

MODULES (PDF FORMAT)

GENERAL REGULATIONS

- The University regulations shall apply.
- No candidate shall be registered for the Bachelor of Mass Communication degree without satisfying the minimum university requirements.

PROGRAMME DURATION AND COURSE STRUCTURE

Bachelor of Communication course shall be offered in **EIGHT** academic semesters organised in three stages. A student will be deemed to have passed an academic semester after successful completion of all the units in the academic semester. There shall be one Industrial Attachment at the end of Year III.

Courses shall be offered in terms of units with one unit consisting of a minimum of 42 contact hours. For this purpose a one-hour lecture is equivalent to a two-hour tutorial or a three-hour practical period or an equivalent amount of other assigned study or practical experience of any combination of these that may be approved by the University Senate.

The programme will run for a maximum of eight (8) semesters. The period of the Industrial Attachment will be part of the programme duration. The Industrial Attachment will take eight (8) weeks.

To qualify for the award of the degree, a candidate must take and pass all the units offered PLUS project work and Industrial Attachment. A candidate will be deemed to have passed an academic year after successful completion of all the units offered in that year.

A student wishing to temporarily suspend his/her studies must apply for academic leave. The leave becomes official only after endorsement by the University Senate. Academic leave can only be taken at the start of the semester. The leave cannot extend beyond two (2) continuous semesters and the leave duration will not be part of the programme duration. A candidate must renew his/her registration at the beginning of every semester.

A course unit taught jointly between departments will be counted as a single unit.

REGISTRATION

Students who register for their units after the first three weeks of the semester or who request modification of their required or additional units after the first three weeks of the semester may have their registration approved subject to provisions of Regulations 4 (I) and subject to their paying a late registration fee, during week four which sum may be determined from time to time at the discretion of the Senate.

No registration of students or modification of required or addition units shall be allowed after week four of the semester.

A student who does not register for a particular unit but who completes the course work and who sits for the examination in that unit will be deemed not to have sat for the examination in that unit.

EXAMINATIONS

ORDINARY EXAMINATIONS

The examinations shall be moderated and approved by the University. Examinations shall be conducted either at an Accredited Centre or at the University and in both cases shall be supervised by the University.

All units shall be examined during the semester in which they are taken. Such examinations shall be named Ordinary University examinations.

Examinations shall consist of continuous assessments and University Examinations. Continuous assessments shall normally comprise of practicals, tests and assignments. Continuous assessments shall contribute 30% of the total marks and written Ordinary University Examinations shall contribute 70% of the total marks, except where a unit consists solely of practical work, it may be assessed out of 100% by continuous assessment.

A candidate who has not completed two thirds of the continuous assessments for any unit shall have his/her examination results nullified and shall be deemed to have failed in the unit with a total mark of zero.

The Ordinary University Examinations shall consist of written papers covering each unit completed. The time allowed shall be 2 hours per unit.

Each unit shall be graded out of 100 marks and the pass mark shall be 40. The marks shall be translated into letter grades as follows: -

70% and above	A
60% and below 70%	B
50% and below 60%	C
40% and below 50%	D
Below 40%	E (Fail)

A candidate who absentee's himself/herself from a University Examination for any unit without approval by the university shall be deemed to have failed in the unit, with a total mark of zero.

Industrial Attachment shall be assessed and graded on a PASS and FAIL basis.

PROGRESSION

A candidate must pass all the course units in a particular year before proceeding to the next year.

RELEASE OF RESULTS

Notwithstanding any of the regulations above, registration of a candidate in the School for Human Resources Development and the release of results and award of the Degree shall be subject to the candidate fulfilling all University regulations.

AWARD OF DEGREE

- The degree shall be classified as follows based on the overall average mark: To qualify for the award of the degree, a candidate must take and pass all the units offered including Industrial Attachment.
- Except where exempted, to be considered for the award of the degree, a candidate must have taken and passed in all the required units and Attachment.
- Final classification of the Degree shall be based on the average mark for all the required units, except the Attachment, which is graded as pass or fail.

