in public relations;
4. discuss the principles in advertising and their applications in various countries;
5. explain issues of cultural norms and how not to infringe these; and
6. discuss the exportation, importation and adoption of foreign advertising and their economic and social consequences.

Course contents

The course is focused on behaviour in sciences approach to international communications. It analyses trends, issues and problems confronting public relations departments in multinational corporations and other organizations involved in international trade and business. It also examines the exportation, importation and adoption of foreign advertising programmes and their economic and social consequences; and deals with principles in advertising and their applications in various countries, issues of cultural norms and care not to infringe these; choosing appropriate symbols and images; the message and ensuring it is understood.

MCM 315　　Consumer Affairs　　　　(2 Units C: LH30)

Learning outcomes

At the end of this course, the students will:

1. define consumer affairs;
2. discuss the historical foundation of consumerism as well as the state of consumerism in Nigeria and in other countries;
3. explain consumer rights and responsibilities, consumer issues and public policy; and
4. analyse consumer action as well as the key role that relationship management plays in maintaining customer loyalty and enhancing level of satisfaction.

Course contents

Demonstrates how appropriate PR policies and programmes can prevent or help solve consumer problems; covers the consumer movements and their impact on the market place and how to work with consumer advocates for the benefit of organizations.

BU-CMS 342 Persuasion, Propaganda, and Disinformation (2 Units Compulsory; LH=30)

Learning outcomes

On completion of the course, students should be able to:

1. differentiate between persuasion, propaganda, and disinformation;
2. identify 5 and explain at least 4 strategies and techniques used in persuasive messages;
3. discuss the impact of propaganda and misinformation on individuals and society with at least 4 points;
4. discuss the role of media, technology, and social networks in the dissemination and reception of persuasive messages with a minimum of 5 points;
5. list and explain 5 information verification and fact checking strategies;
6. discuss 3 ethical implications of propaganda and disinformation; and
7. demonstrate how to create persuasive content to correct disinformation to be delivered either through press releases, public service announcements, press conferences, or social media posts.

Course contents

Defining persuasion, propaganda, and misinformation. Historical evolution of persuasion, propaganda, and misinformation. Theoretical approaches to media persuasion, propaganda, misinformation, and disinformation. Types and levels of persuasion communication, propaganda,

misinformation, and disinformation. Developing persuasive messages. Contexts of propaganda usage. Misinformation and Fake news. Contemporary developments in the field of mass persuasion and propaganda. Critical assessment of the role of persuasion and propaganda in the media. Ethical ramifications of persuasive communication. Political persuasion and campaign messaging. Perspectives on manipulative communication. Societal implications of misinformation. Debunking misinformation. Counteracting propaganda and misinformation. Fact-Checking and the validity of information. Critical tools to examine different manifestations of deception and propaganda in the current media environment. Conclusion and reflections on the impact of persuasion, propaganda, and misinformation today.

BU-MCM 315 Peace Journalism (2 Units Compulsory; LH=30)

Learning outcomes

On completion of the course, students should be able to:

1. explain 2 key conceptualisations of conflict reporting;
2. describe at least 3 ways conflict reporting is seen as peace journalism;
3. state and discuss 3 major reasons why Nigeria can easily fall into conflict;
4. identify at least 5 merits and demerits of conflict reporting.
5. explain 3 conflict theories and their application to peace journalism;
6. identify 4 ethical dilemmas in conflict reporting;
7. explain 5 relevance of safety in conflict reporting; and
8. report at least 2 conflict stories by applying the peace journalism approach.

Course contents

Understanding conflict and violence. Nigeria's diversity and conflict. Conflict reporting as peace Journalism. Theoretical frameworks for conflict reporting. Mediatisation and conflict news framing. Conflict reporting and the society – foreign cases. Conflict reporting and the society – Nigerian examples. Correspondents under time and financial pressure. War reporting and journalists as targets. Journalistic preparations for conflict zones. Superheroes and safety journalism. Conflict reporting of facts or fiction. Ethical dilemma in conflict reporting. Conflicting Reporting and Faith. Propaganda in conflict reporting. Military recommendations for conflict reporting. Practicum: peace journalism.

