

Revised structure of undergraduate Program in the Department of Media and Communication

(Applicable for students enrolled from Spring 2014 onwards)

Course ID	Course Title
Core Courses 39 credits	
CMN 201	Introduction to Communication
CMN 203	Mass Communication: Structure and Process
CMN 207	Introduction to Media Writing
CMN 202	Public Speaking
CMN 205	Introduction to Interactive Media
CMN 302	Media, Culture and Society
CMN 308	Newspaper Reporting
CMN 304	Language of Film
CMN 305	Media and Development
CMN 406	Theories of Media and Communication
CMN 407	Methods in Media Research
Core Courses: Optional (students will choose <i>two</i> of the following 400-level courses) 6 credits	
CMN 415	Global Communication and National Culture
CMN 414	Communication Policy and Planning
CMN 408	Political Communication

CMN 409	Cinema and Cultural Identity
CMN 413	Computer Mediated Communication
CMN 410	Media Laws and Ethics
CMN 411	Media Business Planning

Internship or Senior Project 6 credits	
CMN 498	Internship
OR	
CMN 499	Senior Project

Stream 1: Film – Video and Television Production (27 credits)

Course ID	Course Title
Mandatory courses 15 credits	
CMN 309	Shooting and Lighting
CMN 306	Script Writing
CMN 307	Film and Television in Bangladesh
CMN 404	Documentary Video Production
CMN 417	Film-TV Business Practice
Students will take <u>one</u> course from 300-level 3 credits	
CMN 312	Sound Theory and Practice
CMN 313	Video Editing
Students will take <u>one</u> course from 400-level 3 credits	
CMN 412	Narrative Video Production
CMN 416	TV Drama Production

Optional Courses
6 credits

Students will take one 300-level and one 400-level course from the other three streams: Journalism, Advertising and Development Communication

Stream 2: Journalism (27 credits)

Course ID

Course Title

Mandatory courses
15 credits

CMN 314

Depth Reporting

CMN 317

Newspaper Editing

CMN 320

News casting and Announcing

CMN 420

Development Reporting

CMN 421

Business Journalism

Students will take one course from 300-level
3 credits

CMN 318

TV Reporting

CMN 319

Radio Reporting

Students will take <i>one</i> course from 400-level 3 credits	
CMN 418	Sports Reporting
CMN 419	Feature Writing
Optional Courses 6 credits <i>Students will take one 300-level and one 400-level course</i> from the other three streams: Film-Video and Television Production, Advertising and Development Communication	

Stream 3: Advertising (27 credits)	
Course ID	Course Title
Mandatory courses 15 credits	
CMN 321	Advertising Business Practice
CMN 322	Creative Advertising
CMN 303	Graphic Design and Production
CMN 422	Packaging and Print Promotions
CMN 425	Writing for Marketing Communication
Students will take <i>one</i> course from 300-level	

3 credits	
CMN 323	Copywriting
CMN 324	Art Direction
Students will take <i>one</i> course from 400-level 3 credits	
CMN 423	TV Commercials
CMN 424	Radio Commercials
Optional Courses 6 credits	
<i>Students will take one 300-level and one 400-level course</i> from the other three streams: Journalism, Film – Video and Television Production and Development Communication	

Stream 4: Development Communication (27 credits)	
Course ID	Course Title
Mandatory courses 15 credits	
CMN 301	Development Communication

CMN 316	Development Support Communication
CMN 327	Environmental Communication: Theories and Practice
CMN 426	Gender and Communication
CMN 403	Rural Development and Communication
<p>Students will take <i>one</i> course from 300-level 3 credits</p>	
CMN 325	Organisational Communication
CMN 326	Health & Population Communication: Strategies
<p>Students will take <i>one</i> course from 400-level 3 credits</p>	
CMN 427	Development Reporting in South Asia
CMN 429	New Media Communication
<p>Optional Courses 6 credits</p> <p><i>Students will take one 300-level and one 400-level course</i> from the other three streams: Journalism, Film – Video Television Production and Advertising</p>	