GHANA INSTITUTE OF JOURNALISM ACCRA, GHANA SCHOOL OF GRADUATE STUDIES AND RESEARCH (SoGSaR)

**POSTGRADUATE
STUDENT HANDBOOK**

Table of Contents

Table of Figures

GHANA INSTITUTE OF JOURNALISM

1. BRIEF BACKGROUND

The Ghana Institute of Journalism (GIJ) was established on 16th October, 1959 by Osagyefo Dr. Kwame Nkrumah, the first President of the Republic of Ghana. After Ghana attained independence from colonial rule in 1957, Nkrumah established this citadel of training and learning with a vision to produce a patriotic cadre corps of journalists to play an effective role in the emancipation of the African continent.

It started as the School of Journalism, which was a department of the Accra Technical Institute (now Accra Polytechnic). Mr. Richard McMillan, who at the time was due for retirement as the Director of the British Information Services in Ghana became the first Principal and journalism tutor. After the 24th February 1966 overthrow of the Nkrumah Government, the school moved to the present location which used to house the Ghana Press Club.

The Institute took its present name after the General I.K. Acheampong-led National Redemption Council (NRC) passed its first Legislative Instrument (NRCD 275) to formally establish the Ghana Institute of Journalism. In 2006, under the Fourth Republic, Ghana's Parliament passed the Ghana Institute of Journalism Act (Act 717) to transform the Institute into a degree-awarding tertiary institution.

In 2009, the President of the Republic granted the Institute a Charter to award its own certificates, diplomas and degrees. This was a manifestation and testimony to the pivotal role that the Institute has played and continues to play in the development of the nation's human resources in such critical areas as communication, media and journalism. Thereafter, GIJ obtained approval from the National Accreditation Board to introduce four master's degree programs, which began in September 2014.

2. VISION
To become the preferred communication training institution in Africa, upholding high academic standards and producing world class professionals for the transformation of society.

3. **MISSION STATEMENT**
   To remain a highly academic professional communication institution, serving the needs of students, the industry and society.

4. **CORE VALUES**
   - Commitment to excellence
   - Linking theory and practice
   - Ensuring accountability with integrity
   - Excellent teaching and learning environment

5. **PHILOSOPHY**
   As a first class center of excellence in journalism, communication and media studies, the Institute has its core philosophy as the provision of world class education for students and facilitating the learning and development of journalists, media practitioners and communication experts through extensive lectures, tutorials and practical training in the core areas of journalism, communication, media and public relations and political communication and management.

6. **ACADEMIC YEAR**
6.1. The School of Graduate Studies and Research operates a 15-month semester system for a full calendar year from September to August as an academic year.

6.2. The First semester of the regular programme starts in September to December while the Second semester starts in January to May. The Sandwich programmes starts in June to July.

6.3. **PROGRAMMES**
   1. **NON-DEGREE POSTGRADUATE PROGRAMMES**

   2. Non-Degree Graduate programmes include postgraduate certificate (Executive short courses) and postgraduate diploma

   3. **DEGREE POSTGRADUATE PROGRAMMES**

   4. Degree programmes include Master of Arts (MA) for Sandwich session and Master of Arts (MA), Master of Philosophy (MPhil) and Doctor of Philosophy (PhD) for the regular session.

   5. The Graduate School shall co-ordinate a 4-section programmes namely: Regular, Evening, Weekend and Sandwich

   6. The duration of each course of study is fifteen months (15) comprising two semesters with a minimum of 15 credit hours per semester, and/or a pass in dissertation as well as any other mandatory course(s) leading to the award of:

- MA in Public Relations

- MA in Development Communication

- MA in Journalism

- MA in Media Management

7. The School of Graduate Studies and Research admits postgraduate students in her Sandwich programme for all MA Programmes scheduled for June/July each year. Sale of admission forms for the Sandwich programmes is open all-year round. The selection criteria are determined by the department to which an applicant is seeking admission and in consonance with the prescription of the National Accreditation Board (NAB) and the National Council for Tertiary Education (NCTE).

8. **Admissions, Programmes and Examinations**
The School of Graduate Studies and Research shall admit students, run programmes and conduct examinations throughout the academic year. Accordingly, the sale of MA admission forms shall be open throughout the year. This is to make room for stock of deferred admission readily available to fill in gaps regarding those who may not turn up. The applicant having satisfied the minimum admission requirements; the admission then shall strictly be based on **ability** to pay. The applicants in the deferred admission pool shall be considered for admission in the next season or when programme is available. Also, it will provide avenue to negotiate with applicants to opt for the sandwich option.

9. **Special Admissions**
i. **Special admissions** in special cases where an applicant has a third class and is otherwise adjudged suitable may be admitted into a non-research postgraduate Diploma programme or an applicant does not have a first degree but is otherwise adjudged suitable may be admitted into a non-research postgraduate certificate programme. Such an applicant must:

a) Have special knowledge and considerable experience in his/her area of interest and be, at least, 35 years of age

b) Have at least, G.C.E. 'O' level/SSSCE/WASSCE passes in English Language and Mathematics and/or 'A' Level

c) Have Diploma in a relevant field of study

d) Submit a transcript of his/her academic record

e) Pass a selection interview

ii. An applicant who has successfully completed the postgraduate diploma and is otherwise adjudged suitable may be offered **a special admission** into postgraduate Master of Arts Degree.

a) **Running of Postgraduate Programmes**
Like the sale of the admission forms, running of MA programmes shall be open throughout the academic year. The MA programme can be run as a regular/normal morning, evening, weekend and sandwich sessions. The MA programmes can be run in a modular, an

executive short course or a non-research degree/ certificate, and/or a postgraduate diploma etc.

b) **Conducting Examinations**

Postgraduate examinations shall not be structured in a more rigid manner. The form of examination should reflect the nature of course. The model of examinations shall be multidimensional- Long essay, term papers, field study, report writing, practical demonstrations among other traditional model of examinations. There should not be any form of trailed or failed in exams at postgraduate level. Candidate whose performance is seen to be below average shall be awarded either non-research degree certificate or a postgraduate diploma certificate. The issue of re-take exams may have to be reconsidered. Alternatively, a candidate who trailed in examinations up to two (2) courses should be made to pay a third (1/3) of the whole academic year's fee before allowed to sit for the examinations. However, if a candidate trailed in more than Two (2) courses he/she shall either be withdrawn of allowed to redeem himself/herself and be awarded a postgraduate non-research degree/diploma certificate.

10. **Student's Examinations Complaints and Failed MA Dissertations**

All students' examination complaints should be rooted through the secretariat to the respective Head of Department (HOD) who houses the course to the Dean and finally to the Deputy Rector. Supervisors and/or examiners of MA dissertations are required to submit reports on all failed and/or incomplete MA dissertations through the secretariat to the Head of Research unit to the Dean and finally to the Deputy Rector.

11. **Deferment of MA Programme**

Any student who wishes to defer his/her programme should have made a full payment of fee, completed at least a semester's courses, such student is required to submit a formal comprehensive report detailing rationale for such deferment. The formal letter should be rooted through the secretariat to the respective Head of Department who houses the course(s) to the Dean and finally to the Deputy Rector.

7. **GENERAL INFORMATION**

   a. The academic calendar is organized into two (2) semesters. Programmes are made up of courses which are coded by levels of academic progression and are assigned credits. Each course is examined at the end of the semester.

   b. Each academic unit shall provide detailed information about the structure of programme leading to the award of postgraduate degrees in that unit.

   c. Each academic unit shall offer advice and counseling to students.

   d. It shall be the responsibility of each student to know both the specific requirements of the postgraduate degree for which he or she is registered as well as the rules, regulations and policies of the Institute and the relevant academic unit.

   e. It shall be the responsibility of each student to ensure that the courses selected satisfy the requirements for the award of the postgraduate degree being sought.

f.   Every student, by the act of registering, agrees to abide by all the rules, regulations, policies, codes and orders of the Institute and of the relevant Faculty/Department/Unit.

g.   Every student is required to acquaint himself/herself with the general information outlined in this handbook and any relevant information from the academic department(s) in which he/she is enrolled. Students may consult their Program Coordinator, Head of Department, Faculty Dean and the Dean, SoGSaR, for additional information.

h.   Every student is also required to comport himself/herself by:

- Dressing decently for lectures and other functions;

- Conducting himself/herself in an orderly manner with dignity and self-respect at all times;

- Showing appropriate respect for authority and upholding the law and order.

i.   It shall be a violation on the part of a student:

- to willfully disobey any of the rules, regulations, policies, code and orders made by the Institute;

- to be rude or disrespectful towards any officer of the Institute.

j.   Exemption from any of the rules, regulations, policies, codes and orders of the Institute may be granted only with the express permission from the Academic Board on the recommendation of the Board of SoGSaR, and the appropriate Faculty/Department/Unit/Committee.

k.   The Institute reserves the right to change its rules, regulations, policies, codes and orders as well as programs and course requirements outlined in this handbook without prior notice.

8. POSTGRADUATE ADMISSIONS AND PROGRESSION REQUIREMENTS

1. The following are the two (2) modalities for admitting students into the postgraduate programmes:

   i) **Direct Postgraduate Admission (DPA)**

   ii) **Entrance Exams and Selection Interviews (EESI)**

2. In the case of the **Direct Admission (DA),** applicants are admitted based on qualification merit in accordance with the minimum requirement prescribed by the National Accreditation Board (NAB) and National Council for Tertiary Education (NCTE).

3. For the **Entrance Examination and Selection Interviews (EESI),** GIJ reserves the right to conduct admission entrance examination and selection interviews. In this case, the final

decision for selection rests with the department to which the applicant is seeking admission.

4. It is imperative to note that a mere provision of an admission letter is not sufficient to define studentship. A postgraduate student is one who has duly paid up the required fees and had duly registered with Proof of Registration (PoR) and has a genuine postgraduate student identification card. This means that Admission and Registration are two (2) separate requirements.

5. The minimum number of enrolment per programme per academic year shall be determined by the Board of the School of Graduate Studies and Research.

6. Direct, one-step admission into postgraduate programmes is limited to non-researched degree programmes (Postgraduate certificate) and postgraduate diploma.

7. All postgraduate programmes in the School of Graduate Studies and Research (SoGSaR) may require

course work with / without research work, leading to the award of the following:

- Non-researched (Postgraduate Certificate (PC)
- Postgraduate Diploma (PgD) or Non-researched Degree Certificate.
- Master of Arts (MA)
- Master of Arts (MA) with Research
- Master of Philosophy (MPhil)
- Doctor of Philosophy (PhD)

8. **Postgraduate Master of Arts (MA)**

The established Postgraduate Master of Arts admission requirements of the Institute are intended to ensure that the student is capable of obtaining the qualification for which he or she enrolls, and to guarantee the standards and high quality of the degree. To be admitted to a programme leading to the award of Master of Arts, an applicant must:

i. Have a bachelor's degree in Communication Studies from the Ghana Institute of Journalism or bachelor's degree in other disciplines from any approved/recognized university with a minimum of Second-Class Lower Division (2nd Class Lower).

AND

ii. Have English language proficiency. Applicants from non-English speaking countries must show proof of at least a minimum level of English

language proficiency in the following areas: GSCE/'O' Level, IELTS and TOEFL. In default, a fee-paying English language proficiency training shall be organized by the Institute for the applicant.

iii. Pass an entrance examination and a selection interview (Optional or where applicable).

iv. An applicant with no communication/public relations/journalism background would be required to audit either the Diploma courses or participate in selected GIJ short courses to make up for the deficiency. An applicant would have to pay for tuition.

v. The candidate will also be required to submit a transcript of his/her academic record,

9. **Master of Philosophy (MPhil)**
   To be admitted into a program leading to the award of Master of Philosophy (MPhil), an applicant must:

i. Have a Master of Arts (MA) Degree from the Ghana Institute of Journalism or any approved/recognized university with a grade point average (GPA) of 3.5 or better.