BU-MCM 316 Journalism and Health Communication (2 Units Compulsory; LH=30)

Learning outcomes

On completion of this course, students should be able to:

1. enumerate 6 relevant health issues for different audiences;
2. express at least 5 theories that underline the framing of health communication messages;
3. evaluate 4 existing health communication campaigns on variety of health issues;
4. explain how to process and utilise data in health communication;
5. write at least 2 news stories and 3 articles on health-related issues;
6. design at least 3 effective health communication campaigns on variety of health issues;
7. implement health communication campaign on at least 3 health issues; and
8. identify 5 ethical issues in health communication.

Course contents

Principles of health communication. Relevant health issues to communicate to Sub-Saharan Africa. Understanding health behaviours. Communicating health issues to different audiences (teenagers, adults, youths, mothers, policymakers, etc.). Theories of health communication. Processing and utilising data in health communication. Strategies for developing successful health communication campaigns. Communication channels for health communication. Social media and digital applications for health communication. Sourcing and disseminating accurate and reliable health information. Writing and communication skills for health communication. Health literacy. Barriers to health communication. Marketing strategies for health communication. Implementation of health communication campaigns (Practicum). Evaluation of health communication campaigns. Ethical issues in health communication.

Minimum academic standards

Newsroom.
Digital Recorders (1:5 students)
Software (SPSS, EViews, NVivo)
A minimum of 2 health communication practitioners to conduct workshops.

BU-MCM 317 Promotional Photography (2 Units Core; LH=30)

Learning Outcomes

On completion of the course, students should be able to:

1. Discuss the importance of promotional photography in marketing communication.
2. Apply composition and framing techniques to create five (5) visually appealing promotional photographs.

3. Demonstrate the act of colour correction, sharpening and noise reduction in retouching at least three (3) photographs using an editing software.
4. Identify at least five (5) types of product photography and five (5) product photography equipment.
5. Apply techniques for creating a minimum of three (3) product images for effective promotion.
6. List five (5) strategies for planning fashion photography and directing models.
7. Explain five (5) types of food photography and create two (2) appealing food images.
8. Explain three (3) event photography techniques and capture two (2) images from two (2) events.
9. Explain the rule of thirds for portrait photography.
10. Create a marketable portfolio showcasing all students' photographs for this course.
11. Identify five (5) copyright and licensing laws related to promotional photography.
12. Explain five (5) strategies for growing a career and monetizing photographs in promotional photography.

Course Contents

Introduction to promotional photography. Camera basics for promotional photography. Composition and framing. Lighting and mood in promotional photography. Editing and retouching. Studio photography. Outdoor photography. Product photography. Fashion photography. Food photography. Architectural promotional photography. Event photography. Portrait photography. Portfolio building in promotional photography. Legal and ethical considerations for promotional photography. Branding in promotional photography. Monetizing promotional photography.

Minimum Academic Standards

Advertising laboratory.

BU-MCM 318 Coding for Marketing Communication (2 Units Core; LH=30)

Learning Outcomes

On completion of the course, students should be able to:

1. Create two (2) web pages with landing pages using at least two (2) programming languages (HTML, CSS, and JavaScript).
2. Apply the Responsive Design approach to at least one (1) campaign website for accessibility on all devices.
3. Explain five (5) ways to optimize marketing content on search engines for visibility and drive traffic to a website.
4. Describe how Google Analytics works and how to track and analyze website traffic to measure campaign effectiveness.
5. Critique two (2) versions of a campaign web page and email to determine which performs better using A/B Testing.
6. Code a minimum of two (2) email templates for marketing campaigns.

7. Discuss the steps involved in developing mobile applications.
8. Explain the steps involved in developing an e-commerce website.
9. Describe five (5) ways of optimizing landing pages for better conversion rates.
10. Create two (2) user-friendly features on digital platforms using User Experience Design (UX) and User Interface Design (UI).
11. Apply game design principles to create engaging user experiences in at least one (1) campaign.
12. Explain the process of machine learning algorithms in analyzing customers' online data for automating marketing processes.

