

DEPARTMENT OF MASS COMMUNICATION

BACHELOR OF ARTS IN MASS COMMUNICATION

Objectives

The Bachelor of Arts with Mass Communication as the major subject graduates should be equipped with basic skills to plan, design, develop and manage programmes for optimal utilization of mass media and communication resources in ways that enhance communication with the public for sustainable development.

Knowledge/Skills

The student is expected to have knowledge/skills of:

- i. News writing and reporting
- ii. Advertising
- iii. Public relations

Attitudes

At the end of the programme, the students should have developed:

- i) A positive and accommodative attitude to the communication needs of the society.
- ii) The work and professional ethics of journalists.
- iii) A positive attitude to develop and exploit different communication channels while at the time considering long term sustainability.

Curriculum

The curriculum for the Bachelor of Arts with Mass Communication as the major subject shall extend over three academic years. In the first year of study students take three subjects including Mass Communication. During the second and third years, students will major in Mass Communication which will be combined with one minor subject from the Faculty of Arts or any other relevant faculty. While all the first year courses are compulsory, electives are offered both in the second and third years.

Distribution of Courses

Year I: Semester I (All courses offered must be taken by every student)		
Course Code	Course Name	CU
MCO 1101	Introduction to Mass Communication	

ECO 1101	Introductory Microeconomics	
MCO 1101	Introductory Microeconomics	
MCO 1102	Introduction to Computer Science	
Semester II		
MCO 1201	Media History and Issues	
ECO 1201	Principles of Development Economics	
MCO 1202	Writing for Mass Communication	
MCO 1203	History of Uganda	
POS 1203	Comparative Political Systems	
Year II: Semester I		
MCO 2101	Mass Media and Society	
MCO 2102	Public Information Programmes	
MCO 2103	News Writing and Reporting	
POS 2103	Politics in Africa	
MCO 2104	Research Project/Dissertation	
ECO 2106	Industrial Economics	
Semester II		
MCO 2201	Mass Communication Law	
MCO 2202	Introduction to Public Relations	
MCO 2203	Introduction to Broadcasting	
MCO 2204	Introduction to Photojournalism	
ECO 2205	Managerial Economics	
POS 2207	International Organisations	
Year III: Semester I		
MCO 3101	Newspaper Editing	
MCO 3102	Advertising copy and layout	
ECO 3102	Development Economics	
MCO 3103	Public Relation Services and Production	
MCO 3104	Radio Production	
MCO 3105	Photojournalism	
POS 3105	Environmental Management	
MCO 3106	The Art of Public Speaking	
Semester II		
MCO 3201	Specialized Writing	
MCO 3202	Public Relations and Media Practice	
ECO 3202	Project Planning and Management	

MCO 3203	Public Relations Cases and Strategies	
MCO 3204	Graphics of Communication	
MCO 3205	Public Affairs Reporting	
MCO 3206	Television Production	

MCO 3207	Issues in Mass Communication	
MCO 3208	Development Communication	
MCO 3209	Media Management	
POS 3218	Politics of Development and Technological Change	

DEPARTMENT OF HISTORY

HISTORY COURSES

Year I: Semester 1 (<i>All First Year Courses are Core</i>)		
Course Code	Course Name	CU
HIS 1101	Themes of East African History 1500 to 1900	3
HIS 1102	Themes of African History 1500 to 1870	3
Semester II		
HIS 1201	European History 1780 - 1919	3
HIS 1202	Themes of African History Since 1871	3

Year II

History Majors take 2 core and 2 electives plus 2 courses from a Minor subject taken during first year while History Minors take 1 core and 1 elective per semester.

Semester I		
Course Code	Course Name	CU
HIS 2101	European History 1919-1970	3
HIS 2102	Historiography and History Methods	3
HIS 2103	History of South Africa	3
HIS 2104	World Revolutions 1600-1950	3
HIS 2105	Socio-Economic and Political Development in S. Asia	3
HIS 2106	Contemporary International Relations	3
HIS 2107	Education and Social Change in Sub Saharan	3
Semester II		
HIS 2201	Transformation of Europe Since 1871	3
HIS 2202	African Nationalism 1900-1963	3
HIS 2203	History of West Africa from Early Times to 18	3
HIS 2204	South African History 1652-1902	3

HIS 2206	Military History and Conflict Resolution in Africa	3
HIS 2207	Education and Social Change in Sub-Saharan Africa	3
Year III: Semester I		
HIS 3101	Studies in Politics and Social Economics of Uganda	3
HIS 3102	The New States in Africa	3
HIS 3103	Socio-Econ Transform of East Africa from 1800-1918	3
HIS 3105	Phenomenon of Human Rights in Sub Saharan Africa	3
HIS 3106	The 19th Century History of West Africa	3
HIS 3107	The History of the Middle East Since 1900	3
HIS 3108	Themes of American History 1800 to 1914	3
Semester II		
HIS 3201	World Affairs Since 1945	3
HIS 3202	History of United States Africa Relations	3
HIS 3203	History of West Africa Since 1800	3
HIS 3204	History of South Africa 1902 1994	3
HIS 3205	History of United States of America 1861-1945	3
HIS 3206	North African History Since 1600	3
HIS 3207	Themes of American History Since 1914	3