



MAJOR-SPECIFIC STUDY & INTERN ABROAD PROGRAMS

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Course Offerings

INSTITUTE OF JOURNALISM & MASS COMMUNICATIONS

University of Dar es Salaam

This file has been adapted from the University of Dar es Salaam (UDES) prospectus. Contact KEI for course descriptions and syllabi. Please be patient as it may take 2 to 6 weeks to obtain course descriptions (and syllabi when available). UDES does not have a digitized system for course information; so much of the work must be done manually and through direct contact with each professor.

Course Selection & Approval

UDES uses a very different system for course scheduling and registration. It is important to keep the following in mind when selecting your courses:

1. Not all courses listed in this file are offered each academic term.
2. Course availability and schedule for each academic term is made available by UDES only a couple of days before the semester starts.
3. Some courses may be cancelled after the first week of classes.

In general, the course selection process includes the following steps:

1. Select at least 10 (preferably more) courses for each semester of study. The more courses you select the better (and the quicker the process). Make sure to select courses that are offered during your semester of study; Semester 1 (Fall) and Semester 2 (Spring). Refer to other course files for more course options (<http://www.KEIabroad.org/programs/darsalaam/academics.php>).
2. Consult with your academic and/or study abroad advisor regarding your course selections. Obtain credit transfer approval from your university.
3. Inform your KEI Program Manager about your course selections.
4. KEI will check with UDES which courses will be offered during your semester of study. This process may take several weeks - sometimes longer.
5. KEI will inform you about which courses will be offered. It may be necessary to select additional courses.

Please speak with a KEI Program Manager before starting the course selection process. We will be glad to explain the education system at the University of Dar es Salaam and help you through the entire process.

B.A. (JOURNALISM)

First Year

<i>Course Code</i>	<i>Course Title</i>	<i>Units</i>	<i>Semester</i>
JO 103:	Introduction to Journalism	3	1
JO 101:	Computer Application in Journalism	3	1
CO 101:	Introduction to Mass Communication	2	1
DS 101:	Development Perspective I	3	1
AS 102:	Introduction to Social Science Research Methods	3	1
CL 106:	Communication Skills	3	1
JO 102:	Introduction to Writing for the Media	3	2
JO 104:	Journalism History and Issues	3	2
PR III:	Introduction to Critical Thinking and Argumentation	3	2
AS 103:	Social Science Research Method	3	2
DS 102:	Development Perspective II	3	2

Second Year

CO 201:	Theories of Mass Communication	3	1
PR 101:	Introduction to Public Relations and Advertising	3	1
CO 203:	Issues in Mass Communication Research	3	1
PR 205:	Gender and the Media	3	1
LW 540:	Media Law	3	1
JO 202:	News Reporting and Writing for Print Media	3	2
JO 204:	Photojournalism	3	2

<i>Course Code</i>	<i>Course Title</i>	<i>Units</i>	<i>Semester</i>
JO 206:	Media Ethics	3	2
JO 208:	Radio and TV Broadcasting	3	2
JO 210:	Editing, Layout & Graphics	3	2
JO 200:	Practicum 1½	1.5	2

Third Year

JO 301:	Current Affairs and News Analysis	3	1
CO 305:	News Media Technologies	3	1
JO 307:	Dissertation I	3	1
JO 303:	Specialised Writing	3	1
JO 305:	Advanced Radio Broadcasting	3	1
JO 309:	Advanced TV Broadcasting	3	1
JO 311:	Advanced Photojournalism	3	1
JO 313:	Health Communication I	3	1
JO 302:	Media Management and Organisation	3	2
CO 304:	Media Criticism	3	2
CO 310:	Media and Popular Culture	3	2
JO 308:	Dissertation II	3	2
JO 306:	Advanced Writing for Print Media	3	2
JO 314:	Health Communication	3	2

B.A. (MASS COMMUNICATION)

First Year

CO 101:	Introduction to Mass Communication	3	1
CO 103:	Technical Basis of Communication	3	1
JO 100:	Computer Application in Mass Communication	3	1
AS 102:	Introduction to Social Science Research Methods	3	1
CL 106:	Communication Skills	3	1
DS 101:	Development Perspectives I	3	1
JO 102:	Introduction to Writing for the Media	3	2
CO 102:	Mediated Communication in Africa	3	2
PL 111:	Introduction to Critical Thinking and Argumentation	3	2
DS 102:	Development Perspective II	3	2
CO 100:	Practicum 1	1½	2