Course Contents

Webpage designing using HTML, CSS, and JavaScript. Responsive design for user-friendly campaigns. Search engine optimization. Google analytics. Content Management System (CMS). A/B testing. Application Programming Interfaces (APIs). Social media and content marketing. Coding in email marketing. Data analysis and visualization. Mobile app development. E-commerce development. Landing page optimization. User experience design (UX). User interface design (UI). Gamification. Machine Learning.

Minimum Academic Standards

Advertising laboratory.

BU-MCM 319 Screenwriting for Christian Films (2 Units Core; LH=30)

Learning Outcomes

On completion of the course, students should be able to:

1. Explain at least three (3) principles of screenwriting for Christian films.
2. Discuss different formats, genres and writing structure, including the 3-act and alternate story structures for Christian screenwriting.
3. List at least five (5) elements of screenwriting.
4. Identify at least five (5) guidelines for Christian screenwriting.
5. Develop at least two (2) scripts with relevant Christian messages including the 3 angels' messages.
6. Identify five (5) promotional strategies and distribution channels for Christian films.
7. Produce at least one (1) Christian screenplay using the acquired appropriate methods.

Course Contents

Introduction to screenwriting for Christian films. Religious foundation of screenwriting. Principles of writing Christian plays. Writing for adaptation. Formats and genres of Christian play. Writing

structure for Christian screen. Elements of screenwriting. Challenges of screenwriting for Christian films. Construction of a professional script. Story incubation process. Characteristics of screen story. Characters and developing character outlines. Construction of scenes. Dialogue and character voice. The three angels' messages. Process for screenplay formatting. Writing and finishing a draft. Distributing Christian films. Practicum

Minimum Academic Standards

Television studio

BU-MCM 320 Film Adaptation (2 Units Core; LH=30)

Learning Outcomes

On completion of the course, students should be able to:

1. Define the concept of film adaptation.
2. List at least five (5) elements of film adaptation.
3. State at least eight (8) vocabulary of literary and film techniques.
4. Explain five (5) reasons for adapting text to film.
5. Discuss at least five (5) challenges of film adaptation.
6. Explain the role of culture in film adaptation of literary works.
7. State the steps involved in film analysis.
8. Write at least one (1) short film script based on a literary work and adapt it into a film.

Course Contents

The concept of film adaptation. Types of film adaptation. Elements of film adaptation. Purpose of film adaptation. Techniques of film adaptation. Steps to critiquing films and literary texts. Ethics of film adaptation. Writing film reviews. Similarities and differences of literary and movie genres. Literary and film techniques vocabulary. Approaches to film adaptation. Problems of film adaptation. Popular movies adapted from books. Influence of culture on film adaptation. Adaptation and literary fidelity. Film adaptation and intellectual property. Theoretical relationships between film and literary texts.

Minimum Academic Standards

Television studio.

400-Level

CMS 401: International Communication   (2 Units C: LH 30)

Learning outcomes

1. discuss the structure of international communication, the flow of media/cultural products;
2. explain the concepts of cultural globalization, cultural imperialism;
3. explain the roles/functions of international news agencies and media companies; and
4. explain the role and implications of ICT.

Course contents

This course is an overview of the world's media systems. The focus will be on the flow of information between the industrialized and advancing nations; how ideology, culture, economy and international market structure have all contributed either in hindering or advancing the international flow of news and entertainment among nations. The scope, characteristics, peculiarities and current issues in international communication will be exhaustively treated so as to acquaint the student with a thorough knowledge of the politics and ideological nature of international communication. The course will examine issues like globalization, ICTs and communication development, new/social media platforms, ownership and control, cultural imperialism, the role of international News Agencies and such other media organization like CNN, BBC, Al-Jazeera in global politics. The course will take a critical look at Africa's place in the digital/cyber world.

The course should also discuss relevant theories of imperialism and dependency technological determinism. Discussions in the course should not be limited to the news but should include all the products of the media and cultural industries. The role of the English language should also be considered.

