

**2023-24**

DEPARTMENT OF  
**MEDIA  
STUDIES**



# DEPARTMENT OF MEDIA STUDIES

Our innovative and dynamic Media Studies Department at Iqra University is a part of a rapidly evolving landscape, we go beyond traditional boundaries to analyze, interpret, and critique diverse media forms, and offer hands-on practical and technical training to prepare students for the media industry.

Our interdisciplinary four-years Bachelor of Media Studies degree offers specializations in Film and TV, Animation, and Mass Communication. The department also offers a two-year Associate Degree programme in Film & TV and Animation. With state-of-the-art technology at their disposal, students gain hands-on experience from preproduction to marketing, preparing them for the industry or launching their own productions. We prioritize real-world skills, ensuring each student is well-versed for a successful media career.

## Bachelor of Media Studies

Our exclusive four-year Bachelor of Media Studies (BMS) programme shapes highly skilled media professionals and entrepreneurs for the industry's new frontier. Choose from three dynamic specializations - Film & TV, Mass Communication, and Animation - each offering diverse skills coveted in today's job market. Our comprehensive curriculum blends creativity and technical expertise, empowering graduates to lead with innovation in the ever-evolving media landscape.

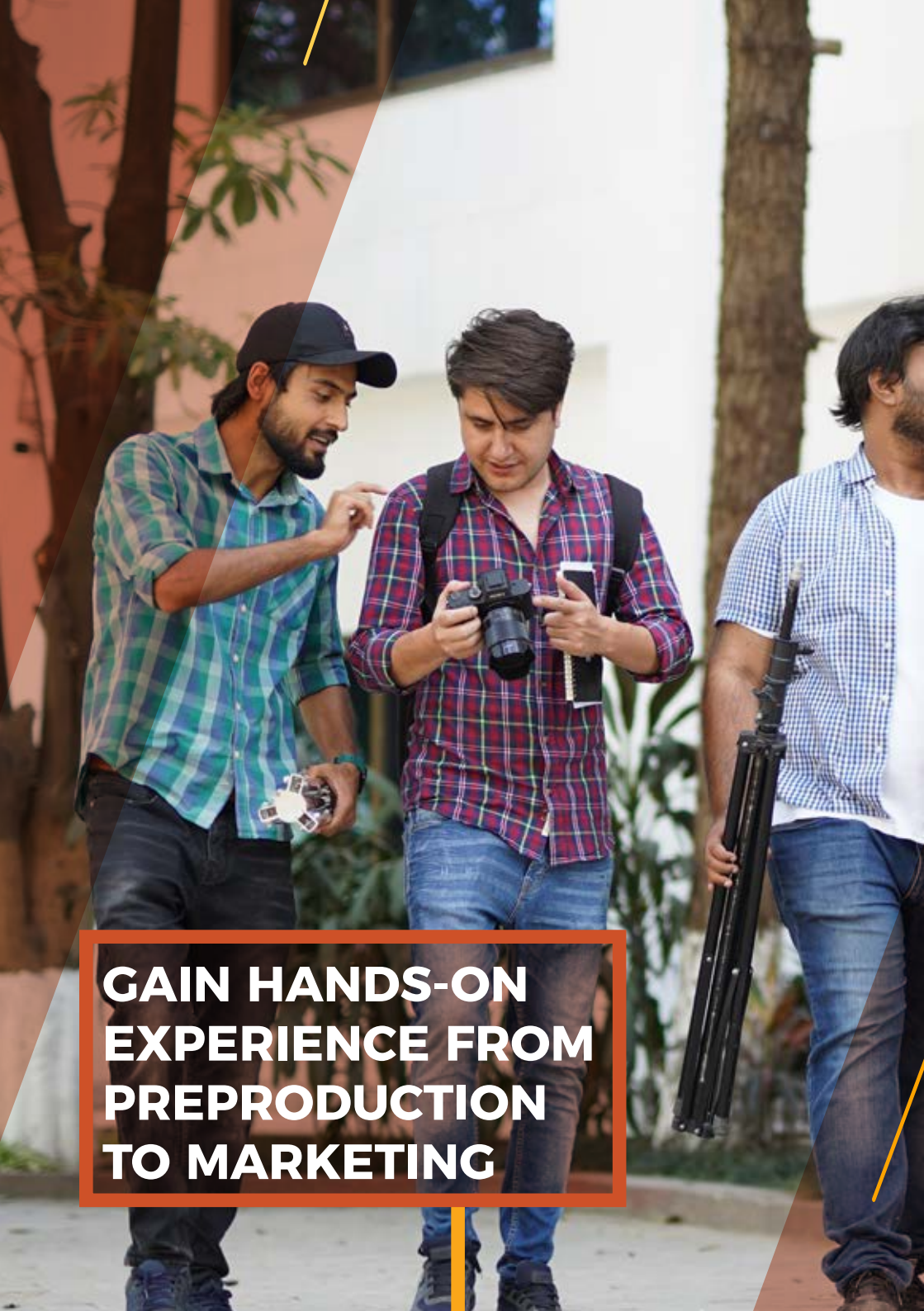
We prioritize hands-on training and access to cutting-edge equipment, providing students with a real-world experience in their chosen specialization. Our industry experts guide students with passion and vision, unleashing their creative talents and preparing them to meet the demands of the media industry.