OR

ii. Have a Master of Arts degree in other disciplines from an approved/recognized university with a grade point average (GPA) of 3.5 or better.

OR

iii. Have a Bachelor of Arts degree in Communication and other relate disciplines from an approved/recognized university with at least Second Upper Division or better.

AND

iv. Have English language proficiency. Applicants from non-English speaking countries must show proof of at least a minimum level of English language proficiency in the following areas: GSCE/'O' Level, IELTS and TOEFL. In

default, a fee-paying English Language proficiency training shall be organized by the Institute for the applicant.

v. The candidate will also be required to submit a transcript of his/her academic record,

iv. Successfully defended a final research proposal before a Departmental examining panel and/or Pass a selection interview.

10. Doctor of Philosophy (PhD)
To be admitted into a programme leading to the award of Doctor of Philosophy (PhD), an applicant must:

vi. Have a Master of Philosophy degree in Communication Studies from the Ghana Institute of Journalism or any approved/recognized university with a grade point average (GPA) of 3.5 or better.

OR

vii. Have a Master of Philosophy degree in other disciplines from an approved/recognized university with a grade point average (GPA) of 3.6 or better.

AND

iii. Have English language proficiency. Applicants from non-English speaking countries must show proof of at least a minimum level of English language proficiency in the following areas: GSCE/'O' Level, IELTS and TOEFL. In default, a fee-paying English Language proficiency training shall be organized by the Institute for the applicant.

iv. The candidate will also be required to submit a transcript of his/her academic record,

v. Taken a course in Academic Writing and passed. Presented a research proposal of an acceptable standard and successfully defended a final research proposal before a Departmental examining panel.

Pass a selection interview.

vi.   All PhD programmes in the Institute shall be fee-paying and the durations are as follows:
   i. Full-Time - Three (3) years with one (1) year extension
   ii. Part-Time - Five (5) years with one (1) year extension

11. PROGRESSION IN POSTGRADUATE PROGRAMMES

1 **Conditions for Upgrading First Degree and Non-Researched Master's Degree Holders to PhD**

i.   A first degree and non-researched master's degree holder may be upgraded to a PhD programme when a candidate satisfies the following:

ii. Completed all courses required at the master's level.

iii. Obtained a CGPA of 3.5 or better in the course work.

iv. Obtained not more than one grade C+.

v.   Scored B+ or better in Research Methods course.

v.   Taken a course in Academic Writing and passed.

vi. Presented a research proposal of an acceptable standard.

vii. Successfully defended a final research proposal before the Department examination panel and passed with at least grade B+ by the examination panel.

2. Modalities for upgrading a First Degree and Non-Researched Master's Degree holder to PhD

i.   A student will apply in writing through his/her advisors to the Head of Department stating reasons for the upgrading.

ii. The Head of Department in consultation with the Dean of School of Graduate Studies and Research will consider the application in the first instance and forward it together with its recommendation to the Board of School of Graduate Studies and Research.

iii. The Board of School of Graduate Studies and Research will consider the application, taking into consideration the recommendations of the Head of Department.

9. APPLICATIONS AND PROCEDURES FOR ADMISSION

Applications for admission shall be made on a prescribed form obtainable online at www.gij.edu.gh.

9.1. Procedure for Admission

All candidates applying for admission into the Master of Arts program shall be required to submit a research topic and abstract. However, candidates applying for research

programs shall be required to submit (in about 800 and 2,500 words for MPhil and PhD respectively) an outline of the proposed research.

Applications shall then be considered, in the first instance, by the appropriate Departmental Board. The Departmental Board shall satisfy itself of the suitability or otherwise of the candidate and the availability of resources for the successful completion of the candidate's work. Where an interview or a qualifying examination is required for determining the suitability or otherwise of an applicant, the Departmental Board in consultation with the Dean, SoGSaR, shall decide the form of interview or qualifying examination and appoint a panel from its members to administer the interview or examination. The Dean or a representative of the Graduate School shall be present at such interview or examination.

The Head of Department shall submit to the Dean of SoGSaR for approval a list of candidates recommended for admission, together with:

a. The pertinent extracts from the minutes of the Departmental Board meeting;
b. Statement on the nature of the program;
c. Topic and Abstract/Dissertation/Thesis topic(s) and an outline of the proposed research (where applicable); and
d. Name(s) of proposed Internal Supervisor(s).

10. DESCRIPTION OF GRADUATE STUDIES

Graduate studies shall be categorized as follows: Regular, Weekend, Sandwich and Modular.

A **Regular, Evening or Weekend programme** shall be completed within a maximum duration of twelve (12) months for Postgraduate Diploma, fifteen (15) months for Master of Arts (MA), twenty-four (24) months for Master of Philosophy (MPhil) and a minimum of thirty-six (36) months for Doctor of Philosophy (PhD) from the date of commencement of the academic year.

A **Sandwich programme** shall be completed within a maximum of two (2) Sandwich semesters from the date of commencement of the academic year.

A **Modular program** may provide an opportunity for a prospective applicant to participate in a module(s) within two (2) years prior to applying for a postgraduate program. The results of such a module shall, on request by the applicant, be credited to him or her on admission.

These durations may be extended by the Board, on the recommendation of the Supervisor through the Departmental and Faculty Boards, by periods not exceeding six (6) months to a maximum of one (1) year.

11. ACADEMIC SESSION

The Regular and Weekend sessions shall comprise two (2) semesters as follows:

First Semester : From August to December

Second Semester : From January to May

The Sandwich session shall comprise two (2) semesters as follows:

First Semester : From June to July

Second Semester : From June to July

12. STRUCTURE OF SEMESTER

A semester may either be Regular, Evening, Weekend or Sandwich.

12.1. Regular and Weekend Sessions

A semester for Regular and Weekend sessions shall normally be made up of seventeen (17) weeks duration structured as follows:

- Thirteen (13) weeks of teaching;

- One (1) week of revision;

- Two (2) or three (3) weeks of examinations.

12.2. Sandwich Session

A Sandwich semester shall normally be made up of eight (8) weeks duration structured as follows:

- Seven (7) weeks of intensive teaching

- One (1) week of examinations

13. PROGRAMS AND COURSES

13.1. Components of the Master of Arts, Development Communication Program

First Semester		Credits
Core		
MADC 601	Doctrines, Theories and Concepts of Development	3
MAGD 603	Globalization and Development	3
MADC 605	Development Communication Strategies	3
MAEC 607	Ethics and Communication	3
MACR 617	Advanced Communication Research Theories, Concepts and Methodology	3

| MASM 611 | Seminar I (*organized fortnightly*) | 3 |
| MAIN 613 | Internship and Field Trip | |

Electives

MAGD 615	Gender, Representation and Development	3
MACP 607	Communication Policy	3
MAFR 619	French (*Intermediate*)	3
MAPC 621	Public Opinion and Communication	3
MACS 625	Corporate Social Responsibility	3
MAIC 625	Indigenous Communication and Development	3

<u>Second Semester</u>		**Credits**
Core		
MAPM 602	Project Management and Design	3
MAEC 604	Entrepreneurship, Innovation and Communication	3
MASC 606	Communication for Social Change (CSC)	3
MACR 617	Advanced Communication Research Methods, Design and Analysis	3
MASM 610	Seminar II (*organized fortnightly*)	3

<u>Electives</u>

MAMP 612	Multimedia Production	3
MAAD 614	Approaches to Development Communication	3
MAHC 616	Health Communication	3
MAFR 618	French (*Advanced*)	3
MADS 620	Dissertation/Capstone Project	12

(a) Core courses:
   i. Doctrines, Theories and Concepts of Development
   ii. Globalization and Development
   iii. Development Communication   Strategies
   iv. Project Management and Design
   v. Entrepreneurship, Innovation and Communication
   vi. Communication for Social Change

(b) Elective courses:
   i. Gender, Representation and Development
   ii. Communication Policy

iii. French (*Intermediate*)
iv. Public Opinion and Communication
v. Corporate Social Responsibility
vi. Indigenous Communication and Development
vii. Multimedia Production
viii. Approaches to Development Communication
ix. Health Communication
x. French (*Advanced*)

(c) Mandatory courses: i. Ethics and Communication
ii. Advanced Communication Research Methods
iii. Advanced Communication Research Design and Analysis

(d) Research component: Dissertation/Capstone Project

(e) Competence-Based Training (CBT) Component: Seminars

(f) Practical Training: Internship and Field Trip

Staff Details of MA Development Communication (MADC)

Staff category	Name of staff	Sex	Full time	Part time	Highest qualification/year obtained and place	Area of specialization	Rank/years of teaching experience	Course Taught
Teaching staff	Prof. Kwamena Kwansah-Aidoo	M	✓		PhD, 1999, Queensland University of Technology, Brisbane, Australia	Broad field of Communication- Public Relations, Media Studies & Marketing Communications	Professor, 19 years	Development Communication
	Dr. Mavis Essandoh	F	✓		PhD, 2017, Deakin University, Australia	Communication Studies	Senior Lecturer, 10 years	Communication for Social Change
	Dr. Ebo Afful	M	✓		PhD, 2016 Cardiff University	Journalism. Media and Development	Senior Lecturer, 21 years	Gender, Representation and Development
	Dr. Albert-James Tayman	M		✓	PhD, 2013 Bournemouth University, UK	Media & Communication	Senior Lecturer, 10 years	Multimedia Production
	Dr. Modestus Fosu	M	✓		PhD, 2014, University of Leeds	Media and Communication	Senior Lecturer, 12 years	Indigenous Communication and Development
	Dr. Collins Adu-Bempah Brobbey	M	✓		PhD, 2013, Institute of African Studies, University of Ghana, Legon, Ghana	African Studies: African Politics, Development and Governance	Senior Lecturer, 12 years	Doctrines, Theories and concepts of Development
	Dr. Lawrencia Agyepong	F	✓		PhD, 2016 University of Leicester	Communication and Research Methods	Lecturer, 10 years	Communication Research Methods & Communication Research Design and Analysis

Dr. Ebenezer Malcalm	M			✓	PhD 2012. Ohio University, USA	Instructional Technology/Curriculum Instruction	Lecturer, 7 years	Project Management & Design
Dr. Richard Boateng	M			✓	PhD. 2017, Silla University, Busan, Korea	Administration: Health Administration	Lecturer, 2 years	Health Communication
Dr Etse Sikanku	M		✓		PhD,2013, Univ. of Iowa, Iowa City, Iowa	Journalism & Mass Communications	Lecturer, 5 years	Communication Policy & Development Communication. Strategies

Course Descriptions

Semester One

Core Courses

Course Code   **Course Title**

MADC 601   **Doctrines, Theories and Concepts of Development**
Aim:
This course seeks to provide students with an understanding of different paradigms of development from past to present and its future trends including the analysis of various factors and conditions contributing to that paradigm shift.

Outline:
The course covers theoretical perspectives on development, philosophical underpinnings of development, history of development and the creation of underdevelopment.

Learning Outcomes:
At the end of the course, students are expected to have a better appreciation and articulation of the doctrines, theories and concepts of development and to begin to apply them to real life situations in their assignments.

MAGD 603   **Globalization and Development**
Aim:
This course aims at exploring a new phase of globalization and another era of development completely distinct from the old paradigms but not exclusive to them. It seeks to offer students the opportunity to gain the understanding of the movement of globalization and development beyond the classical empirical studies into a fascinating era of development as well as the limits offered in the midst of the blind loyalty to the nuances of globalization.