CMS 402:   COMMUNICATION AND SOCIETY   (2 Units C: LH 30)

Learning outcomes

1. discuss the relationship between the media and other social institutions;
2. highlight the dual character of the media as both commercial and political/ideological organisation;
3. explain how various social groups are represented in the media and the implications of such representation;
4. explain the concept of media power;
5. outline the notions of professionalism in media and communication practice; and
6. explain the concepts of mediatization

Course contents

Examination of the media of communication as social and political institutions with particular attention to pertinent sociological concepts, themes and problems; the role and relationship of the mass media vis-à-vis other major social institutions. Focus on the sociology and professionalism of media communicators, media contents, meaning creation and defining power and the issue of cultural imperialism and media dependency; internal dynamics and control of media organisations and mass communication politics. The role of communication in development is critically examined. The course will also discuss media representation of various social groups, media and gender, ownership and control, the role of advertising and other forms of financing the media and their implications, issue of media access, the place and role of alternative media, the internet and changes in media ecology, mediatization of social and political processes and activities. Critical attention will be paid to the role of the media as the infrastructural/mechanism of connection, representation, sharing and governing, the role of the media in conflict and the mediatization of different processes, activities and institutions in contemporary society. Also of interest is the internet and other ICTs, their characteristics and how they have changed the ecology of communication, the public sphere and nature of politics and power. The course will also discuss media representation of gender, minorities.

MCM 401 & 402 Research Project (4 Units C: LH 60)

Learning outcomes

At the end of this course, the students will

1. identify a social problem from a communication perspective;
2. review conceptual and empirical literature to identify a gap the study will fill
3. operationalise concepts;
4. apply necessary theories for explaining the problem;
5. identify and apply the appropriate methods for data gathering;

6. analyse and present findings using tables, graphs and the measures of central tendency; also use of themes for qualitative data;
7. discuss findings in line with literature and theories;
8. interpret findings; and
9. or write publishable feature/produce a professional project.

Course contents

Each student is required to select, in consultation with the supervisor a topic/problem and study this in detail, apply necessary theories/concepts and appropriate methods. Students are expected to initiate and execute a project following the steps in the research process, or do a feature of some other place that is professional-oriented and publishable.

MCM 403   Media Attachment   (2 Units C: LH 30)

Learning outcomes

At the end of this course, the students will:

1. discuss the workings of a particular mass media organization where they did their internship;
2. recall and share experiences on work done in a media organization via written report and class presentation; and
3. present a portfolio of work done in media organisation.

Course contents

Students understudy the operations of a particular media organization under a carefully monitored arrangement between the Department of Mass Communication and that organization, then give a comprehensive account of their experience in a written report and class presentation.

MCM 404   Mass Media Ethics   (2 Units C: LH30)

Learning outcomes

At the end of this course, the students will

1. discuss the ethical responsibilities of individuals, groups, and organizations engaged in message construction, transmission or consumption; and
2. explain ethical and moral standards applicable to the mass media.

Course contents

Ethical and moral standards applicable to the mass media; Ethical responsibilities of individuals, groups, and organizations engaged in message construction, transmission or consumption, particularly in the field of news and public affairs.

MCM 405   Mass Media Law   (2 Units C: LH30)

Learning outcomes

At the end of this course, the students will

1. explain the legal framework within which the mass media operates;
2. trace the development and constitutional growth of freedom of expression in Nigeria; and
3. discuss the privileges and restraints affecting the mass media, libel, sedition, privacy, contempt obscenity, copyright, etc. and government regulation.

Course contents

Study of the legal framework within which mass philosophy bearing upon the mass media, the development and constitutional growth of freedom of expression in Nigeria, the privileges and restraints affecting the mass media, libel, sedition, privacy, contempt obscenity, copyright, etc and government regulation.

MCM 406 Communication for Development (2 Units C: LH30)

Learning outcomes

At the end of this course, the students will:

1. explain communication for development;
2. discuss the importance of gender equitable development;

3. outline the phases in development communication;
4. discuss the basics in determining the communication strategies and activities for various development concerns and stakeholders;
5. design a basic communication strategy; and
6. apply development paradigms, theories and models in explaining social and behavioural change

Course contents

This course introduces students to the theory and practice of behavioural change communication; and is designed to expose students to the theoretical and practical perspectives which have informed current thinking in development and social and behaviour change communication (SBCC). Key issues in development and the use of communication to promote sustainable development will be explored. Strategies being utilized by development agencies will also be discussed and analysed with a view to exposing students to a variety of approaches. Also, this course shall examine theories and models of behaviour change, key approaches to social and behavioural change communication (SBCC) – approaches aimed at the individual behavioural change, information, education and communication (IEC); and community level interventions. Students develop strategic planning abilities, along with specific skills in designing survey instruments and focus groups.

