



PAN-ATLANTIC
UNIVERSITY

UNDERGRADUATE PROGRAMME

SCHOOL OF MEDIA AND COMMUNICATION (SMC)

Welcome
to a study
in the field
that shapes
the way we live
in our world today.

BSc MASS
COMMUNICATION
SCHOOL OF MEDIA AND COMMUNICATION
PAN-ATLANTIC UNIVERSITY

Aspects you will study include:

- Computer Graphics Design
- Computer Animation
- TV and Video Production
- Photo Journalism
- Radio Broadcasting
- Book Publishing
- Advertising Techniques
- Corporate Communications
- Internet and Digital Communication
- Features and Magazine writing
- News Reporting and Editing
- Script Writing



SMC...Redefining the media and communication landscape.

At the School of Media and Communication (SMC), we aspire to be the hub of learning in media and communication in the African continent. Here, creativity meets enterprise and theory meets practise.

Since its inception in 2006 (as the Centre for Media and Communication), the SMC has been on a journey that has led us to redefine programming in the media and communication landscape in our country.

Going at breathtaking pace, we started the M.Sc. in Media and Communication, two years after we were born, in such innovative fields as Marketing Communications, Journalism and Media Enterprise. Soon after, we commenced PGD programmes in Design and Digital Media, Community Relations and Multimedia Journalism. Early in 2014, we began our PhD in Media and Communication. To complete our new vision of becoming a full fledged university, in November 2014, we introduced a B.Sc. in Mass Communication while planning to enrich our offerings with other innovative areas in the very near future.

Our Undergraduate programmes are designed to:

- ☑ provide you with quality education in media and communication studies
- ☑ prepare you for entry into the exciting world of media and communication
- ☑ make you the best choice for employers in your chosen career

Why you should choose SMC...

- Our programmes are accredited by relevant academic and professional bodies
- We maintain a close relationship with notable international universities
- We have firm collaborations with leading industry and corporate organizations in Nigeria and overseas.
- We have a wide alumni network that will help nurture your career and develop rewarding contacts in relevant business organizations.

UTME Entry Requirements

Current JAMB result

- O' Level result
- Register for our screening at sims.pau.edu.ng
- Score the minimum JAMB approved cut-off mark for the year of admission.
- The required UTME subjects are any three from Arts or Social Sciences.

Direct Entry Requirements

To be eligible, an applicant is required to have one of the following qualifications:

- a. Two advanced level passes in Arts, or Social Science subjects.
- b. International Baccalaureate Diploma (IB) in relevant subjects.
- c. NCE with merit in a relevant discipline
- d. An OND/HND credit level in a relevant discipline

Inter-University Transfer Requirements

- a. A transfer student must be a current student of the university from which he/she seeks to transfer and should have a clean disciplinary record.
- b. A transfer student from a Nigerian University is required to possess a JAMB score that is not less than the minimum score of PAU students admitted into his/her intended department in his/her admission year or the minimum JAMB score as approved in the year of admission into the university.
- c. A transfer student should possess the minimum Pan-Atlantic University and departmental entry requirement and should have obtained these prior to entry into the university from where transfer is being sought.
- d. A transfer student should have made a minimum cumulative grade point average of 2.50 on a 5.00 point scale to qualify for consideration into 200 level. Students with a CGPA not lower than 1.50 may be considered for admission into 100 level.
- e. The application should be accompanied by student's transcript, which will be verified.
- f. If at any stage irregularity is discovered in the papers presented by the students, such students will be asked to withdraw from the University.
- g. A student can only transfer into the same course of study - or a similar course where applicable - that he/she was engaged in previously in his/her original university.
- h. The number of students offered admission by transfer shall not exceed 10% of the number of students in the class they are to join.
- i. All applications for inter-university transfer will remain open until the close of the admission process.

Take the Challenge

MORE INFORMATION

Admissions Office

Ndidi (0708 864 1465, BB Pin: 5C294CBE)

Thelma (0701 782 5427)

Pan-Atlantic University, Km 52 Lekki-Epe Expressway, Ibeju-Lekki, Lagos.

Tel: 234 01 712 1728; 01 440 5524 ext 240.

E mail: admissions@pau.edu.ng www.pau.edu.ng/undergraduate



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or
www.pau.edu.ng