Overall Average Marks Degree Classification

70% and above	First Class Honours
60% and below 69%	Second Class Honours (Upper Division)
50% and below 59%	Second Class Honours (Lower Division)
40% and below 49%	Pass

BMASS COURSE STRUCTURE

YEAR I

Semester I

Unit Code	Unit Name	Course Hours
HSC 2101	Principles of Communication	45
HSC 2102	English for Mass Communication	45
HSC 2103	Media and Social Context	45
HSC 2104	Introduction to Sociology	45
HBC 2105	Business Studies	45
HBC 2108	Principles of Management	45
HBC 2109	Fundamentals of Computer Systems	45
SZL 2111	HIV/AIDS	45

Semester II

Unit Code	Unit Name	Course Hours
HRD 2102	Development Studies and Ethics	45
HSC 2106	Academic and Professional Writing Skills	45
HSC 2108	Kiswahili for Mass Communication	45
HSC 2110	Information Communication Technology	45
HSC 2111	Psychology	45
HSC 2112	History of Journalism and Mass Communication	45
SMA 2100	Foundations of Mathematics	45

YEAR II

Semester I

Unit Code	Unit Name	Course Hours
HSC 2201	Communication and Gender	45
HSC 2202	Communication and Conflict Management	45
HSC 2203	Introduction to Print Media	45
HSC 2204	International Communication	45
HSC 2205	Introduction to Economics	45
HSC 2206	Introduction to Electronic Media	45
HSC 2207	Photography	45

Semester II

Unit Code	Unit Name	Course Hours
HSC 2208	Intercultural Communication	45
HSC 2209	Online Resources for Mass Communication	45
HSC 2210	Principles of Advertising	45
HSC 2211	Media Sales and Marketing	45
HSC 2212	Media Law and Ethics	45
HSC 2213	Principles of Public Relations	45
HSC 2214	Development Communication	45

YEAR III

Semester I

Unit Code	Unit Name	Course Hours
HSC 2301	Theories of Mass Communication	45
HSC 2302	Organizational Communication	45
HSC 2303	Research Methodology	45
HSC 2301	Theories of Mass Communication	45

One Humanity Elective

Semester II

Unit Code	Unit Name	Course Hours
HSC 2304	Audience Analysis	45
HSC 2305	Communication Research	45
HSC 2306	Opinion and Commentary	45
HSC 2304	Audience Analysis	45

PRINT MEDIA OPTION: CORE SPECIALISATION UNITS

Semester I

Unit Code	Unit Name	Course Hours
HSP 2031	News Writing and Reporting	45
HSP 2032	Photojournalism	45
HSP 2033	Electronic Publishing and Design	45

Semester II

Unit Code	Unit Name	Course Hours
HSP 2034	Editorial and Feature Writing	45
HSP 2035	Issues Reporting	45
HSP 2036	Magazine Writing and Production	45

Industrial Attachment

BROADCAST JOURNALISM OPTION: CORE SPECIALISATION UNITS

Semester I

Unit Code	Unit Name	Course Hours
HSE 2031	Electronic News Gathering and Reporting	45
HSE 2032	Video Production, Scripting and Editing Techniques	45
HSE 2033	Audio and Radio Production	45

Semester II

Unit Code	Unit Name	Course Hours
HSE 2034	Studio Management and Operations	45
HSE 2035	Documentary and Corporate Video Production	45
HSE 2036	Multimedia Graphics and Animation	45

Industrial Attachment

ADVERTISING OPTION: CORE SPECIALISATION UNITS

Semester I

Unit Code	Unit Name	Course Hours
HSA 2031	Advertising Copy Writing	45
HSA 2032	Advertising Campaign Design	45
HSA 2033	Globalization and Advertising	45