MCM 407: Message Design for Development (2 Units C: LH30)

Learning outcomes

At the end of this course, the students will:

1. outline appropriate communication activities and media platforms for various development concerns and participant groups
2. explain the concept of message development;
3. discuss the purpose of messages to the communication objective and the participant groups;
4. outline the importance of message design;
5. explain the steps involved in message development;
6. define pretesting;
7. explain the reasons for messages and materials pretesting;
8. discuss pretesting concerns;
9. outline tips for effective pretesting;
10. design of messages for various participant groups behavioural change communication activities (design and produce SBCC campaign materials, showcase the messages developed and pre-test them);

11. pre-test messages designed and revise accordingly; and
12. present the messages designed.

Course contents

This course also explores ways messages can be used to educate people and encourage them to adopt and enjoy improved life styles using appropriate communication and media platforms. This is against the backdrop that in today's contemporary society, the channels of communication are ever increasing. It covers the major steps involved in developing a state-of-the-art health and other development communication campaign materials; and focuses on communication channels and their importance. In particular, the five categories of communication channels - mass media, mid media, print media, social and digital media and interpersonal communication (IPC) will be explores and their advantages and disadvantages. It shall also explore how to select an appropriate channel mix for a communication response; appropriate channels for reaching specific audience segments; the concept of message development; purpose of messages to the communication objective and the participant groups; importance of message design; and steps involved in message development. Key topics include stakeholders and behavioural analysis, using theory and formative research to guide message strategies/concepts, pretesting messages with stakeholders, and reviewing demographic and market research data to inform channel/outreach approaches. All concepts shall be applied to a semester-long class project in which students conceptualize and design a health, population and any development issue campaign. Also, major SBCC campaigns in Nigeria shall also be critiqued; while the ways in which education can be subtly but effectively worked into both new and time-honoured genres of entertainment in order to foster positive behaviour change shall be examined, because throughout history, stories, drama, poetry, music, dance and other entertainment formats have been used to enlighten and educate both adults and children. Practicum shall be the production of evidence-based messages that respond to relevant needs in contextually appropriate ways. As such, students are expected to design and produce SBCC campaign materials, showcase the messages developed and pre-test them. The produced and pre-tested messages shall be revised accordingly.

MCM 409 Community Media and Relations (2 Units C: LH30)

Learning outcomes

At the end of this course, the students will

1. research community needs and problems and produce a fact sheet;
2. audit broadcast the contents (content analysis) with regard to community needs and problems; and the role and qualities of radio and television;
3. produce a SWOT analysis; plan community development projects for implementation through special radio programmes using the result of the SWOT analysis and fact sheet;
4. write and produce a programme;

5. evaluate the programme for impact;
6. audit the contents (content analysis) of rural community, small municipalities and urban neighbourhoods' newspapers;
7. explain the audience and business and management procedures of rural community, small municipalities and urban neighbourhood newspapers;
8. apply management and economic theory to the management process in the community newspaper business; write, edit and publish contents for the rural community, small municipalities and urban neighbourhood newspapers;
9. define community relations;
10. discuss community relations and its effectiveness as an element in the overall public relations programme; and
11. explain the untraditional approaches using case histories to demonstrate how to cope with crisis situations.

Course contents

This course is focused on rural broadcasting, rural community newspaper and community relations. It analyses community needs and problems with regard to the role and qualities of radio, television and newspaper. Analysis of community needs and problems with regard to the role and qualities of radio/TV, planning of community development projects for implementation through special radio/TV programmes; and programme production and evaluation research; also writing, editing and publishing weekly or regular newspaper for the rural community, small municipalities and urban neighbourhoods; content analysis, readership research and business and management procedures. It also looks at relations and how effective community relations can be an essential element in the overall public relations programme of organisations, focusing on untraditional approaches and case histories to demonstrate how to cope with crisis situations.

