



**PAN-ATLANTIC
UNIVERSITY**

POST GRADUATE EDUCATION

SCHOOL OF MEDIA AND COMMUNICATION (SMC)
PAN-ATLANTIC UNIVERSITY

MSc

MASTER OF SCIENCE IN
MEDIA AND COMMUNICATION

FULL TIME · 12 MONTHS

START DATE:

October, 2023

DURATION:

12 months

(2 semesters and a 3 month internship)

PROGRAMME STRUCTURE:

Daily lectures from 9:20am to 5:00pm
Four days a week for 15 weeks of lecture.

LECTURE VENUE:

School of Media and Communication (SMC)
Pan-Atlantic University (Main Campus),
Km 52 Lekki-Epe Expressway,
Ibeju-Lekki, Lagos.



The MSc in Media and Communication programme at the School of Media and Communication, Pan-Atlantic University, is a response to the needs of the media, culture, creative and communication (PR, Advertising, Marketing and Corporate Communication) industries we serve.

This full time (12 month) programme which has been in existence since 2006, was conceived as a combination of academic and relevant industry training. This was achieved through extensive consultation with industry stakeholders, and its delivery uses the appropriate pedagogical methods and practices in the broad areas of our discipline.

Our pedagogical approach combines robust, interactive in-person activities such as:

- Practical academic projects
- Career fair and internship opportunities
- Mentorship and personal development sessions
- Attendance at our 'Meet the Industry Expert' series
- Participation in our Nollywood Studies Centre's 'Meet the Artiste' workshop

*A Masters degree from the SMC
is a guarantee of professional quality.*

ADMISSION REQUIREMENTS:

First degree in a relevant discipline (minimum of second class lower division) and at least 1 year post graduation work experience (NYSC will suffice).

Candidates with an HND or non-Art and Humanities /Social Sciences degree must possess either a post graduate diploma from a recognized university or at least a one year relevant experience in media and communication to apply.

APPLICATION FEE:

N10,000 to be paid after filling the application form online @ sims.pau.edu.ng

APPLICATION PERIOD: January - September, 2023

EXAM DATES: From April - September, 2023

ENTRANCE EXAM TYPE:

Aptitude test, Essay writing and Oral assessment. Candidates with current or recent satisfactory scores in GRE or GMAT will be exempted from the aptitude test but will be assessed via essay writing and an oral interview.



REGISTER ONLINE @ sims.pau.edu.ng

MORE INFORMATION:

Call **Ndidi**

0708 864 1465

0701 782 5427

01- 440 5524 (ext 240)

Admissions Office

Pan-Atlantic University (Main Campus),
Km 52 Lekki-Epe Expressway, Ibeju-Lekki, Lagos.

☎ 234-1-712 1728; 440 5524 (ext 240)

✉ msc@pau.edu.ng | www.smc.edu.ng

APPLY HERE



MSc

*Become a part of the next generation of Media and Communication experts
Apply for our MSc in Media and Communication.*

APPLY HERE



PROGRAMME BENEFITS

Career Fair:

During the programme, you will be opportuned to attend our annual career fair where you will interact with HR managers and recruitment executives from top corporate organisations in Lagos to learn about the value created by their companies, where you fit in and for possible internship placements and/or employment opportunities.

Meet the Industry Experts:

In this fortnightly activity, CEOs of media and communication, or other business executives who have excelled in their industries or sectors are regularly invited to interact with our students to share invaluable work-life experiences thereby preparing them for the future.

Personal Mentorship:

As a students in the Masters programme, you will be assigned to personal advisor/mentor that will help you with academic matters and in addition, provide guidance on career and general welfare matters. The one-to-one relationship between the student and the mentor is intended to provide the student with the due support to enable him/her achieve his potential in the least stressful way possible.

COURSES YOU WILL STUDY

First Semester

1. Theoretical Foundation of Studies in Media and Communication
2. Advanced Communication and Writing Skills
3. Advanced Communication Research Methods
4. Professional Ethics
5. Leadership Strategies in the Media
6. Organisational Communication
7. Marketing Strategy
8. New Media and Marketing Communications

Second Semester

9. Media, Culture and Society/Media, Human Person and Society
10. Topical Seminar in Media and Communication
11. Advertising
12. Public Relations Strategies
13. Statistics and Data Analysis
14. Master's Dissertation (only after course work)

CALENDAR DATES FOR 2023/2024 SESSION

First Semester:	October 2023 - March 2024
Second Semester:	April 2024 - August 2024
Internship:	August - November 2024
Graduation:	December 2024

ALUMNI TESTIMONIES

"The School of Media and Communication is synonymous with quality and commitment to excellence. The teaching methods exposed me to the importance of big picture thinking and situational analysis for complex communication needs"



Mrs. Ginika Durugbor
Head,
Corporate Communications,
Lafarge Africa PLC.

"SMC is simply world-class. Everyone knows and does their job without requiring any form of third-party inducement. [They have] built a system that is efficient, and I am proud we have such a school in Nigeria. ...most major changes I have had in my career came as I was just completing a programme at the SMC".



Dr. Meksley Nwagboh
Chief Marketing Officer,
Fidelity Bank PLC