



**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](mailto: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](mailto: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](mailto:msc@pau.edu.ng) | [www.smc.edu.ng](http://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

### Internship:

Through the Internship Office, students are placed in media and communication organisations or other relevant companies where, prior to graduation, they spend three months testing their new found skills, knowledge and insights in real time. The period of internship offers the students the opportunity to assess their work style and capabilities for a full-time position upon completion of study.

### 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 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.

## 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, 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"*



**Dr. Meksley Nwagboh,**  
Chief Marketing Officer,  
Fidelity Bank PLC