Second Year

CO 201:	Theories of Mass Communication	3	1
LW 540:	Media Law	3	1

<i>Course Code</i>	<i>Course Title</i>	<i>Units</i>	<i>Semester</i>
CO 203:	Issues of Mass Communication Research	3	1
PR 205:	Gender and the Media	3	1
	<i>and 3 units from the following optional courses:</i>		
CO 205:	Mass Media and Society	3	1
**CO 206/FP 241:	Radio Production I	3	1
**CO 209/FP 236:	Advanced TV Production	3	1
CO 210:	Production Management	3	1
CO 211:	Media Management and Organisation	3	1
CO 215:	Cotemporary Media in Tanzania	3	1
JO 206:	Media Ethics	3	2
CO 202:	Effects of Mass Communication	3	2
CO 204:	Contemporary Mass Media in Tanzania	3	2
	<i>Plus at least 6 units from the Institute and 3 from the general options or vice versa.</i>		
CO 207:	Radio Production II	3	2
CO 208:	TV Production	3	2
*FP 276:	Advanced Television Production	3	2
CO 210:	Production Management	3	2
CO 212:	Multi-track Recording	3	2
CO 214:	Mass Media and Social Change	3	2
Third Year			
CO 301:	Audience Research	3	1
CO 303:	Development Communication	3	1
CO 305:	New Media Technologies	3	1
CO 307:	Dissertation 1	3	1
	<i>Plus at least 3 units from the Institute and 3 units from the following general options:</i>		
CO 309:	Special Radio Production	3	1
CO 311:	Special Television Production	3	1
CO 311:	Special Media Planning and Management	3	1
CO 315:	Special Writing for the Media	3	1
CO 317:	Children and the Media	3	1
CO 302:	International Mass Communication Systems	3	2
CO 304:	Media Criticism	3	2
CO 306:	Broadcast and Cable Programming	3	2
CO 308:	Dissertation 2	3	2

<i>Course Code</i>	<i>Course Title</i>	<i>Units</i>	<i>Semester</i>
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Plus at least 3 units from the Institute and 3 units from the following general options:

CO 310:	Mass Media and Popular Culture	3	2
CO 312:	Instruction Media	3	2
CO 314:	Digital Audio and Video Post Production	3	2
PR 301:	Advertising and Public Relations Campaigns	3	2

B.A. (PUBLIC RELATIONS AND ADVERTISING)

First Year

CO 101:	Introduction to Mass Communication	3	1
PR 101:	Introduction to Public Relations and Advertising	3	1
JO 101:	Computer Applications for Mass Communication	3	1
AS 102:	Introduction to Social Research Methods	3	1
CL 106:	Communication Skills	3	1
DS 101:	Development Perspective I	3	1
PR 102:	Psychology and Advertising	3	2
PR 104:	Public Opinion and Public Relations	3	2
AS 103:	Social Science Research Methods	3	2
DS 102:	Development Perspective II	3	2
PR 100:	Practicum	1½	2

Second Year

CO 201:	Theories of Mass Communication	3	1
PR 201:	Mass Media and Public Relations	3	1
PR 203:	Advertising Layout and Production	3	1
PR 205:	Gender and the Media	3	1
CO 203:	Issues in Mass Communication Research	3	1
LW 540:	Media Law	3	1
PR 202:	Media and Contemporary Issues	3	2
JO 206:	Media Ethics	3	2
PR 204:	Mass Media Advertising and Sales Promotion	3	2
PR 206:	Advanced Public Relations Topics	3	2
PR 200:	Practicum	1½	2

Third Year

PR 301:	Advertising and Public Relations Campaigns	3	1
CO 305:	New Media Technologies	3	1
PR 303:	Ethics and Professional Responsibilities in Public Relations	3	1

<i>Course Code</i>	<i>Course Title</i>	<i>Units</i>	<i>Semester</i>
PR 313:	Advanced Advertising Issues	3	1
PR 311:	Propaganda and Persuasion	3	1
PR 307:	Dissertation	3	1
	<i>Plus 3 units from the following optional courses</i>		
PR 311:	Media, Minorities and People with Special Needs	3	1
PR 313:	Visual Communication	3	1
JO 313:	Health Communication 1	3	1
PR 302:	Special Issues in Advertising	3	2
PR 304:	Media Representation and Perception	3	2
PR 306:	Public Relations Organisations and Management	3	2
PR 308:	Dissertation	3	2
	<i>Plus 3 units from the following optional courses:</i>		
PR 310:	Advertising as Communication	3	2
PR 314:	Public Relations for Non-profit	3	2
JO 314:	Health Communication II	3	2
 CERTIFICATE IN JOURNALISM			
CJ 100:	Introduction to Mass Communication	3	1
CJ 101:	Computer Application for Journalists	3	1
CJ 102:	Introduction to Journalism and its History	3	1
CJ 103:	English for Journalism	3	1
CJ 104:	Kiswahili kwa Waandishi	3	1
CJ 105:	Reporting & Editing for Print Media	3	1
CJ 106:	Introduction to Television	3	2
CJ 107:	Introduction to Radio	3	2
CJ 109:	Media Law	3	2
CJ 110:	Journalism Ethics	3	2
CJ 111:	Project	3	2
CJ 112:	Practicum	1½	2