## Curriculum

45 courses/135 CrHrs if Pakistan Studies and Islamiyat are taken as a 3-hour course

PROGRAMME	CR HRS
Bachelor of Media Studies	136





**GAIN HANDS-ON  
EXPERIENCE FROM  
PREPRODUCTION  
TO MARKETING**



## Associate Degree Programme in Media Studies (Film & TV and Animation)

The primary objective of Associate Degree is to provide students with the fundamental abilities and information needed to begin working in a given sector. It acts as the base for many individuals to build on additional educational accomplishments. ADPs can let students explore their academic talents and interests, in addition to requiring fewer completed credit hours than conventional 4-year bachelor's degree programmes. Having an ADP can increase your income potential and open growth opportunities as well as enhanced work security. In the field of media, one must possess the skills and drive to succeed in a competitive industry. Students can choose their two-year degree in either Film and TV or Animation.

### Curriculum

PROGRAMME	CR HRS
Associate Degree Programme (Film & Tv and Animation)	67

Note: The curricula is subject to change because of the promulgation of HEC Undergraduate and Graduate Policy 2023

Scan the QR code for comprehensive curriculum details.



### Career Opportunities

Upon completion of the respective programmes, our graduates can pursue a wide range of exciting career opportunities. Some of the potential career paths for our media students include:

- **Media Production:** Producers, directors, cinematographers, editors, and sound engineers for film, TV, commercials, and multimedia projects.
- **Broadcasting:** Presenters, reporters, anchors, radio jockeys, producers, and technicians in TV and radio, covering news, sports, entertainment, and specialized programmes.
- **Advertising and Public Relations:** Copywriters, media planners, account executives, brand managers, and PR specialists creating campaigns and managing media relations.
- **Journalism:** Reporters, journalists, news writers, editors, and investigative journalists in print, online, or broadcast media outlets.

- Digital Media and Social Media: Content creators, social media managers, digital marketers, and trend analysts in digital and social media companies.
- Media Management: Coordinators, planners, researchers, and consultants ensuring effective media planning and execution.
- Freelancing and Entrepreneurship: Graduates can establish their own media-related ventures, such as production companies, advertising agencies, or content creation platforms.

## Programme Facilities and Resources

We provide state-of-the-art facilities and resources to support students in their academic journey and enhance their practical skills. Our facilities include:

1. Dedicated Studio for Film & TV Production
2. Media Studio
3. Animation Studio

## Collaboration & Partnerships

The programmes offer comprehensive support and engaging activities to enrich students' learning experience. Students can take part in national media events, showcasing their talents and networking with industry professionals. They also actively contribute to the production of university promotional material, gaining hands-on experience in video production, advertisements, and campaigns. Seminars and guest lectures by industry experts provide valuable insights into the media landscape and encourage students to expand their knowledge. Moreover, collaborations with media houses offer real-world project opportunities, and internship placements facilitate hands-on experience within media organizations.

## Fee Structure

The programme is being offered at Rs 6,200.00 per CrHr fee, whereas the Associate Degree is being offered at Rs 4,200.00 per CrHr fee, which are subject to change on a yearly basis.