Outline:
Students will be exposed to the new trends about globalization and development such as the rise of the South, the growth of South-South trade relations, energy and politics, the growing role of leading emerging societies, economic instability in the United States and its attendant economic crisis, World-System Schools' views/arguments considered as anachronistic by some, suggested changes and new research in the area.

Learning Outcomes:
At the end of the course, students should be able to show clear understanding of a new phase of globalisation and development.

MADC 605   **Development Communication Strategies**
Aim:
The course is designed to provide students with broad perspectives on the application of development communication strategies and processes in bringing about social change. The course seeks to equip students with knowledge and skills that they can apply in areas of health,

agriculture, education, community and social welfare, industry, etc. Students will also be offered an opportunity to work in groups using integrative SMART approach to develop and present a communication strategy.

Outline:
Students will be given a brief overview of the theories and philosophy of development communication strategies, after which they will be taught identification of communication objectives and strategies, use of Information, Education and Communication (IE&C), Behavioural Change Communication (BCC) and Advocacy development communication strategies.

Learning Outcomes:
At the end of the course, students should have broader perspectives on development communication strategies and processes and how they can be used to effect social change. They should be able to engage in experiential development of appropriate and relevant strategies that accompany development interventions and apply them in areas of health, agriculture, education, community and social welfare, industry, etc. Additionally, they should gain knowledge and skills required for developing communication strategies with the aid of integrative SMART approach.

MAEC 607   **Ethics and Communication**
Aim:
This course seeks to equip students with knowledge about ethical and moral principles/codes and how they are applied to the professions in the area of communication. It will offer students an opportunity to be in the position to contextualize the essentials of both written and unwritten laws that govern the communication-related professions.

Outline:
Issues of ethics in general, ethics in relation to communication, moral codes, privacy, conflicting loyalties, controversies and human rights will be discussed. Written and unwritten laws in general and those relating to communication will also be covered.

Learning Outcomes:
The course is expected to enable students to problematize issues of ethical judgements and professional codes for practitioners in the area of communication. Additionally, they should be able to practicalize ethics within the context of various prescriptive and proscriptive imperatives as well as scholarly principles. Students should gain knowledge and skills that will allow them to use case studies and various codes, and also practically apply ethics within their respective professional fields.

MACR 617   **Advanced Communication Research Theories, Concepts and Methodology**
Aim:
The course aims to provide students with a range of skills and knowledge for quantitative and qualitative research design, data collection, management and analysis. It offers students an opportunity to understand what is meant by research and research methods in the field of communication.

Outline:
Students will be taught concepts/fundamentals of research including:
Introduction to Media and Communication Research; Ethical Issues in Research; Review of the Literature; Researching Sensitive Topics; Triangulation and Mixed Methods Research; Survey Research: Questionnaire Design and Data Collection; Research Interviews: Interview topic guide, data collection and data analysis; Ethnographic/Participant Observation Research; New trends in communication research: Internet Research; Virtual Ethnography; Writing a Research Proposal.

Learning Outcomes:
Students are introduced to some of the concepts and theories behind research, the ethical issues they may encounter whilst conducting research and how to go about researching sensitive topics. The course provides various approaches to research as well as guidance to the appropriateness of research methodologies in differing research scenarios.

General Learning Outcomes:
By the end of the course, and in readiness for their master's dissertation, students should be able to understand the main quantitative and qualitative research methods employed in media and communication for data collection and be able to input and analyse quantitative data using SPSS and qualitative texts using NVivo and other qualitative analytical software.

Specific Learning Outcomes:
Students will have an advanced understanding of:
The nature of research and the research process; the relationship between theory and method in the social sciences, media and communication; how to formulate research questions, conceptualise research problems, design and carry out research; how to identify, access and use information and communication resources in the social sciences and communication; the strengths and weaknesses of a broad range of approaches and methods for analysing media and communication processes; how to apply selected approaches/methods in research; how to collect, manage, analyse and interpret social science research data; the implications of new media technologies for studying/analysing communication and social processes.

MASM 611 **Seminar I**
Aim:
The aim of Seminar I is to offer students the opportunity to be exposed to practical aspects of what they are taught during lectures. The intention is to allow the students to listen to faculty lectures presented by selected faculty members and visiting lecturers on relevant topics/issues. It seeks to equip students with in-depth presentation knowledge and skills they require for oral and visual presentation of academic materials during seminars/workshops. It also aims at encouraging students to present academic materials/papers at the seminars.

Outline:
Seminar I is made up of a variety of sessions involving selected faculty members/visiting lecturers and students where academic materials/papers including proposals are presented on specific relevant topics/issues in addition to those taught during lectures. The presentations take various forms and formats and are made largely for the benefit of students.

Learning Outcomes:
At the end of the course, students will be able to ask relevant and critical questions and express their personal viewpoints regarding presentations made on relevant topics/issues; to actively take part in and lead presentations and discussions to expand academic materials introduced during large lectures in order to reach more depth; to present proposals, undertake case study work, prepare both individual and group academic papers on relevant topics/issues and make proper oral and visual presentations on such topics/issues; to actively participate in group or team work; and to undertake peer assessment of each other's oral presentations or written work.

MAIN 613 **Internship and Field Trip**
Aim:
The aim of the internship and field trip is to allow students who are not yet practicing to gain practical experience from selected media and communication-related organisation(s); development agencies; ministries, departments and agencies (MDAs); local government establishments; and local and international non-governmental organisations (NGOs). Practising students will be offered the opportunity to gain practical experience from organisations other than theirs in order to add new perspectives to their store of knowledge.

Outline:
Students will be attached to selected media and communication-related organisation(s), and other relevant work establishments for not more than two (2) months. It is expected to take place after the end of the first semester examinations.

Learning Outcomes:
It is expected that at the end of the internship and field trip, students who are not yet practicing will gain practical experience from selected media and communication-related organisation(s), and other work establishments. Practicing students should enrich their practical experiences with new perspectives.

Course Code   **Course Title**

MAGD 615   **Gender, Representation and Development**
Aim:
This course offers students the opportunity to critically think about gender and its representations in relation to development and to understand the changing gender representations in relation to development. Additionally, it seeks to enable the students to apply different theoretical and methodological approaches to the study of issues concerning gender and development.

Outline:
Students will be taught the concept of gender and development; gender, change (e.g., climate) and development; politics of gender; stereotypes, implicit assumptions, role images and marginalization; situation of men, women and minorities in relation to development, social construction/protection of gender, race and class as well as their influence on development and vice versa.

Learning Outcomes:
At the end of the course, students should gain an understanding of issues of gender, diversity, socio-cultural inequity and development.

MACP 607   **Communication Policy**
Aim:
This course seeks to equip students with knowledge and skills required for critically analysing issues of policy and regulation in the area of communication. They will also be provided with sound understanding of the multiple objectives of communication policy and regulation as well as the dynamics of the communications industry.

Outline:
Areas to be covered include conceptual approaches to communication policy and regulation such as public service broadcasting versus commercial broadcasting, competition and concentration in the communication and media industry, convergence, and supranational regulatory bodies. Other areas are problems associated with social and political functions of communication on the one hand and commercial interests on the other hand as well as differing policy resolutions in a comparative perspective.

Learning Outcomes:
It is expected that at the end of the course, students should be able to critically analyse issues concerning communication policies and regulations; exhibit sound knowledge and understanding of the multiple objectives of communication policy and regulation. They are expected to become familiar with the dynamics of the communications industry.

MAFR 619   **French (Intermediate)**

Aim:

The overall aim of this course is to provide students with a thorough grounding in the basic communication techniques of the French language required in daily life communication situations. The course is largely practical and designed in line with the best traditions of language training for students with an interest in the French language. It seeks to help students to acquire basic communication skills in the French language (oral and written) through a variety of practical language exercises.

Outline:

The course will focus on simple French communication skills, pronunciation and reading exercises on CDs during and after lectures. There will be oral presentations by students during lectures.

Learning Outcomes:

By the end of the course, students should be able to speak and write in the French language and also understand a variety of topics and situations that are normally encountered in everyday situations in their respective work environments.

MAPC 621   **Public Opinion and Communication**

Aim:

The aim of this course is to examine different aspects of communication, both theoretically and empirically and also discuss their impact/effects on public opinion. It also aims at illuminating the theoretical reflections with concrete examples within different contexts.

Outline:

Students will be taught theoretical formulations of scholars such as Elisabeth Noelle-Neumann, Walter Lippmann and Jeurgen Habermas. The course will combine in-depth theoretical discussion, combined with empirical hands-on research. The role of public opinion polls in modern democratic politics, specific problems of survey research, how spin-doctors have changed the face of modern communication will be discussed. Students will undertake case studies.

Learning Outcomes:

At the end of the course, students are expected to have a more practical understanding of different aspects of communication and public opinion.

MACS 625   **Corporate Social Responsibility**

Aim:

This course seeks to provide students with an opportunity to have a deeper appreciation of corporate social responsibility (CSR). It is to enable students to gain insights into how businesses and corporations react to today's challenges such as addressing relevant issues, operating in a global world, and balancing economic as well as social and environmental responsibilities.

Outline:
Students will study the nature and concept of corporate social responsibility (CSR), CSR conceptual frameworks, corporate policies regarding social responsibility and their impacts, corporate policies and stakeholder interests, stakeholder engagement strategies, value of CSR with reference to decision-making, identification of problems of companies involved in CSR and how to solve them, national and international CSR standards and regulations, managing local content and the Global Compact.

Learning Outcomes:
At the end of the course, students should possess knowledge, understanding and skills for practicing CSR within the context of exploring the dynamic interrelationship among business, government, non-profit organisations / NGOs, and the community at large. Students should be able to apply ways of thinking about CSR to local and international industries/organisations in areas of telecommunications, finance, natural resource extraction, etc. They should have broader career opportunities and possibilities, contribute to their future employers at a strategic level, and also communicate corporate social responsibility information in an effective manner.

MAIC 625 **Indigenous Communication and Development**
Aim:
This course seeks to enable students to appreciate the importance and value of indigenous communication in planning and implementing developmental programs and projects, and also dealing with local and national developmental needs.

Outline:
The areas to be examined include the various indigenous communication systems and their relational features; taxonomy of indigenous communication systems; forms of indigenous communication; functions of traditional communication; local and national development policies; the importance of indigenous channels of communication in development programs; development communication processes in developing societies.

Learning Outcomes:
At the end of the course, students are expected to be able to effectively use indigenous communication and generally accepted communication strategies to address modern developmental issues, and also plan and implement local and national developmental projects and programs. They should be able to bring the relevance of macro and micro indicators to bear on Development Communication as it relates to local and national development plans, projects and programs.

Semester Two

Core Courses

Course Code **Course Title**

MAPM 602 **Project Management and Design**
Aim:

This course is designed to introduce students to general management concepts, practices and main management functions (planning, organising, directing and controlling) that they can apply to management, design, monitoring and evaluation of projects. It seeks to teach students the essential aspects of project management and design.

Outline:

The course will cover general management concepts, practices and main management functions in relation to project management and design. It will also cover various aspects including participatory project planning, especially in the use of Logical Framework Approach (LFA); stakeholder' interests and influence; participatory situational analysis; project proposal writing and reporting; project strategy development and project cycle management including the setting up of participatory monitoring and evaluation systems.

