



**PAN-ATLANTIC
UNIVERSITY**

POST GRADUATE EDUCATION



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

MSC

**MASTER OF SCIENCE IN
MEDIA AND COMMUNICATION**

MODULAR FULL TIME

START DATE:
September

DURATION:
13 months
(3 semesters and a 3 month internship)

PROGRAMME STRUCTURE:
One-week of intensive lectures every 2 months
and 3 Saturdays of online lectures
(A semester consists of 22 weeks).

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

The Modular Full Time MSc programme of the School of Media and Communication is a 13 month programme that combines academic and professional training and is a direct response to the needs of the industry.

Our pedagogical approach which combines classroom experience with practice-expert sessions, and the presence of media professionals (Senior Fellows and Fellows) who teach in it alongside academics, ensure that students are imparted with knowledge and skills that would make them highly competent professionally and able to meet the challenges of operating in an increasingly complex and interdependent global environment.

PROGRAMME STRUCTURE

The Modular Structure requires participants to attend classes at our main campus for a one-week of intensive lectures every 2 months and 3 Saturdays of online lectures in a month.

*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). Candidates with an HND or non-relevant discipline must possess a post graduate diploma from a recognized university to apply. Candidates are also expected to possess 1 year post graduation work experience (NYSC will suffice) preferably in a media and communication industry.

APPLICATION FEE:

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

ANNUAL APPLICATION PERIOD:

January - September

ANNUAL EXAM DATES:

April - September

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 @ apply.pau.edu.ng

MORE INFORMATION:

Call
Ndidi - 0708 864 1465
Joy - 0816 482 0228
Lekan - 0813 555 1765
David - 0701 782 5427

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

MORE INFO



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

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

Semester 1:

1. New Media and Marketing Comm
2. Advanced Communication & Writing Skills
3. Advanced Research Methods
4. Theoretical Foundations
5. Marketing Strategy

Semester 2:

6. Leadership Strategies
7. Organisational Communication
8. Professional Ethics
9. Statistics and Data Analysis
10. Advert Planning

Semester 3:

11. Media, Human Person and Society
12. Topical Seminars
13. PR Strategies
14. MSc dissertation

ANNUAL CALENDAR DATES

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| First Semester: | September - January |
| Second Semester: | February - June |
| Third Semester: | June - August |
| Internship: | September - November |
| Graduation: | December |

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