



Programme Structure – Bachelor of Arts in Media & Communications  
(Effective Fall 2017)

REQUIREMENTS	COMPULSORY CREDIT HOURS	ELECTIVE CREDIT HOURS	TOTAL CREDIT HOURS
Non-credit modules	0	0	0
General Education Modules	37	0	37
Core Modules	33	0	33
Specialized Modules	45	0	45
Elective Modules		9	9
<b>Total</b>	<b>115</b>	<b>9</b>	<b>124</b>

COURSE CODE	COURSE TITLE	PRE-REQUISITE(S)	CREDIT HOURS
<b>Non-credit modules: (for matriculation)</b>			
ACT001	Fundamentals of Accounting	None	0
ENG002	English for Academic Purposes	None	0
MTH002	Core Mathematics	None	0

COURSE CODE	COURSE TITLE	PRE-REQUISITE(S)	CREDIT HOURS
<b>GENERAL EDUCATION:</b>			
SOC100	Introduction to Sociology	None	3
PSY100	Introduction to Psychology	None	3
ENG102	Introduction to Literature	ENG109 Academic Writing I	3
ITT101	Computer Information Systems	None	3
POL100	Introduction to Politics	ENG109 Academic Writing I	3



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	<b>GENERAL EDUCATION:</b> (Cont'd)		
ENG109	Academic Writing I	ENG002 English for Academic Purposes or CSEC English A (Grade 1 or 2)	3
ENG110	Academic Writing II	ENG109 Academic Writing I	3
ENG111	Public Speaking	ENG109 Academic Writing I	3
SPA101	Introduction to Spanish	None	3
ENG 104	Business Communication	None	3
ETH 201	Ethics	None	3
RSH405	Introduction to Research	Completed 94 credits hours	3
UCC101	Orientation to University Life	None	1



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<b>CORE MODULES:</b>			
BUS102	Introduction to Business Administration	None	3
ACT100	Financial Accounting	ACT001 Fundamentals of Accounting	3
MTH 101	College Algebra	MTH002 Core Mathematics	3
LAW 101	Legal Concepts for Commerce	None	3
MTH 201	Introduction to Business & Economic Statistics	MTH101 College Algebra	3
ECN200	Principles of Micro Economics	None	3
ECN201	Principles of Macro Economics	ECN200 Principles of Micro Economics	3
MKT201	Principles of Marketing	None	3
OTB302	Organizational Theory & Behavior	BUS102 Introduction to Business Administration & ETH 201 Ethics	3
MGT400	Strategic Management	OTB302 Organizational Theory & Behavior  MTH201 Introduction to Business & Economic Statistics (request override) Completed 94 credit hours	3
BUS403	Entrepreneurship	BUS102 Introduction to Business Administration	3
<b>SPECIALISED MODULES:</b>			
MGT208	Introduction to Media	BUS102 Introduction to Business Administration	3
MGT301	Introduction to Media Production	MGT208 Introduction to Media	3
MKT311	Marketing Communications Planning	MKT201 Principles of Marketing	3
SOC 300	Social Psychology	SOC100 Introduction to Sociology PSY100 Introduction to Psychology	3



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<b>SPECIALISED MODULES: (cont'd)</b>			
MGT302	Ethics in Media & Legal Issues ( <i>including Intellectual Property</i> )	ETH201 Ethics	3
MKT302	Public Relations	MKT201 Principles of Marketing	3
MGT499	Media & Communications Research Project	RSH405 Introduction to Research Completed 95 credit hours	3
JOU404	Principles & Practices of Journalism	MGT208 Introduction to Media	3
GRD100 (iCreate)	Creative Software	None	3
MGT409	Television Studies	MGT208 Introduction to Media	3
MGT410	New Media Technologies	MGT208 Introduction to Media	3
MGT403	Project Management	BUS102 Introduction to Business Administration	3
MGT411	News Production	MGT208 Introduction to Media	3
CRT101 (iCreate)	Innovation & Creativity in Media	None	3
FRE101	French I	None	3
<b>TOTAL CREDITS REQUIRED</b>			<b>124</b>

**\*\*\*Students are required to complete the 4-year degree programme for an award**

**Modules shaded in green colour to be delivered by iCreate Institute**