

BACHELOR OF ARTS IN COMMUNICATION STUDIES

ADVERTISING OPTION MODULES

LEVEL 100 First Semester

	COURSE CODE	COURSE TITLE	CREDIT UNITS
u	ISUC 110	Science and Technology in Our Lives	3
u	ISUC 130	Logic and Critical Thinking	3
c	ISCO 103	Introduction to Communication Studies	3
D	ISLA 105	Introduction to Sociology	3
u _{IS} D	ISAR 101** OR ISAR 103	Arabic Language I Intermediate Arabic I	3
		T O T A L	15

**** NOT AVAILABLE for students with Good prior knowledge of Arabic Language.**

LEVEL 100 Second Semester

	COURSE CODE	COURSE TITLE	CREDIT UNITS
u	ISUC 120	Academic Writing in English I	3
u	ISUC 140	Numeracy Skills	3
u	ISUC 160	Psychology for Everyday Living	3
c	ISCS102	Introduction to Computing	3
u _{IS} D	ISAR 102** OR ISAR 104	Arabic Language II Intermediate Arabic II	3
		T O T A L	15

**** NOT AVAILABLE for students with Good prior knowledge of Arabic Language.**

LEVEL 200 First Semester

	COURSE CODE	COURSE TITLE	CREDIT UNITS
u	ISUC 210	Academic Writing in English II	3
c	ISCO 203	Introduction to Journalism	3
c	ISCO 205	Principles of Advertising	3
c	ISCO 207	Principles of Public Relations	3
uis	ISBA 210	Islamic Commerce and Banking	UR
c	ISBA 213	Culture and Development	3
c	ISHR 211	Human Behaviour in Organisations	3
		T O T A L	18

LEVEL 200 Second Semester

	COURSE CODE	COURSE TITLE	CREDIT UNITS
u	ISUC 220	Introduction to African Studies	3
c	ISCO 206	Visual Communication	3
D	ISBA 206	Basic Statistics	2
c	ISBA 212	Business Law	3
D	ISBA 214	Introduction to Economics	3
D	ISCS 208	Introduction to Management Information Systems (MIS)	UR
c	ISHR 212	Introduction to Human Resource Management (HRM)	3
		T O T A L	17

LEVEL 300 First Semester

	COURSE CODE	COURSE TITLE	CREDIT UNITS
c	ISCO 301	Research Methods in Communication Studies	3
c	ISCO 305	Communication Theory	3
c	ISCO 310	Media and Society	3
c	ISCO 327	Advertising and Media Management	3
c	ISMK 311	Consumer Behaviour	3
<u>ELECTIVES (Choose ONE)</u>			
c	ISCO 303	News Writing and Reporting (Electronic and Print)	3
e	ISCO 309	The Media in Africa	
e	ISMK 317	Brands Marketing	
T O T A L			18

LEVEL 300 Second Semester

	COURSE CODE	COURSE TITLE	CREDIT UNITS
c	ISCO 314	The Media in Ghana	3
c	ISCO 320	Audience Survey Research	3
c	ISCO 326	Creativity in Advertising I	3
uis	ISBA 306	Entrepreneurship and Small-Business Management	3
c	ISMK 318	Events Marketing	3
<u>ELECTIVES (Choose ONE)</u>			
e	ISCO 324	Marketing of Communication Services	3
e	ISCO 312	Sports Reporting	
e	ISCO 338 <u>AND</u> ISCO 340	Seminar in Communication Studies (Advertising) (1) <u>AND</u> <i>Practicum (Long Vacation Internship: 8 - 10 weeks) (2)</i>	
T O T A L			18

LEVEL 400 First Semester

	COURSE CODE	COURSE TITLE	CREDIT UNITS
c	ISCO 400	Long Essay	-
c	ISCO 401	Communication Law and Ethics	3
c	ISCO 407	International Communication Systems	3
c	ISCO 421	Event Planning and Management	3
c	ISCO 423	Development Communication	3
<u>ELECTIVES (Choose ONE)</u>			
e	ISCO 409	New Media and Communication Technology	3
e	ISMK 421	Relationship Marketing	
		T O T A L	15

LEVEL 400 Second Semester

	COURSE CODE	COURSE TITLE	CREDIT UNITS
c	ISBA 400	Long Essay -- Continued	3
c	ISCO 402	Media Planning and Strategy	3
D	ISCO 420	Creativity in Advertising II	3
c	ISCO 418	Digital Communication Strategy	3
c	ISCO 426	Advertising Agency Management	3
<u>ELECTIVES (Choose ONE)</u>			
e	ISCO 406	Crisis Management	3
e	ISCO 414	New Media Reporting	
e	ISCO 428	Printed, Graphic & Visual Communication Materials Production	
		T O T A L	18