Learning Outcomes:

At the end of the course, students should appreciate the role of general management concepts, practices and main management functions in project management and design. They should be able to exhibit competence in project management, design, monitoring and evaluation work. They should have an understanding that project management and design have become essential components of planning and implementing development strategies and also be able to bring such understanding to bear on their work.

MAEC 604   Entrepreneurship, Innovation and Communication

Aim:

The aim of the course is to introduce students to different forms of business organisations /environments and e-business; more practical elements of innovative and enterprise activities; entrepreneurial behaviours within the media and communication industry. They will be offered the opportunity to examine how medium and large media and communication organisations have been able to create and sustain a competitive advantage by being consistently entrepreneurial and innovative. They will also be exposed to ways of generating, evaluating and selling innovative ideas within communication and media contexts as well as to experiences of entrepreneurs and innovators in the media and communication industry.

Outline:

Areas to be covered include: entrepreneurship and innovation in context; corporate entrepreneurship and innovation; entrepreneurship and creativity; launching new ventures; business and organisational communication; methodologies such as conversation analysis, critical discourse analysis, ethnography in business environments; quantitative and qualitative approaches to business and organisational communication; relationships between entrepreneurship, innovation and communication (including new multimedia technologies).

Learning Outcomes:

At the end of the course, students should be able to exhibit knowledge about how individuals and groups use spoken and written communication to achieve success in entrepreneurial and innovative activities within the media and communication industry. They should be able to identify skills generally considered necessary for success in entrepreneurial communication ventures. They should also demonstrate understanding of issues related to developing a business plan and starting a new communication business. They should be able to recognise opportunities, develop business plans and implement such plans in the media and communication industry in enterprising and innovative ways.

MASC 606   Communication for Social Change (CSC)
Aim:
The aim of this course is to provide students with an opportunity to understand social change theory and practice. It seeks to guide students to explore the different ways in which communication can be leveraged to lead to change in attitudes, behaviours and knowledge of individuals and communities as well as participation in development processes.

Outline:
The topics to be treated include relationships between communication, social change and development, and their theoretical underpinnings; practical applications of relevant theories, social, behavioural and attitudinal change as well as their associated programs; role of culture, community media and ICTs in facilitating social change; participation in development processes; communication for empowerment including initiatives proposed by UNDP Oslo; Governance Centre; community dialogue and collective action; and evaluation methods for social change processes.

Learning Outcomes:
At the end of the course, students should be able to exhibit theoretical knowledge about social change and the skills for practicalising such knowledge. They should have deeper understanding of how communication can be used to bring about social, behavioural and attitudinal change. They should also appreciate the role of effective communication strategies (interpersonal, mass, and the Internet) for promoting social, attitudinal and behavioural change, and development

MACR 612   Advanced Communication Research Methods, Design and Analysis
Aim:
The course aims to provide students with a range of skills and knowledge of quantitative and qualitative research design, data collection, management and analysis. It offers students an opportunity to understand what is meant by research and research methods in the field of communication.

Learning Outcomes:
Students are introduced to some of the concepts and theories behind research, the ethical issues they may encounter whilst conducting research and how to go about researching sensitive topics. The course provides various approaches to research as well as guidance on the appropriateness of research methodologies in differing research scenarios.

General Learning Outcomes:
By the end of the course, and in readiness for their Masters dissertation, students should be able to understand the main quantitative and qualitative research methods employed in media and communication for data collection and be able to input and analyse quantitative data using SPSS and qualitative texts using NVivo and other qualitative analytical software.

Specific Learning Outcomes:
Students will have an advanced understanding of the following:

The nature of research and the research process; the relationship between theory and method in the social sciences, media and communication; how to formulate research questions, conceptualise research problems, design and carry out research; how to identify, access and use information and communication resources in the social sciences and communication; the strengths and weaknesses of a broad range of approaches and methods for analysing media and communication processes; how to apply selected approaches/methods in research; how to collect, manage, analyse and interpret social science research data; the implications of new media technologies for studying/analysing communication and social processes.

Outline:
Students will be taught concepts/fundamentals of research analysis including understanding issues of sampling in communication and social sciences; realistic evaluation; coding research data; analysis of text and images; introduction to numbers; Statistics 1; Statistics 2; discourse analysis; content analysis

MASM 610   **Seminar II**
Aim:
The aim of Seminar II is to offer students an opportunity to build on the knowledge and skills they acquired during Seminar I. The course aims at allowing students to use the presentation knowledge and skills acquired to present their individual academic papers, proposals and parts of their respective dissertations to their mates and faculty members, and to build reasonable supports for their arguments. Additionally, the course is intended to aid the discovery and development of students' potential and abilities for making presentations at seminars, workshops and conferences.

Outline:
Seminar II involves a variety of sessions where students present their individual academic papers and parts of their dissertations on communication-related topics/issues.

Learning Outcomes:
At the end of the course, students should be able to exhibit adequate knowledge and skills for making presentations at seminars, workshops and conferences. Additionally, they should be able to develop and adopt argumentative strategies that accompany such presentations.

Elective Courses

Course Code   **Course Title**

MAMP 612   **Multimedia Production**
Aim:
The aim of this course is to introduce students to the application of theory in multimedia settings. The intention is to make students self-reliant and to appreciate the use of modern production techniques for effect instead of relying on others to provide such services.

Outline:
The course examines the utilisation of various techniques in digital media production for various platforms; use of images and editing techniques to attain quality in radio, TV and online domains. There will be laboratory work for practical experience.

Learning Outcomes:

It is expected that this course will equip students with professional knowledge (both theoretical and practical) and skills required for successful operations in multimedia settings. Students should become competent in modern multimedia productions.

MAAD 614   **Approaches to Development Communication**

Aim:
This course seeks to provide students with an overview of approaches to development communication and the changing trends in approaches to communicating development solutions to target audiences. The course offers students an opportunity to acquaint themselves with the process of development, the role of communication in it, as well as the essence of people-centred approaches to development.

Outline:
The areas to be covered include: Inquiry into what are approaches to development communication. Exploring many different approaches to development communication - diffusion/extension approach, mass media approach, development support communication approach, institutional approach, integrated approach, localised approach, planned strategy; Freirean perspective emphasising the idea of dialogue and critical reflection in approaching development communication; 3Ps elements (*people, power and praxis*) in community building and in the design and provision of development solutions through communication.

Learning Outcomes:
The course is expected to enable students to acquire knowledge and skills that can be used to develop communication development solutions. They will be able to apply the principles and approaches to development communication in their work. In addition, they will be able to design, produce, and evaluate communication materials and programs. Students will understand and appreciate people-centred approaches to development.

MAHC 616   **Health Communication**

Aim:
This course aims at exposing students to current perspectives on the relationship between communication processes and health-related issues/activities. It aims at offering students an opportunity to examine theoretical foundations that explain ways of communicating health-related issues, activities, behaviours and problems as well as the different media used for such communications. The course seeks to provide an overview of culture, communication, health and illness; use of information, communication and technologies (ICTs) in communicating health-related issues; health campaigns and their theoretical underpinnings.

Outline:
Areas to be covered include, but are not limited to, the concept of health communication; systems theory, communication privacy management theory; narrative theory; cultural considerations in health, health disparities; challenges and problems associated with communication of health-related issues; health informatics; health campaigns.

Learning Outcomes:
By the end of this course, students should appreciate the need for equipping those who communicate health-related issues or engage in health-related activities with requisite health communication knowledge and skills. Students should become familiar with the different

aspects of health communication and the relevant theoretical frameworks regarding how health-related issues are effectively communicated. They should be able to exhibit knowledge of, and ability to use, health campaign strategies to promote the effectiveness of health communication processes.

MAFR 618   **French (Advanced)**

Aim:

Designed in accordance with the best traditions of language training, this course lays emphasis on practical work. It is intended for students who are interested in acquiring advanced level French language communication skills (oral and written).

Outline:

The course will take students through higher level French communication skills training to enable them develop their French communication skills, pronunciation with CD-based reading exercises during and after classes. There will be high level oral sessions.

Learning Outcomes:

It is expected that at the end of the course, students should be able to exhibit advanced French language communication skills. They should be able to engage in proper conversations in the French language, and also understand a variety of topics and situations.

MADS 620   **Dissertation/Capstone Project**

Aim:

The overall aim is to offer students the opportunity to use the knowledge and skills acquired to design and conduct their own original research/capstone project, as well as prepare and submit a report. The course is intended to enable students to put the theories and concepts they learnt into practice; study a particular topic and demonstrate knowledge and skills in conducting independent research; demonstrate the ability to design and conduct research, and also submit the research report within a stipulated period.

Outline:

This involves completion of an academic dissertation/capstone project of between 15,000 and 20,000 words. Students will plan their dissertation and develop a research proposal during the first semester to be discussed and fine-tuned. Students will be assigned to individual dissertation supervisors for supervision.

Learning Outcomes:

After completion of the dissertation/capstone project, students should be able to design and conduct academic research by identifying a research problem; setting research objectives; locating relevant secondary data and literature and critically examining it; identifying and adopting the most appropriate methodology; implementing the methodology; drawing conclusions; and writing a standard research report. They should be able to show an understanding of the relationship between taught theoretical concepts and their practical applications. They should be able to demonstrate knowledge and understanding of their chosen subject area.

13.2. Components of the Program: Master of Arts in Journalism Program

First Semester

<u>Core</u>	**Credits**
MASJ 601: Sociology of Journalism	3
MAMC 603: Media and Conflict	3
MAMJ 605: Multimedia Journalism	3
MAEC 607: Ethics and Communication	3
MACR 617: Advanced Communication Research Theories, Concepts and Methodology	3
MASM 611: Seminar I (*organized fortnightly*)	3
MAIN 613: Internship and Field Trip	3

<u>Electives</u>	
MAGD 603: Globalization and Development	3
MAJD 615: Journalism, Media and Democracy	3
MACP 607: Communication Policy	3
MAFR 619: French (Intermediate)	3
MAPC 621: Public Opinion and Communication	3
MACS 625: Corporate Social Responsibility	3

Second Semester

Core	**Credits**
MADC 602: Development Communication	3
MAAR 604: Advanced Reporting	3
MAIJ606: International Communication and Journalism	3
MACR 608: Advanced Communication Research Design and Analysis	3
MASM 610: Seminar II (*organised fortnightly*)	3

Electives	
MAEC 604: Entrepreneurship, Innovation and Communication	3
MAMP 612: Multimedia Production	3
MAHC 616: Health Communication	3
MAFR 618: French (Advanced)	3

(a) Core courses:
      i.   Sociology of Journalism
     ii.   Media and Conflict
    iii.   Multimedia Journalism
    iv.   Development Communication
     v.   Advanced Reporting
    vi.   International Communication and Journalism

(b) Elective courses:
      i.   Journalism, Media and Democracy
     ii.   Communication Policy
    iii.   French (*Intermediate*)
    iv.   Public Opinion and Communication
     v.   Corporate Social Responsibility
    vi.   Globalisation and Development
   vii.   Multimedia Production
  viii.   Entrepreneurship, Innovation and Communication
    ix.   Health Communication
     x.   French (*Advanced*)

(c) Mandatory course(s):
      i.   Ethics and Communication
     ii.   Advanced Communication Research Theories, Concepts and Methodology
    iii.   Advanced Communication Research Methods, Design and Analysis

(d) Research component: Dissertation/Capstone Project

(e) Competence-Based Training (CBT) Component: Seminars

(f) Practical Training:Internship and Field Trip

Staff Details of MA Journalism (MAJN)