BU-CMS 451 Emerging Media Culture (2 Units C: LH=30)
Learning outcomes

On completion of the course, students should be able to:

1. define the concept of emerging media culture;
2. identify at least 4 emerging social media culture;
3. define cancel culture and mention 3 examples of cancel culture;
4. list at least 5 potential harms of cancel culture on social cohesion;
5. differentiate between politically instigated motives for cancel culture and genuine social media activism;
6. identify at least 3 principles of traditional cultural values for maintaining social order; and
7. appraise at least 3 social media movements.

Course contents

Definition of emerging media culture. Dimensions of emerging media culture. Social media activism as an emerging culture. Motivations for social media activism. Cancel culture on social media. Patterns/forms of cancel culture. Cyber bullying as an emerging media culture. Boycotting as an emerging media culture. Ostracism as an emerging media culture. Effects of cancel culture and other emerging cultures. Hashtags as a tool for social activism. Media literacy and emerging social media cultures. Social media activism and social cohesion. Effects of social media activism. Traditional values and social order. Ethical consideration in emerging media culture. Case studies of popular social media movements.

Minimum academic standards

Projector.
Internet facility.
Multimedia studio.

BU-CMS 452 Issues in Religious Communication (2 Units C: LH=30)
Learning outcomes

On completion of the course, students should be able to:

1. state and discuss at least 4 importance of religious communication in contemporary society;
2. identify at least 3 dimensions of religious communication;
3. explain at least 5 forms of religious communication;
4. describe how at least 4 media platforms are deployed for religious communication;
5. discuss at least 5 challenges with religious communication in Nigeria;
6. explain at least 4 ethical considerations in religious communication; and
7. design and produce at least 2 religious communication messages.

Course contents

Religion as a communicative action. Dimensions of religious communication. Forms of religious communication. Religious communication and propaganda. Ethics and religious communication. Inter-faith communication. Media and religion in Nigeria. Media and religious conflicts in Nigeria. Media and morality in Nigeria. Christian communication. Tele-evangelism. Radio evangelism. Literature evangelism. Open-air evangelism. Educational evangelism. Social media evangelism. Preparing and delivering religious communication messages.

Minimum academic standards

Radio studio.
TV studio.
Projector.

BU-CMS-450 Communication and Artificial Intelligence (2 Units C: LH=30)

Learning outcomes
On completion of the course, students should be able to:

1. define the concept of AI in communication;
2. explain at least 4 roles of AI in a knowledge society;
3. state 3 emerging technologies connected with AI such as ChatGPT;
4. identify at least 4 advantages and disadvantages of AI in the media;
5. explain at least 2 media theoretical frameworks for AI;
6. describe at least 5 ways in which AI affects human rights and freedom of expression; and
7. review regulatory frameworks for AI in Nigeria and recommend 2 legal measures.

Course contents

Understanding artificial intelligence and communication. Knowledge society, artificial intelligence and media. AI emerging automation technologies. Co-evolution of artificial intelligence. Artificial intelligence superpowers and automated journalism. Artificial intelligence and media productions. AI and communication theories. Media and information literacy and artificial intelligence. Content development and artificial intelligence. Artificial intelligence, the communication industry and editorial honesty. Human rights and artificial intelligence. Artificial intelligence and press freedom. Artificial intelligence trends and bias. Fake news and artificial intelligence. Artificial intelligence, cybercrime and intellectual property. Global trends in artificial intelligence – competition and cooperation. Regulatory frameworks for artificial intelligence.

Minimum academic standards

Internet facility.
Multimedia studio.
Projector.

BU-MCM 461 Coding for Marketing Communication (2 Units C: LH=15)

Learning outcomes
On completion of the course, students should be able to:

1. create 2 web pages with landing pages using at least 2 programming languages (HTML, CSS, and JavaScript);
2. one of the websites designed must apply the Responsive Design to access the campaigns on all devices;
3. explain and demonstrate 5 ways to optimize marketing content on search engines for visibility and drive traffic to a website;
4. describe how Google Analytics works and how to track and analyze website traffic to measure campaign effectiveness;
5. identify and critique 2 versions of a campaign web page and email to determine which performs better using A/B Testing;
6. code a minimum of 2 email templates for marketing campaigns;
7. state and discuss the steps involved in developing mobile applications;
8. explain and demonstrate how to develop an e-commerce website;
9. describe 5 ways of optimizing landing pages for better conversion rates;
10. create 2 user-friendly features on digital platforms using User Experience Design (UX) and User Interface Design (UI);
11. apply game design principles to create engaging user experiences in at least 1 campaign; and
12. explain the process of machine learning algorithms in analyzing customers' online data for automating marketing processes.

