

INSTITUTE OF MANAGEMENT AND TECHNOLOGY, ENUGU
Mass Communications

National Diploma 1st Semester

S/N	Course	Course Title	Credit	Department Offering Course
1	GNS 111	Citizenship Education	2	Social Sciences And Humanities
2	GNS 101	Use of English	2	Language Studies
3	MAC 111	English for Mass Communication	2	Language Studies
4	MAC 112	Foreign Language (French)	2	Language Studies
5	MAC 113	Basic Computer Application for Mass Media I	3	Computer Science
6	MAC 114	Introduction to Mass Comm.	3	Mass Communication
7	MAC 115	Introduction to News Reporting & Writing	3	Mass Communication
8	MAC 116	Indigenous Language (Igbo)	2	Language Studies
9	MAC 117	Introduction to Broadcasting	2	Mass Communication
10	MKT 111	Fundamental to Marketing	2	Marketing

National Diploma 2nd Semester

S/N	Course	Course Title	Credit	Department Offering Course
1	GNS 102	Communication in English I	2	Language Studies
2	GNS 121	Citizenship Education	2	Social Sciences And Humanity
3	MAC 121	English for Mass Media II	2	Language Studies
4	MAC 122	Foreign Language	2	Language Studies
5	MAC 123	Basic Computer Application for Mass Media II	3	Computer Science
6	MAC 124	Computer Graphics for Mass Media	3	Mass Communication
7	MAC 125	Intermediate News Writing &	3	Mass Communication
8	MAC 126	Principles of Public Relations	2	Mass Communication
9	MAC 127	Principles of Advertising	3	Mass Communication
10	EED 128	Introduction to Entrepreneurship	2	Business Administration

Higher National Diploma 1st Semester

S/N	Course	Course Title	Credit	Department Offering Course
1	GNS 322	Sociology of the Family	3	Social Sciences And Humanity
2	GNS 320	Outline History of Africa	3	Social Sciences And Humanity
3	MAC 311	Statistics	3	Statistics
4	MAC 312	Communication Series	2	Mass Communication
5	MAC 313	Advanced Reporting	3	Mass Communication
6	MAC 314	Advertising copy writing and Layout	3	Mass Communication
7	MAC 315	Public Relations Copy writing	3	Mass Communication
8	MAC 316	Radio Production Techniques	3	Mass Communication
9	MAC 317	Conflict Reporting	2	Mass Communication
10	MAC 318	Advanced Photojournalism	3	Mass Communication

Higher National Diploma 2nd Semester

S/N	Course	Course Title	Credit	Department Offering Course
1	GNS 321	International Relations	3	Social Sciences And Humanity
2	GNS 322	Social Philosophy	3	Social Sciences And Humanity
3	MAC 321	Mass Communication Research	3	Mass Communication
4	MAC 322	Environmental Reporting	2	Mass Communication
5	MAC 323	International Communication	2	Mass Communication
6	MAC 324	Interpersonal Communication	2	Mass Communication
7	MAC 325	Writing Media Critique	2	Mass Communication
8	MAC 326	Advertising Campaign and Execution	3	Mass Communication
9	MAC 327	Multimedia and Online Journalism I	2	Mass Communication
10	MAC 328	Television Production Techniques	3	Mass Communication
11	MAC 329	Advanced Editing	3	Mass Communication