Staff category	Name of staff	Sex	Full time	Part time	Highest qualification/year obtained and place	Area of specialization	Rank/years of teaching experience	Course Taught
Teaching Staff	Dr. Etse Sikanku	M	✓		PhD, 2011, Journalism and Mass Communication, University of Iowa, U.S.A,	Journalism and Mass Communication	Lecturer, 3 years	Advance Reporting
	Dr. Albert James Tayman	M	✓		PhD, 2013 Bournemouth University, UK	Media & Communication	Senior Lecturer, 6 years	Multimedia Production
	Dr. Ebo Afful	M	✓		PhD, 2016 Cardiff University	Journalism, Media and Communication	Senior Lecturer, 19 years	Sociology of Journalism & Media and Conflict
	Dr. Lawrencia Agyapong (Mrs.)	F	✓		PhD, 2016, University of Leicester	Communication and Research Methods	Lecturer, 4 years	Advance Communication Research Theories
	Dr. Jones Anson-Boateng	M	✓		PhD, 2020, University of Jyvaskyla, Finland	Communication	Senior Lecturer, 12 years	International Communication and Journalism & Development Communication
	Dr. Modestus Fosu	M		✓	PhD, 2014, University of Leeds	Language & Communication	Senior Lecturer, 9 years	Ethics and Journalism

Dr. Collins Brobbey Adu-Bempah	M	✓		PhD, 2013, University of Ghana	Politics, Democracy and Development	Senior Lecturer, 9 years	Globalization, Democracy and Development
Dr Richard Boateng	M		✓	PhD. 2017, Silla University, Busan, Korea	Administration: Health Administration	Lecturer 3	Health Communication
Dr. Mavis Essandoh	F	✓		PhD, 2017, Deakin University, Australia	Communication Studies	Senior Lecturer, 21 years	Corporate Social Responsibility & Public Opinion and Communica-tion
Dr. James Asante	M	✓		PhD, 2020, Westminster University, UK	Communication	Senior Lecturer, 12 years	Journalism, Media and Democracy &Multimedia Journalism
Dr. George Asamoah		✓		PhD. 2020, University of Ghana	Marketing	Lecturer, 7 years	Entrepreneurship, Innovation & Communication

Course Descriptions

Semester One

Core Courses

Course Code	Course Title

MASJ 601   **Sociology of Journalism**

Aim:

This course is designed to examine journalism and its relationship to the societies within which it is produced.

Outline:

Students will be exposed to the effects of journalism, the professional culture and organisational determinants of journalism as well as the political, economic and technological environment which shape journalism, and sociology of sources.

Learning Outcomes:

By the end of the course, students should appreciate the impact of journalistic media on, and their contribution to, the workings of societies. Students should also show understanding of features of social life and organisation which shape, influence and constrain form and content.

MAMC 603   **Media and Conflict**

Aim:

The aim of this course is to help students to understand how the media across various platforms and nations deal with and cover internal and external conflicts. It is designed to impart a sense of scholarly inquisition and assessment of how the media should deal with and mediate conflicts.

Outline:

Students will engage in thoughtful debates about peace journalism, leadership traits amidst conflicts, crisis assessment, settlement, rolling 24/7 news and images, 9/11 and resolution discourse. These issues will be situated within normative theories. The course will explore theories that test various assumptions and concepts pertaining to conflicts. It also critiques the various research methods used to study conflicts. This will be punctuated with role-playing and resolving some crisis/conflict situations from a communication angle.

Learning Outcomes:

The course will provide an overview of the role of the media in conflict situations and discuss theoretical areas of research such as media effects, communication for development among others.

MAMJ 605   **Multimedia Journalism**

Aim:

This course introduces students to the basic principles of online journalism before an entry into the essentials of advanced techniques and applications of online forms in the practice of journalism. The course is also designed to prepare students for current practices and future frontiers of multimedia journalism.

Outline:
The course content includes multimedia stories, with incorporation of texts, images, audio, video, data, and social media.

Learning Outcomes:
At the end of the course, students are expected to translate theory into practice by developing a blog and knowing more about podcasting, syndication, etc. They are also expected to possess enhanced capabilities for exploring technological information and practical application of user-generated content, among others.

MAEC 607   Ethics and Communication
Aim:
This course seeks to equip students with knowledge about ethical and moral principles/codes and how they are applied to the professions in the area of communication. It will offer students an opportunity to be in the position to contextualise the essentials of both written and unwritten laws that govern the communication-related professions.

Outline:
Issues of ethics in general, ethics in relation to communication, moral codes, privacy, conflicting loyalties, controversies and human rights will be discussed. Written and unwritten laws in general and those relating to communication will also be covered.

Learning Outcomes:
The course is expected to enable students to problematise issues of ethical judgements and professional codes for practitioners in the area of communication. Additionally, they should be able to practicalise ethics within the context of various prescriptive and proscriptive imperatives as well as scholarly principles. They should gain knowledge and skills that will allow them to use case studies and various codes, and also practically apply ethics within their respective professional fields.

MACR 617   Advanced Communication Research Theories, Concepts and
**   Methodology**
Aim:
This course aims at offering students an opportunity to understand what is meant by research and research methods in the field of communication. It also seeks to expose students to appropriate approaches to literature review and the process of communication research to equip them with knowledge about philosophical assumptions in research, research paradigms/designs, sampling, research methods, data collection tools/instruments, methods of data analysis in communication research and MA dissertation/capstone project.

Outline:
Students will be taught concepts/fundamentals of research including how to conduct theoretical and empirical literature reviews. Other areas to be covered include: method-based research designs (quantitative research design, qualitative research design, and mixed-methods research design including triangulation); purpose-based research designs (descriptive research design, explanatory research design, correlational research design, etc.); probability and non-probability sampling; quantitative data collection tools/instruments (i.e.,

questionnaires); qualitative data collection tools/instruments (semi-structured interview, unstructured interview, focus group discussion-group interview, participant observation); quantitative (descriptive and inferential) data analysis; qualitative data analysis (thematic, etc.); essential aspects of standard MA dissertation/capstone project.

Learning Outcomes:
At the end of the course, students should be able to exhibit sound knowledge about what constitutes research in general and communication research in particular. Their understanding, appreciation and practice of literature review, philosophical assumptions in research, research paradigms/designs, sampling, research methods, data collection and analysis in qualitative, qualitative and mixed-methods research will be boosted. Additionally, they will be able to choose their respective dissertation/capstone project topics and begin thinking about writing their individual research proposals.

MASM 611   **Seminar I**
Aim:
The aim of Seminar I is to offer students the opportunity to be exposed to practical aspects of what they are taught during lectures. The intention is to allow the students to listen to faculty lectures presented by selected faculty members and visiting lecturers on relevant topics/issues. It seeks to equip students with in-depth presentation knowledge and skills they require for oral and visual presentation of academic materials during seminars/workshops. It also aims at encouraging students to present academic materials/papers at the seminars.

Outline:
Seminar I is made up of a variety of sessions involving selected faculty members/visiting lecturers and students where academic materials/papers including proposals are presented on specific relevant topics/issues beyond those taught during lectures. The presentations take various forms and formats and are made largely for the benefit of students.

Learning Outcomes:
At the end of the course, students will be able to do the following: ask relevant and critical questions and express their personal viewpoints regarding presentations made on relevant topics/issues; to actively take part in and lead presentations and discussions to expand academic materials introduced during large lectures in order to reach more depth; to present proposals, undertake case study work, prepare both individual and group academic papers on relevant topics/issues and make proper oral and visual presentations on such topics/issues; to actively participate in group or team work; and to undertake peer assessment of each other's oral presentations or written work.

MAIN 613   **Internship and Field Trip**
Aim:
The aim of the internship and field trip is to allow students who are not yet practising to gain practical experience from selected media and communication-related organisation(s), development agencies, ministries, departments and agencies (MDAs), local government establishments, and local and international non-governmental organisations (NGOs). Practising students will be offered the opportunity to gain practical experience from organisations other than theirs in order to add new perspectives to their store of knowledge.

Outline:
Students will be attached to selected media and communication-related organisation(s), and other relevant work establishments for not more than 2 months. It is expected to take place after the end of the first semester examinations.

Learning Outcomes:
It is expected that at the end of the internship and field trip, students who are not yet practising will gain practical experience from selected media and communication-related organisation(s), and other work establishments. Practising students should enrich their practical experiences with new perspectives.

Elective Courses

Course Code	Course Title

MAGD 603   **Globalisation and Development**
Aim:
This course aims at exploring a new phase of globalisation and another era of development completely distinct from the old paradigms but not exclusive to them. It seeks to offer students the opportunity to gain the understanding of the movement of globalisation and development beyond the classical empirical studies into a fascinating era of development as well as the limits offered in the midst of the blind loyalty to the nuances of globalisation.

Outline:
Students will be exposed to the new trends in globalisation and development such as the rise of the South, the growth of South-South trade relations, energy and politics, the growing role of leading emerging societies, economic instability in the United States and its attendant economic crisis, world-system schools' views/arguments considered as anachronistic by some, suggested changes and new research in the area.

Learning Outcomes:
At the end of the course, students should be able to show clear understanding of a new phase of globalisation and development.

MAJD 615   **Journalism, Media and Democracy**
Aim:
The course intends to equip students with knowledge about the synergy between journalism, media and democracy. It is also to engender debate on how they are interwoven and the nature of the concepts. The implication of an expanded relationship between the media and politics is the merging of the real and mediated accounts of the political process.

Outline:
The areas to be covered include concepts of journalism, media and democracy; synergy between journalism, media and democracy. Relationship between the media and politics; Real and mediated accounts of political process.

Learning Outcomes:
It is expected that at the end of the course, students should exhibit knowledge about the synergy between journalism, media and democracy. They should also appreciate journalistic presentation of a mediated and manufactured version of political reality as well as the crisis of representation and the fundamental issues surrounding the political public sphere.

MACP 607   Communication Policy
Aim:
This course seeks to equip students with knowledge and skills required for critically analysing issues of policy and regulation in the area of communication. They will also be provided with sound understanding of the multiple objectives of communication policy and regulation as well as the dynamics of the communications industry.

Outline:
Areas to be covered include conceptual approaches to communication policy and regulation such as public service broadcasting versus commercial broadcasting, competition and concentration in the communication and media industry, convergence, and supranational regulatory bodies. Other areas are problems associated with social and political functions of communication on the one hand and commercial interests on the other hand as well as differing policy resolutions in a comparative perspective.

Learning Outcomes:
It is expected that at the end of the course, students should be able to critically analyse issues concerning communication policies and regulations; exhibit sound knowledge and understanding of the multiple objectives of communication policy and regulation. They are expected to become familiar with the dynamics of the communications industry.

MAFR 619   French (Intermediate)
Aim:
The overall aim of this course is to provide students with a thorough grounding in the basic communication techniques of the French language required in daily life communication situations. The course is largely practical and designed in line with the best traditions of language training for students with an interest in the French language. It seeks to help students to acquire basic communication skills in the French language (oral and written) through a variety of practical language exercises.

Outline:
The course will focus on simple French communication skills, pronunciation and reading exercises on CDs during and after lectures. There will be oral presentations by students during lectures.

Learning Outcomes:
By the end of the course, students should be able to speak and write in the French language and also understand a variety of topics and situations that are normally encountered in everyday situations in their respective work environments.

MAPC 621   Public Opinion and Communication

Aim:

The aim of this course is to examine different aspects of communication, both theoretically and empirically and also discuss their impact/effects on public opinion. It also aims at illuminating the theoretical reflections with concrete examples within different contexts.

Outline:

Students will be taught theoretical formulations of scholars such as Elisabeth Noelle-Neumann, Walter Lippmann and Jeurgen Habermas. The course will combine in-depth theoretical discussion, combined with empirical hands-on research. The role of public opinion polls in modern democratic politics, specific problems of survey research, how spin-doctors have changed the face of modern communication will be discussed. Students will undertake case studies.