Course contents
Webpage designing using HTML, CSS, and JavaScript. Responsive design for user-friendly campaigns. Search engine optimization. Google analytics. Content Management System (CMS). A/B testing. Application Programming Interfaces (APIs). Social media and content marketing. Coding in email marketing. Data analysis and visualization. Mobile app development. E-commerce development. Landing page optimization. User experience design (UX). User interface design (UI). Gamification. Machine Learning.

Minimum academic standards

Public Relations laboratory.
Internet facility.
Software for web design.

BU-MCM 467 Developing Target Quotient (2 Units C: LH=15)

Learning outcomes
On completion of the course, students should be able to:

1. mention 3 schools of thought on developing target quotient;
2. explain a minimum of 5 importance of targeting in advertising;
3. identifying at least 6 target audience in specific markets;
4. demonstrate at least 4 skills need for retargeting audiences for effective targeting;
5. discuss 2 types of intent-based targeting for marketing;
6. explain a minimum of 5 types of audience targeting;
7. design a funnel approach for audience targeting;
8. describe 3 ways of leveraging audience across various media channels;
9. identify at least 3 strategies for fine-tuning audience marketing;
10. compare and contrast 3 target selection methods in traditional and digital media;
11. appraise audience targeting quotient;
12. recall 3 challenges of developing audience quotient; and
13. create a comprehensive target quotient based report for a brand.

Course contents
Introduction to Target Quotient. Background of developing target quotient. Importance of audience targeting in advertising. Target audience in specific markets. Skills need for retargeting audiences for effective targeting. Intent-based targeting for marketing. Types of audience targeting. Funnel approach for audience targeting. Leveraging audience across various media channels. Strategies for fine-tuning audience marketing. Audience targeting strategies. Evaluating audience targeting strategies. Target selections in traditional and digital media. Appraisal of audience targeting quotient. Challenges of developing audience quotient. Regulatory concerns about developing target quotient. Case studies on developing target quotient.

Minimum academic standards

Advertising laboratory.
Internet facility.
Excursion to advertising agencies.

BU-MCM 469 Film Adaptation (2 Units C: LH=15)

Learning outcomes

On completion of the course, students should be able to:

1. define the concept of film adaptation;
2. enumerate at least 5 elements of film adaptation;
3. state at least ten vocabulary of literary and film techniques;
4. explain 5 reasons for adapting text to film;
5. discuss at least 5 challenges of film adaptation;
6. explain the role of culture in film adaptation of literary works;
7. state the steps involved in fil analysis;
8. write a short film script based on a literary work; and
9. adapt a short novel into film.

Course contents

The concept of film adaptation. Types of film adaptation. Elements of film adaptation. Purpose of film adaptation. Techniques of film adaptation. Steps to critiquing films and literary texts. Ethics of film adaptation. Writing film reviews. Similarities and differences of literary and movie genres. Literary and film techniques vocabulary. Approaches to film adaptation. Problems of film adaptation. Popular movies adapted from books (world & Nigeria). Influence of culture on film adaptation. Adaptation and literary fidelity. Film adaptation and intellectual property. Theoretical relationships between film and literary texts.

Minimum academic standards

Multimedia studio.
Projector.
Selected films and literary works.

BU-MCM 464 Film Censorship (2 Units C: LH=30)

Learning outcomes

On completion of the course, students should be able to:

1. enumerate at least 7 themes in film and cinema;
2. discuss 3 philosophical arguments against film censorship;
3. discuss the history of film censorship in Nigeria;
4. list at least 4 advantages and 4 disadvantages of film censorship;
5. State at least 4 categories of films that should not be censored;
6. explain the process of film censorship;

7. describe at least 4 reasons for censorship; and
8. enumerate at least 5 criteria for licensing films by the National Film and Video Censors Board (NFVCB).