Semester II

Unit Code	Unit Name	Course Hours
HSA 2034	Management in Advertising	45
HSA 2035	Internet Advertising	45
HSA 2036	Broadcast Commercial and Spots Production	45

Industrial Attachment

PUBLIC RELATIONS OPTION: CORE SPECIALISATION UNITS

Semester I

Unit Code	Unit Name	Course Hours
HSR 2031	Public Opinion and Persuasion	45
HSR 2032	Customer and Industrial Relations	45
HSR 2033	Crisis Communication	45

Semester II

Unit Code	Unit Name	Course Hours
HSR 2034	Public Relations Methods	45
HSR 2035	Public Relations Communication and Strategies	45
HSR 2036	Public Relations Management and Research	45

Industrial Attachment

YEAR IV

Semester I

Unit Code	Unit Name	Course Hours
HSC 2401	Entrepreneurship Skills	45
HSC 2402	Strategic Communications	45
HSC 2403	Media Interviewing Skills	45
HSC 2404	Communication Practicum	45
	Public Relations Practicum	45

	Newspaper Practicum	
	Broadcast Practicum	
	Advertising Practicum	

Semester II

Unit Code	Unit Name	Course Hours
HSC 2405	Statistics for Communication Research	45
HSC 2406	E-commerce and the Media	45
HSC 2408	Research Project	45
	One Humanity Elective	45

PRINT MEDIA OPTION: CORE SPECIALISATION UNITS

Semester I

Unit Code	Unit Name	Course Hours
HSC 2041	Editorial Techniques	45
HSP 2042	Print Layout and Design Techniques	45
HSP 2043	Specialized and Technical Writing	45

Semester II

Unit Code	Unit Name	Course Hours
HSP 2044	Publishing Principles and Practice	45
HSP 2045	Print Media Management	45
HSP 2046	Newspaper Production	45

BROADCAST JOURNALISM OPTION: CORE SPECIALISATION UNITS

Semester I

Unit Code	Unit Name	Course Hours
HSE 2041	Television Production and Directing	45
HSE 2042	Broadcast programming	45
HSE 2043	Television and Radio Announcing	45

Semester II

Unit Code	Unit Name	Course Hours
HSE 2044	Electronic Media Management and Regulation	45
HSE 2045	Broadcast Writing and Presentation	45

HSE 2046	Video and Television Production Stagecraft	45
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PUBLIC RELATIONS OPTION: CORE SPECIALISATION UNITS

Semester I

Unit Code	Unit Name	Course Hours
HSR 2041	Public Relations Ethics and Professionalism	45
HSR 2042	Campaign Design, Implementation and Evaluation	45
HSR 2043	Public Relations Writing	45

Semester II

Unit Code	Unit Name	Course Hours
HSR 2044	Public Opinion Dynamics	45
HSR 2045	Public Relations Case Studies	45
HSR 2046	Multimedia Production for Public Relations	45
HSR 2092	Media Relations	45

ADVERTISING OPTION: CORE SPECIALISATION UNITS

Semester I

Unit Code	Unit Name	Course Hours
HSA 2041	Advertising Media, Planning and Buying	45
HSA 2042	Advertising Portfolio Development	45
HSA 2043	Marketing, Advertising and Public Relations	45

Semester II

Unit Code	Unit Name	Course Hours
HSA 2044	Persuasion in Advertising	45
HSA 2045	Corporate Advertising	45
HSA 2046	Advertising and Society	45

HUMANITIES ELECTIVES

Unit Code	Unit Name	Course Hours
1. HCOB 2501	Sociology	45
2. HCOB 2502	Business and Social Ethics	45
3. HCOB 2503	Introduction to Philosophy	45
4. HCOB 2504	Introduction to Development Anthropology	45
5. HCOB 2505	Production Economics	45
6. HCOB 2506	Constitution and Governance	45
7. HCOB 2507	Environmental Issues in Business	45
8. HCOB 2508	Gender and Development	45
9. HCOB 2509	Introduction to World Literature	45