Learning Outcomes:

At the end of the course, students are expected to have a more practical understanding of different aspects of communication and public opinion.

MACS 625   Corporate Social Responsibility

Aim:

This course seeks to provide students with an opportunity to have a deeper appreciation of corporate social responsibility (CSR). It is to enable students to gain insights into how businesses and corporations react to today's challenges such as addressing relevant issues, operating in a global world, and balancing economic as well as social and environmental responsibilities.

Outline:

Students will study the nature and concept of corporate social responsibility (CSR), CSR conceptual frameworks, corporate policies regarding social responsibility and their impacts, corporate policies and stakeholder interests, stakeholder engagement strategies, value of CSR with reference to decision-making, identification of problems of companies involved in CSR and how to solve them, national and international CSR standards and regulations, managing local content and the Global Compact.

Learning Outcomes:

At the end of the course, students should possess knowledge, understanding and skills for practicing CSR within the context of exploring the dynamic interrelationship among business, government, non-profit organisations / NGOs, and the community at large. Students should be able to apply ways of thinking about CSR to local and international industries/organisations in areas of telecommunications, finance, natural resource extraction, etc. They should have broader career opportunities and possibilities, contribute to their future employers at a strategic level, and also communicate corporate social responsibility information in an effective manner.

Core Courses

Course Code	Course Title

MADC 602   **Development Communication**

Aim:

The aim of this course is to examine the communication process being used as a tool to serve the development goals of the state. It seeks to examine the arguments for and against the concept as well as issues arising from mainstream news and development news highlighting the differences.

Outline:

The course will focus on the concept of communication, concept of development, process of communicating development, emerging trends in development communication, participatory development goals, and ideals and state development goals.

Learning Outcomes:

At the end of this course, students should be able to critically observe and report on government development process, which will include planning, implementation, impact and shortcomings.

MAAR 604   **Advanced Reporting**

Aim:

This course aims at combining theory and practical experiences to enhance the skills of students in this exciting but challenging area. It will give students an immersion into the mind-set, practices, issues, resources, ethical dilemmas as they relate to reporting and writing solutions that will give them a solid grounding in the importance of, and approaches to, investigative reporting.

Outline:

Students will be taken through advanced skills in pre-reportorial research, subject interview techniques, dealing with sources, covering public meetings, local beats and assignments, and writing reports based on the facts collected.

Learning Outcomes:

At the end of the course, the students are expected to apply the real and hypothetical reporting situations to their own experiences in the field.

MAIJ 606   **International Communication and Journalism**

Aim:

This course intends to introduce students to the principal approaches, key debates and research findings that inform the study of journalism in international and global contexts. Among other subjects, it will look at approaches to communication flows, the role of journalism in developing contexts; and debates about globalisation and journalism.

Outline:

The course explores a range of key issues in the contemporary field of international journalism, including the decline of foreign correspondents, the role of world news agencies and the changing nature of live 24/7 news broadcasts and the impact of global news players such as CNN and BBC World. It will also explore arguments about multimedia production, the notions of 'citizen journalism' and new forms of online international news. Case studies will also be used to deepen the students' understanding of issues to be addressed in the course.

Learning Outcomes:

At the end of the course, students should be able to appreciate the principal approaches, key debates and research findings that inform the study of journalism in international and global contexts. They should be able to exhibit knowledge about approaches to communication flows, the role of journalism in developing contexts; and debates about globalisation and journalism.

Course Code	Course Title
MACR 612	**Advanced Communication Research Methods, Design and Analysis**

Aim:

This course is designed to offer students a unique opportunity to acquire and develop research knowledge, skills and attitudes required for designing and carrying out scientific communication research, whether quantitative, qualitative or mixed-methods research. It also seeks to teach students how to analyse quantitative and qualitative data and write a standard research report.

Outline:

Students will learn: (i) Identification of research problem; topic selection (including what constitutes a good research topic); (ii) How to choose the most appropriate design for a study; (iii) How to write the introduction/introductory chapter (background of the study, research problem, research objectives, research questions/hypotheses, significance of the study, scope and limitation, etc.); (iv) Reviewing empirical/theoretical literature (with correct citations and referencing); (v) Choosing, adopting and stating the most appropriate methodology (collecting, processing, presenting and analysing quantitative and qualitative data) and writing a research report.

Learning Outcomes:

The course is expected to make students knowledgeable about the elements of scientific research and dissertation. They should be able to make their theoretical research knowledge practical by designing and conducting their own respective research as well as preparing and presenting their dissertations.

MASM 610 **Seminar II**

Aim:

The aim of Seminar II is to offer students an opportunity to build on the knowledge and skills they acquired during Seminar I. The course aims at allowing students to use the presentation knowledge and skills acquired to present their individual academic papers, proposals and parts of their respective dissertations to their mates and faculty members, and to build reasonable

support for their arguments. Additionally, the course is intended to aid the discovery and development of students' potential and abilities for making presentations at seminars, workshops and conferences.

Outline:
Seminar II involves a variety of sessions where students present their individual academic papers and parts of their dissertations on communication-related topics/issues.

Learning Outcomes:
At the end of the course, students should be able to exhibit adequate knowledge and skills for making presentations at seminars, workshops and conferences. Additionally, they should be able to develop and adopt argumentative strategies that accompany such presentations.

Elective Courses

Course Code   **Course Title**

MADC 604   **Entrepreneurship, Innovation and Communication**
Aim:
The aim of the course is to introduce students to: different forms of business organisations /environments and e-business; more practical elements of innovative and enterprise activities; entrepreneurial behaviours within the media and communication industry. They will be offered the opportunity to examine how medium and large media and communication organisations have been able to create and sustain a competitive advantage by being consistently entrepreneurial and innovative. They will also be exposed to ways of generating, evaluating and selling innovative ideas within communication and media contexts as well as to experiences of entrepreneurs and innovators in the media and communication industry.

Outline:
Areas to be covered include: entrepreneurship and innovation in context; corporate entrepreneurship and innovation; entrepreneurship and creativity; launching new ventures; business and organizational communication; methodologies such as conversation analysis, critical discourse analysis, ethnography in business environments; quantitative and qualitative approaches to business and organizational communication; relationships between entrepreneurship, innovation and communication (including new multi-media technologies).

Learning Outcomes:
At the end of the course, students should be able to exhibit knowledge about how individuals and groups use spoken and written communication to achieve success in entrepreneurial and innovative activities within the media and communication industry. They should be able to identify skills generally considered necessary for success in entrepreneurial communication ventures. They should also demonstrate understanding of issues related to developing a business plan and starting a new communication business. They should be able to recognise opportunities, develop business plans and implement such plans in the media and communication industry in enterprising and innovative ways.

MAMP 612 **Multimedia Production**

Aim:

The aim of this course is to introduce students to the application of theory in multimedia settings. The intention is to make students self-reliant and to appreciate the use of modern production techniques for effect instead of relying on others to provide such services.

Outline:

The course examines the utilization of various techniques in digital media production for various platforms; use of images and editing techniques to attain quality in radio, TV and online domains. There will be laboratory work for practical experience.

Learning Outcomes:

It is expected that this course will equip students with professional knowledge (both theoretical and practical) and skills required for successful operations in multimedia settings. Students should become competent in modern multimedia productions.

MAHC 616 **Health Communication**

Aim:

This course aims at exposing students to current perspectives on the relationship between communication processes and health-related issues/activities. It aims at offering students an opportunity to examine theoretical foundations that explain ways of communicating health-related issues, activities, behaviours and problems as well as the different media used for such communications. The course seeks to provide an overview of culture, communication, health and illness; use of information, communication and technologies (ICTs) in communicating health-related issues; health campaigns and their theoretical underpinnings.

Outline:

Areas to be covered include, but are not limited to, the concept of health communication; systems theory, communication privacy management theory; narrative theory; cultural considerations in health, health disparities; challenges and problems associated with communication of health-related issues; health informatics; health campaigns.

Learning Outcomes:

By the end of this course, students should appreciate the need for equipping those who communicate health-related issues or engage in health-related activities with requisite health communication knowledge and skills. Students should become familiar with the different aspects of health communication and the relevant theoretical frameworks regarding how health-related issues are effectively communicated. They should be able to exhibit knowledge of, and ability to use health campaign strategies to promote the effectiveness of health communication processes.

MAFR 618 **French (Advanced)**

Aim:

Designed in accordance with the best traditions of language training, this course lays emphasis on practical work. It is intended for students who are interested in acquiring advanced level French language communication skills (oral and written).

Outline:
The course will take students through higher level French communication skills training to enable them to develop their French communication skills and pronunciation with CD-based reading exercises during and after classes. There will be high level oral sessions.

Learning Outcomes:
It is expected that at the end of the course, students should be able to exhibit advanced French language communication skills. They should be able to engage in proper conversations in the French language, and also understand a variety of topics and situations.

MADS 620   Dissertation/Capstone Project
Aim:
The overall aim is to offer students the opportunity to use the knowledge and skills acquired to design and conduct their own original research/capstone project, as well as prepare and submit a report. The course is intended to enable students to put the theories and concepts they learnt into practice; study a particular topic and demonstrate knowledge and skills in conducting independent research; demonstrate the ability to design and conduct research, and also submit the research report within a stipulated period.

Outline:
This involves completion of an academic dissertation/capstone project of between 15,000 and 20,000 words. Students will plan their dissertation and develop a research proposal during the first-semester to be discussed and fine-tuned. Students will be assigned to individual dissertation supervisors for supervision.

Learning Outcomes:
After completion of the dissertation/capstone project, students should be able to design and conduct academic research by identifying a research problem; setting research objectives; locating relevant secondary data and literature and critically examining it; identifying and adopting the most appropriate methodology; implementing the methodology; drawing conclusions; and writing a standard research report. They should be able to show an understanding of the relationship between taught theoretical concepts and their practical applications. They should be able to demonstrate knowledge and understanding of their chosen subject area.