## Additional Fee Details

In addition to tuition fees, the 1st semester fee includes the following non-refundable additional fees:

- Admission Fee: PKR 10,000
- Student Fund: PKR 1,250
- Library Fund: PKR 950
- Sports Fee: PKR 850
- Registration Fee: PKR 1,000

- Technology Fee: PKR 970
- Miscellaneous Fee: PKR 500

## Admission Requirement

For Bachelor in Media Studies programme students need to meet the following requirements:

- For Undergraduate programmes, the applicant must have completed FSc / A Levels / Equivalent with at least 45% marks as certified by IBCC. For Associate Degree Programme minimum 35% marks in FSc / A Levels / Equivalent are required.
- Applicants for Bachelor Programmes must take the entrance test. Applicants with acceptable SAT, NTS-NAT, MCAT, GAT General & GAT Subject score will be exempted from the entrance test. The test will be conducted on a computer and will consist of one hundred MCQs of a two-hour duration. The admission test is comprised of:

English	40%
Mathematics	30%
Analytical	30%

- After successfully clearing the admission test the students will be scheduled for an interview.

## Merit Based Scholarships

Iqra University's Islamabad campus extends merit-based scholarships to students enrolled in its undergraduate programmes. These scholarships are designed to cover a significant portion, up to 100%, of the tuition fees and are awarded based on the academic performance of the students in their HSSC or equivalent examinations. For detailed information regarding the specific scholarships available for each programme, please consult the table provided below.

PROGRAMMES	100%	75%	50%	25%	10%
BS (CS, SE, AI, ACC & FIN, MEDIA, FD AND TD), BBA	98 & Above	95-97.99	90-94.99	85-89.99	80-84.99

\*Additionally, a 5% scholarship has been announced for students from Gilgit-Baltistan and Azad Jammu Kashmir who meet the required eligibility criteria for our programmes and excel in the qualifying university admission test. Our mission is to provide access to the best education and modern infrastructure to talented individuals from all corners of Pakistan. This scholarship is our gesture to empower deserving students and ensure that financial constraints do not hinder their pursuit of academic excellence.

# LABORATORIES AND FACILITIES





## Media Labs & Studios



From hands-on filmmaking with top-notch equipment to state-of-the-art media studios and advanced animation systems, we empower students to unleash their creative talents and technical expertise in the industry's evolving landscape.

# RESOURCES AND INFRASTRUCTURE



## State-Of-The-Art Classrooms



Classroom with smart learning spaces, equipped with state-of-the-art smart boards and ample seating for over 60 students, enhancing interactive and engaging learning experiences.

## Auditorium



Auditorium with a capacity of up to 250 people, well-equipped for hosting presentations, lectures, and performances, supported by advanced audiovisual technology.

## Conference Room



Modern conference room with smart LED screens and a capacity for 30+ participants, promoting collaboration and immersive learning experiences.

## Library



Designed for independent, resource-based learning with a vast collection of books, periodicals, digital databases, manuscripts, and top-notch audio-visual facilities.



## Medical Facility/ Polyclinic



The Campus Polyclinic is staffed with skilled medical professionals dedicated to providing quality healthcare services for our students, staff, and faculty. These services include general consultations as well as specialized treatments, ensuring comprehensive care for all members of our community.

## Mosque



Designed to accommodate up to 500 students, providing a serene atmosphere for prayers and spiritual reflection.



## Cafeteria



Enjoy a variety of delicious meals prepared with care. From hearty comfort food to lighter options, there's something for everyone.

## Sports Complex



Dynamic sports complex, complete with dedicated Futsal areas illuminated by Flood-lit lamps for nighttime play, alongside International Quality Volleyball and Basketball courts, exclusive Cricket pitches, and Badminton courts.

## Transport Facility



The campus offers convenient third-party transportation services for students from twin cities and adjoining areas

## Hostels in Close Proximity



Facilitation in arranging exclusive hostels for boys and separately for girls situated within a convenient 2-4km vicinity, fostering a friendly and accessible accommodation zone for students relocating from different cities. Pick and drop facility available at designated hostels through third-party transport providers.

## Clubs and Activities



Nurturing holistic student development, we provide a myriad of events and activities, encompassing a diverse set of clubs like Sports Club, Environment Club, Adventure Club, Media Club, Dramatics Club, Music Club, and an active Alumni Society.



Plot No 5, Khayaban-e-Johar,

Sector H-9, Islamabad

Phone: +92-51-111-264-264 (ext. 103)

Fax: +92-51-4438315

Whatsapp: 0321-5-264-264

Scan for website



@iuisbcampus