Course contents
Overview of film censorship. Film censorship around the world. Evolution of film censorship in Nigeria. Types of censorship. Role of censorship in the society. Causes and consequences of film censorship. Philosophical arguments against film censorship. Film categories and censorship. Themes in film and cinema. Film laws and ethics. National Film and Video Censors Board and censorship. Censorship in Nollywood. Censorship process. Perspectives of censorship. Censorship and children content. Censorship and culture. Film censorship and freedom of expression. Theorising film censorship.

Minimum academic standards
Multimedia studio.
Projector.

BU-MCM 465 Advanced Publication Production Techniques (2 Units C: LH=30)

Learning outcomes

On completion of the course, students should be able to:

1. identify at least 4 modern production techniques;
2. state a minimum of 5 challenges of modern production;
3. explain the modern publication production process;
4. list at least 4 opportunities in publication production;
5. discuss how the opportunities presented by the Internet can be leveraged on;
6. explain how online media channels are changing publication production process;
7. identify the roles of each personnel in any publication establishment;
8. explain the elements of page/publication platforms design; and
9. demonstrate the production department's activities by adopting modern production process to produce content in one of these media formats- newspapers, magazines, journals, and books.

Course contents

An overview of publishing in Nigeria. The different departments of a publication house. Personnel and their functions in production. Copy marking, editing and proofreading. Publication planning

and design. Elements of page design. Use of photographs and cartoons in publications production. Printing technologies. Online media channels as threats to modern publication production techniques in Nigeria. Emerging opportunities in publication production in Nigeria. E-publishing. Artificial intelligence and its impact on operations of Nigerian newsrooms. Challenges to publication production in Nigeria. Patterns of media ownership in Nigeria. Economic and social issues in publication production. Future of publications in Nigeria. Publication production.

Minimum academic standards

Projector.
Multimedia studio.
Practical sessions at the Babcock University Press.
Internet facility.

BU-MCM 466 Organisation and Management of Publishing Houses (2 Units C: LH=30)

Learning outcomes
On completion of the course, students should be able to:

1. describe at least 2 concepts of organisation and management of publishing;
2. explain 3 important goals, vision and mission of publishing;
3. explain 2 ways to carry out publishing feasibility study;
4. draw 2 different business plans for a publishing house;
5. explain 4 ways publishing houses can operate effectively and maximise profit;
6. identify 3 benefits and 4 challenges of Annual General Meeting in publishing business; and
7. compare and contrast Adventist publishing experience with other faith-based publishing houses.

Course contents
Understanding of organisation and management. Development of printing and publishing. Printing and publishing in Nigeria. Publishing houses: goals, vision and mission. Feasibility studies for publishing businesses. Writing a business plan. Organisational philosophy and value subscription. Organisational chart, roles and duty allocations. Personnel enlistment, remuneration and welfare. Annual general meeting, dividends and royalties. Firm auditing and report. Publisher-author relationship. Faith-based publishing and the gospel commission. Self-regulation and advocacy in publishing. Government policies and publishing. Publishing in the digital age. Case studies of landmark publishing houses.

BU-MCM 470 Peace Journalism (2 Units C: LH=30)

Learning outcomes

On completion of the course, students should be able to:

1. explain two key conceptualisations of conflict reporting;
2. describe at least three ways conflict reporting is seen as peace journalism;
3. state and discuss three major reasons why Nigerian can easily fall into conflict;
4. identify at least five merits and demerits of conflict reporting;
5. explain three conflict theories and their application to peace journalism;
6. identify four ethical dilemmas in conflict reporting;
7. explain five relevance of safety in conflict reporting; and
8. report at least two conflict stories by applying the peace journalism approach.

Course contents

Understanding conflict and violence. Nigeria   s diversity and conflict. Conflict reporting as peace Journalism. Theoretical frameworks for conflict reporting. Mediatisation and conflict news framing. Conflict reporting and the society – foreign cases. Conflict reporting and the society – Nigerian examples. Correspondents under time and financial pressure. War reporting journalists as targets. Journalistic preparations for conflict zones. Superheroes and safety journalism. Conflict reporting of facts or fiction. Ethical dilemma in conflict reporting. Conflicting Reporting and Faith. Propaganda in conflict reporting. Military recommendations for conflict reporting. Practicum: peace journalism.