13.3. Components of the Master of Arts in Media Management Program
Semester One

<u>Core</u>	<u>Credits</u>
MASM 601: Strategic Media Management	3
MAMM 603: Marketing in Media Context	3
MACN 605: Contract Negotiations	3
MAEC 607: Ethics and Communication	3
MACR 617: Advanced Communication Research Theories, Concepts and Methodology	3

| MASM 611: | Seminar I (*organised fortnightly*) | 3 |
| MAIN 613: | Internship and Field Trip | 3 |

Electives

MAGD 603:	Globalisation and Development	3
MADM 615:	Development of the Mass Media in Ghana	3
MACP 607:	Communication Policy	3
MAFR 619:	French (*Intermediate*)	3
MAPC 621:	Public Opinion and Communication	3
MACS 625:	Corporate Social Responsibility	3

Semester Two

<u>Core</u>		**Credits**
MAIF 602:	Investment Fundamentals	3
MAFM 604:	Financial Management	3
MADD 606:	Development, Democratisation and Communication	3
MACR 612:	Advanced Communication Research Methods, Design and Analysis	3
MASM 610:	Seminar II (*organised fortnightly*)	3

Electives

MADC 604:	Entrepreneurship, Innovation and Communication	3
MAMP 612:	Multimedia Production	3
MAHC 616:	Health Communication	3
MAFR 618:	French (Advanced)	3
MADS 620:	Dissertation/Capstone Project	12

(a) Core courses: i. Strategic Media Management
ii. Marketing in Media Context
iii. Contract Negotiations
iv. Investment Fundamentals
v. Financial Management
vi. Development, Democratisation and Communication

(b) Elective courses: i. Development of the Mass Media in Ghana
                                     ii. Communication Policy
                                     iii. French (Intermediate)
                                     iv. Public Opinion and Communication
                                     v. Corporate Social Responsibility
                                     vi. Globalisation and Development
                                     vii. Multimedia Production
                                     viii. Entrepreneurship, Innovation and Communication
                                     ix. Health Communication
                                     x. French (Advanced)

(c) Mandatory course(s): i. Ethics and Communication
                                       ii. Advanced Communication Research Theories, Concepts and Methodology
                                       iii. Advanced Communication Research Methods, Design and Analysis

(d) Research component: Dissertation/Capstone Project

(e) Competence-Based Training (CBT) Component: Seminars

(f) Practical Training: Internship and Field Trip

Staff Details of MA Media Management (MAMM)

Staff category	Name of staff	Sex	Full time	Part time	Highest qualification/year obtained and place	Area of specialization	Rank/years of teaching experience	Course Taught
Teaching staff	Prof. Kwamena Kwansah-Aidoo	M	√		PhD, 1999, Queensland University of Technology, Brisbane, Australia	Broad field of Communication- Public Relations, Media Studies & Marketing Communications	Professor, 19 years	Public Relations, Theories and International Public Relations
	Dr. Mavis Essandoh	F	√		PhD, 2017, Deakin University, Australia	Communication Studies	Senior Lecturer, 10 years	Public Relations Publics and Communication & Public Relations Writing
	Dr. Albert-James Tayman	M	✓		PhD, 2013 Bournemouth University, UK	Media & Communication	Senior Lecturer, 10 years	Multimedia Production
	Dr. Modestus Fosu	M	√		PhD, 2014, University of Leeds	Media and Communication	Senior Lecturer, 11 years	Public Speaking and Presentation Skills, Ethics and Communication

Dr. Collins Adu- Bempah Brobbey	M	√		PhD, 2013, Institute of African Studies, University of Ghana, Legon, Ghana	African Politics, Development and Governance	Senior Lecturer, 11 years	Globalization and Development, Methodology of Advanced Communication Research
Dr. Lawrencia Agyepong	F	✓		PhD, 2016 University of Leicester	Communication and Research Methods	Lecturer, 10	Communication Research Methods (Methodology of Advanced Communication Research), Communication research Design and Analysis (Applied Advanced Communication Research)
George Asamoah	M	√		MPhil 2011 & MBA 2005, University of Ghana, Legon, Ghana; MBA (PhD Candidate)	Marketing/Entrepreneurship	Lecturer 8	Entrepreneurship
Kodwo J.A.	M	√		MSc.2002 University of Helsinki, Finland	Communication Studies	Senior Lecturer, 11	Integrated Communication

Boateng				(PhD Candidate),		years	
Dr. Richard Boateng	M		√			Lecturer	Entrepreneurship

Course Descriptions

Semester One

Core Courses

Course Code	Course Title

MASM 601   **Strategic Media Management**

Aim:

This course aims at offering students the opportunity to be exposed to strategies for managing media, how they are assessed in multimedia firms and how to develop and implement strategic plans for the media. The course will educate students on the major strategic management challenges facing each of the main media platforms and how to address them.

Outline:

Areas to be covered include general management functions, strategy and strategic plans as well as their related issues, concept of strategic management, traditional and contemporary media management, adoption of strategic approaches to media management, challenges associated with media management.

Learning Outcomes:

At the end of the course, students should be able to identify the known strategies for managing the media; be able to make use of them for the benefit of multimedia firms; be able to strategically develop and implement plans for the media; be able to identify and address strategic management challenges associated with media platforms.

MAMM 603   **Marketing in Media Context**

Aim:

This course seeks to teach students an integrated approach to the marketing management of media and communication products that have information or entertainment content or both delivered through print, electronic, digital and social media.

Outline:

The course will teach students marketing management principles as they relate to media and communication; strategies for development and marketing of corporate brands, focusing on media and communications; brand values and integrated brand communication plans; corporate communication issues such as reputation, corporate image and identity, images and attitudes.

Learning Outcomes:

At the end of the course, students should be able to exhibit knowledge about, and skills for, using an integrated approach to manage marketing of media and communication products. They should be able to identify appropriate brand development and marketing strategies and make good use of them. They should be able to address corporate communications issues such as reputation, corporate image and identity, images and attitudes.

MACN 605   **Contract Negotiations**
Aim:
This course seeks to expose students to the value issues inherent in contractual obligations, conflict resolution and negotiations.

Outline:
Students will be taught the different types of agreements and contracts needed for prudent profitable employment in media and communications industry operations; how to negotiate and draft agreements.

Learning Outcomes:
It is expected that at the end of the course students should be able to identify and address value issues inherent in contractual obligations, conflict resolution and negotiations; be able to do contract negotiations and prepare agreements.

MAEC 607   Ethics and Communication
Aim:
This course seeks to equip students with knowledge about ethical and moral principles/codes and how they are applied to the professions in the area of communication. It will offer students an opportunity to be in the position to contextualize the essentials of both written and unwritten laws that govern the communication-related professions.

Outline:
Issues of ethics in general, ethics in relation to communication, moral codes, privacy, conflicting loyalties, controversies and human rights will be discussed. Written and unwritten laws in general and those relating to communication will also be covered.

Learning Outcomes:
The course is expected to enable students to problematize issues of ethical judgements and professional codes for practitioners in the area of communication. Additionally, they should be able to practicalize ethics within the context of various prescriptive and proscriptive imperatives as well as scholarly principles. They should gain knowledge and skills that will allow them to use case studies and various codes, and also practically apply ethics within their respective professional fields.

MACR 617   **Advanced Communication Research Theories, Concepts and**
                          Methodology
Aim:
This course aims at offering students an opportunity to understand what is meant by research and research methods in the field of communication. It also seeks to expose students to appropriate approaches to literature review and the process of communication research to equip them with knowledge about philosophical assumptions in research, research paradigms/designs, sampling, research methods, data collection tools/instruments, methods of data analysis in communication research and MA dissertation/capstone project.

Outline:

Students will be taught concepts/fundamentals of research including how to conduct theoretical and empirical literature reviews. Other areas to be covered include: method-based research designs (quantitative research design, qualitative research design, and mixed-methods research design including triangulation); purpose-based research designs (descriptive research design, explanatory research design, correlational research design, etc.); probability and non-probability sampling; quantitative data collection tools/instruments (i.e., questionnaires); qualitative data collection tools/instruments (semi-structured interview, unstructured interview, focus group discussion-group interview, participant observation); quantitative (descriptive and inferential) data analysis; qualitative data analysis (thematic, etc.); essential aspects of standard MA dissertation/capstone project

Learning Outcomes:
At the end of the course, students should be able to exhibit sound knowledge about what constitutes research in general and communication research in particular. Their understanding, appreciation and practice of literature review, philosophical assumptions in research, research paradigms/designs, sampling, research methods, data collection and analysis in qualitative, qualitative and mixed-methods research will be boosted. Additionally, they will be able to choose their respective dissertation/capstone project topics and begin thinking about writing their individual research proposals.

MASM 611   Seminar I
Aim:
The aim of Seminar I is to offer students the opportunity to be exposed to practical aspects of what they are taught during lectures. The intention is to allow the students to listen to faculty lectures presented by selected faculty members and visiting lecturers on relevant topics/issues. It seeks to equip students with in-depth presentation knowledge and skills they require for oral and visual presentation of academic materials during seminars/workshops. It also aims at encouraging students to present academic materials/papers at the seminars.

Outline:
Seminar I is made up of a variety of sessions involving selected faculty members/visiting lecturers and students where academic materials/papers including proposals are presented on specific relevant topics/issues beyond those taught during lectures. The presentations take various forms and formats and are made largely for the benefit of students.

Learning Outcomes:
At the end of the course, students will be able to ask relevant and critical questions and express their personal viewpoints regarding presentations made on relevant topics/issues; to actively take part in, and lead presentations and discussions to expand academic materials introduced during large lectures in order to reach more depth; to present proposals, undertake case study work, prepare both individual and group academic papers on relevant topics/issues and make proper oral and visual presentations on such topics/issues; to actively participate in group or team work; and to undertake peer assessment of each other's oral presentations or written work.

MAIN 613   Internship and Field Trip
Aim:
The aim of the internship and field trip is to allow students who are not yet practising to gain practical experience from selected media and communication-related organisation(s),

development agencies, ministries, departments and agencies (MDAs), local government establishments, and local and international non-governmental organisations (NGOs). Practising students will be offered the opportunity to gain practical experience from organisations other than theirs in order to add new perspectives to their store of knowledge.

Outline:
Students will be attached to selected media and communication-related organisation(s), and other relevant work establishments for not more than two (2) months. It is expected to take place after the end of the first semester examinations.

Learning Outcomes:
It is expected that at the end of the internship and field trip, students who are not yet practising will gain practical experience from selected media and communication-related organisation(s), and other work establishments. Practising students should enrich their practical experiences with new perspectives.

Elective Courses

Course Code	**Course Title**

MAGD 603   Globalisation and Development
Aim:
This course aims at exploring a new phase of globalisation and another era of development completely distinct from the old paradigms but not exclusive to them. It seeks to offer students the opportunity to gain the understanding of the movement of globalisation and development beyond the classical empirical studies into a fascinating era of development as well as the limits offered in the midst of the blind loyalty to the nuances of globalisation.

Outline:
Students will be exposed to the new trends on globalisation and development such as the rise of the South, the growth of South-South trade relations, energy and politics, the growing role of leading emerging societies, economic instability in the United States and its attendant economic crisis, world-system schools' views/arguments considered as anachronistic by some, suggested changes and new research in the area.

Learning Outcomes:
At the end of the course, students should be able to show clear understanding of a new phase of globalisation and development.

MADM 615   Development of the Mass Media in Ghana
Aim:
This course seeks to expose students to issues concerning the development of the media/mass media since 1822 and teach them their relationships with political, social and economic changes in Ghana. The course will equip students with knowledge about how to examine and evaluate the extent to which common factors affected the development of specific forms of media.

Outline:
Areas to be covered include development of the media/mass media; various forms of media; facets of development of the mass media; impact of mass media on the political, social and economic development in Ghana.

Learning Outcomes:
At the end of the course, students should be able to identify and address developmental issues associated with media/mass media since 1822 and relate them to political, social and economic changes in Ghana. They should be able to exhibit sound knowledge and understanding of how the mass media relate politics and development.

MACP 617   Communication Policy
Aim:
This course seeks to equip students with knowledge and skills required for critically analysing issues of policy and regulation in the area of communication. They will also be provided with sound understanding of the multiple objectives of communication policy and regulation as well as the dynamics of the communications industry.

Outline:
Areas to be covered include conceptual approaches to communication policy and regulation such as public service broadcasting versus commercial broadcasting, competition and concentration in the communication and media industry, convergence, and supranational regulatory bodies. Other areas are problems associated with social and political functions of communication on the one hand and commercial interests on the other hand as well as differing policy resolutions in a comparative perspective.

Learning Outcomes:
It is expected that at the end of the course, students should be able to critically analyze issues concerning communication policies and regulations; exhibit sound knowledge and understanding of the multiple objectives of communication policy and regulation. They are expected to become familiar with the dynamics of the communications industry.

MAFR 619   French (Intermediate)
Aim:
The overall aim of this course is to provide students with a thorough grounding in the basic communication techniques of the French language required in daily life communication situations. The course is largely practical and designed in line with the best traditions of language training for students with an interest in the French language. It seeks to help students to acquire basic communication skills in the French language (oral and written) through a variety of practical language exercises.

