

Course Structure

Bachelor of Arts in Media and Public Relations

Faculty of Arts



Semester 1

Type	Code	Name	Prerequisites	Credit Points	Fee (MVR)
CORE	DHI117	Muaamalaathu Kurumuge Hunaru	Nil	15	870
CORE	GEN105	Academic Discourse	Nil	15	870
CORE	JOU105	News Reporting and Writing I	Nil	15	870
CORE	PRL101	Public Relations Trends and Skills	Nil	15	870
Semester Total				60	3,480

Semester 2

Type	Code	Name	Prerequisites	Credit Points	Fee (MVR)
CORE	JOU109	Multimedia Journalism	Nil	15	870
CORE	JOU117	Advanced Writing and Media Ethics	Nil	15	870
CORE	JOU203	Media and Public Relations	Nil	15	870
CORE	PRL103	Crisis Communication	Nil	15	870
Semester Total				60	3,480

Semester 3

Type	Code	Name	Prerequisites	Credit Points	Fee (MVR)
CORE	JOU221	Media Programme Production	Nil	15	870
CORE	JOU225	Social Media Marketing	Nil	15	870
CORE	PRL201	Communication Campaign	Nil	15	870
CORE	PRL203	Visual Communication-Design and Strategy	Nil	15	870
Semester Total				60	3,480

Semester 4

Type	Code	Name	Prerequisites	Credit Points	Fee (MVR)
CORE	JOU 213	Media Issues	IST111	15	870
CORE	JOU 223	New Media and Digital Journalism	Nil	15	870
CORE	PRL205	Persuasive Industries	Nil	15	870
CORE	PRL207	Consumer Public Relations and Media Reputation	-	15	870
Semester Total				60	3,480

Semester 5

Type	Code	Name	Prerequisites	Credit Points	Fee (MVR)
CORE	JOU313	Advanced Anchoring and Presenting	IST111	15	870
CORE	PRL301	Political Communication and Public Affairs	Nil	15	870
CORE	PRL303	Crisis Communications Issues and Management	Nil	15	870
CORE	POL 303	Research & Political Science: Skills and Methods	Nil	15	870
Semester Total				60	3,480

Semester 6

Type	Code	Name	Prerequisites	Credit Points	Fee (MVR)
CORE	PRL305	Communication Audit	Nil	15	870
CORE	PRL307	Media Globalisation and Impact	Nil	15	870
CORE	PRL309	Public Relations Management and Consultancy	Nil	15	870
CORE	PRL311	Public Relations and Media Internship	Semester 1 to 4	15	870
Semester Total				60	3,480

Course Total	360	20,880
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Fees stated above are tuition fees for local students. Fees for international students is twice the stated fees. All fees are quoted in MVR.

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