Outline:
The course will focus on simple French communication skills, pronunciation and reading exercises on CDs during and after lectures. There will be oral presentations by students during lectures.

Learning Outcomes:
By the end of the course, students should be able to speak and write in French language and also understand a variety of topics and situations that are normally encountered in everyday situations in their respective work environments.

MAPC 621   Public Opinion and Communication
Aim:
The aim of this course is to examine different aspects of communication, both theoretically and empirically and also discuss their impact/effects on public opinion. It also aims at illuminating the theoretical reflections with concrete examples within different contexts.

Outline:
Students will be taught theoretical formulations of scholars such as Elisabeth Noelle-Neumann, Walter Lippmann and Jeurgen Habermas. The course will combine in-depth theoretical discussion, combined with empirical hands-on research. The role of public opinion polls in modern democratic politics, specific problems of survey research, how spin-doctors have changed the face of modern communication will be discussed. Students will undertake case studies.

Learning Outcomes:
At the end of the course, students are expected to have gained a more practical understanding of different aspects of communication and public opinion.

MACS 623   Corporate Social Responsibility
Aim:
This course seeks to provide students with an opportunity to have a deeper appreciation of corporate social responsibility (CSR). It is to enable students to gain insights into how businesses and corporations react to today's challenges such as addressing relevant issues, operating in a global world, and balancing economic as well as social and environmental responsibilities.

Outline:
Students will study the nature and concept of corporate social responsibility (CSR), CSR conceptual frameworks, corporate policies regarding social responsibility and their impacts, corporate policies and stakeholder interests, stakeholder engagement strategies, value of CSR with reference to decision-making, identification of problems of companies involved in CSR and how to solve them, national and international CSR standards and regulations, managing local content and the Global Compact.

Learning Outcomes:
At the end of the course, students should possess knowledge, understanding and skills for practicing CSR within the context of exploring the dynamic interrelationship among business, government, non-profit organisations/NGOs, and the community at large. Students should be able to apply ways of thinking about CSR to local and international industries/organisations in areas of telecommunications, finance, natural resource extraction, etc. They should have

broader career opportunities and possibilities, contribute to their future employers at a strategic level, and also communicate corporate social responsibility information in an effective manner.

Semester Two

Core Courses

Code	**Course Title**

MAIF 602   **Investment Fundamentals**
Aim:
This course is designed to introduce students to fundamental investment issues and provide them with knowledge that will enable them gain an understanding of such issues.

Outline:
Students will be taught the concept of investment, identification and development of investment ideas, investment environment, investment process and procedures, selected types of investment, ways of ensuring maximum returns on investments, risks associated with investments, kinds of marketable securities in Ghana and their sources, how to make useful decisions about available marketable securities and how to market and sell securities.

Learning Outcomes:
It is expected that this course will enable students to become conversant with fundamental investment issues and address them appropriately. They should be able to practicalise the theoretical knowledge that they will acquire regarding investments.

MAFM 604   Financial Management
Aim:
This course is designed to introduce students to general management concepts, practices and main management functions (planning, organising, directing and controlling) as they relate to financial issues. It seeks to offer students an opportunity to acquire knowledge about basic elements of financial management and to gain an understanding and appreciation of the importance of financial management in the business of managing the media.

Outline:
The course will cover concepts, practices and main management functions; nature of finance; and basic elements of financial management; objectives of financial management within media contexts; liquidity and maintenance of liquidity; liabilities and how they can be met; and the role of financial management in organisational growth.

Learning Outcomes:
At the end of this course, students should be able to show sound understanding of general management, nature of finance and financial management. They should be able to articulate the view that finance is about money, markets and people and that the success of a corporation depends on how well it harnesses everyone to work towards a common end. In addition, students should be able to appreciate the fact that the media manager must appreciate the objectives of financial management in general, and conflicting objectives associated with financial management. They should have the conviction that maintaining sufficient liquidity to meet liabilities plays a crucial role in organisational growth.

MADD 606   Development, Democratisation and Communication
Aim:
This course aims at teaching students the relationship that exists between the economy, state, culture and media.

Outline:
The course will examine the economic development of some countries especially in Africa; economic development and state policies; global economic relations; communications, media, broadcasting, telecommunications, popular culture, economic currents as well as social and political movements and how they are interconnected.

Learning Outcomes:
At the end of this course, students should be able to exhibit sound knowledge and understanding of the relationship between the economy, state, culture and media.

MACR 608   Advanced Communication Research Methods, Design and Analysis
Aim:
This course is designed to offer students a unique opportunity to acquire and develop research knowledge, skills and attitudes required for designing and carrying out scientific communication research, whether quantitative, qualitative or mixed-methods research. It also seeks to teach students how to analyze quantitative and qualitative data and write a standard research report.

Outline:
Students will learn: (i) Identification of research problem; topic selection (including what constitutes a good research topic); (ii) How to choose the most appropriate design for a study; (iii) How to write the introduction/introductory chapter (background of the study, research problem, research objectives, research questions/hypotheses, significance of the study, scope and limitation, etc.; (iv) Review of empirical/theoretical literature (with correct citations and referencing); (v) Choosing, adopting and stating the most appropriate methodology (collecting, processing, presenting and analyzing quantitative and qualitative data) and writing the research report.

Learning Outcomes:
The course is expected to make students knowledgeable about the elements of scientific research and dissertation. They should be able to make their theoretical research knowledge practical by designing and conducting their respective research as well as preparing and presenting their dissertations.

MASM 610   Seminar II
Aim:
The aim of Seminar II is to offer students an opportunity to build on the knowledge and skills they acquired during Seminar I. The course aims at allowing students to use the presentation knowledge and skills acquired to present their individual academic papers, proposals and parts of their respective dissertations to their mates and faculty members, and to build reasonable supports for their arguments. Additionally, the course is intended to aid the discovery and development of students' potential and abilities for making presentations at seminars, workshops and conferences.

Outline:
Seminar II involves a variety of sessions where students present their individual academic papers and parts of their dissertations on communication-related topics/issues.

Learning Outcomes:
At the end of the course, students should be able to exhibit adequate knowledge and skills for making presentations at seminars, workshops and conferences. Additionally, they should be able to develop and adopt argumentative strategies that accompany such presentations.

Elective Courses

Course Code   Course Title

MAEC 614   Entrepreneurship, Innovation and Communication
Aim:
The aim of the course is to introduce students to: different forms of business organisations /environments and e-business; more practical elements of innovative and enterprise activities; entrepreneurial behaviours within the media and communication industry. They will be offered the opportunity to examine how medium and large media and communication organisations have been able to create and sustain a competitive advantage by being consistently entrepreneurial and innovative. They will also be exposed to ways of generating, evaluating

and selling innovative ideas within communication and media contexts as well as to experiences of entrepreneurs and innovators in the media and communication industry.

Outline:
Areas to be covered include: entrepreneurship and innovation in context; corporate entrepreneurship and innovation; entrepreneurship and creativity; launching new ventures; business and organisational communication; methodologies such as conversation analysis, critical discourse analysis, ethnography in business environments; quantitative and qualitative approaches to business and organisational communication; Relationships between entrepreneurship, innovation and communication (including new multi-media technologies).

Learning Outcomes:
At the end of the course, students should be able to exhibit knowledge about how individuals and groups use spoken and written communication to achieve success in entrepreneurial and innovative activities within the media and communication industry. They should be able to identify skills generally considered necessary for success in entrepreneurial communication ventures. They should also demonstrate understanding of issues related to developing a business plan and starting a new communication business. They should be able to recognize opportunities, develop business plans and implement such plans in the media and communication industry in enterprising and innovative ways.

MAMP 612   Multimedia Production
Aim:
The aim of this course is to introduce students to the application of theory in multimedia settings. The intention is to make students self-reliant and to appreciate the use of modern production techniques for effect instead of relying on others to provide such services.

Outline:
The course examines the utilisation of various techniques in digital media production for various platforms; use of images and editing techniques to attain quality in radio, TV and online domains. There will be laboratory work for practical experience.

Learning Outcomes:
It is expected that this course will equip students with professional knowledge (both theoretical and practical) and skills required for successful operations in multimedia settings. Students should become competent in modern multimedia productions.

MAHC 616   Health Communication
Aim:
This course aims at exposing students to current perspectives on the relationship between communication processes and health-related issues/activities. It aims at offering students an opportunity to examine theoretical foundations that explain ways of communicating health-related issues, activities, behaviours and problems as well as the different media used for such communications. The course seeks to provide an overview of culture, communication, health and illness; use of information, communication and technologies (ICTs) in communicating health-related issues; health campaigns and their theoretical underpinnings.

Outline:
Areas to be covered include, but are not limited to, the concept of health communication; systems theory, communication privacy management theory; narrative theory; cultural considerations in health, health disparities; challenges and problems associated with communication of health-related issues; health informatics; health campaigns.

Learning Outcomes:
By the end of this course, students should appreciate the need for equipping those who communicate health-related issues or engage in health-related activities with requisite health communication knowledge and skills. Students should become familiar with the different aspects of health communication and the relevant theoretical frameworks regarding how health-related issues are effectively communicated. They should be able to exhibit knowledge of, and ability to use health campaign strategies to promote the effectiveness of health communication processes.

MAFR 618   French (Advanced)
Aim:
Designed in accordance with the best traditions of language training, this course lays emphasis on practical work. It is intended for students who are interested in acquiring advanced level French language communication skills (oral and written).

Outline:
The course will take students through higher level French communication skills training to enable them to develop their French communication skills and pronunciation, with CD-based reading exercises during and after classes. There will be high level oral sessions.

Learning Outcomes:
It is expected that at the end of the course, students should be able to exhibit advanced French language communication skills. They should be able to engage in proper conversations in the French language, and also understand a variety of topics and situations.

MADS 620   Dissertation/Capstone Project
Aim:
The overall aim is to offer students the opportunity to use the knowledge and skills acquired to design and conduct their own original research/capstone project, as well as prepare and submit a report. The course is intended to enable students to put the theories and concepts they learnt into practice; study a particular topic: demonstrate knowledge and skills in conducting independent research; demonstrate the ability to design and conduct research, and also submit the research report within a stipulated period.

Outline:
This involves completion of an academic dissertation/capstone project of between 15,000-20,000 words. Students will plan their dissertation and develop a research proposal during the first-semester to be discussed and fine-tuned. Students will be assigned to individual dissertation supervisors for supervision.

Learning Outcomes:

After completion of the dissertation/capstone project, students should be able to design and conduct academic research by: Identifying a research problem; setting research objectives; locating relevant secondary data and literature and critically examining it; identifying and adopting the most appropriate methodology; implementing the methodology; drawing conclusion; and writing a standard research report. They should be able to show an understanding of the relationship between taught theoretical concepts and their practical applications. They should be able to demonstrate knowledge and understanding of their chosen subject area.

13.4. **Components of the Master of Arts in Public Relations Program**
    Semester One

Core		**Credits**
MAPR 601:	Public Relations Theories	3
MAPC 603:	Public Relations Publics and Communication	3
MAPW 605:	Public Relations Writing	3
MAEC 607:	Ethics and Communication	3
MACR 617:	Advanced Communication Research Theories, Concepts and Methodology	3
MASM 611:	Seminar I (*organised fortnightly*)	3
MAIN 613:	Internship and Field Trip	3

Electives		
MAGD 603:	Globalisation and Development	3
MACP 607:	Communication Policy	3
MAFR 619:	French (*Intermediate*)	3
MAPC 621:	Public Opinion and Communication	3
MACS 625:	Corporate Social Responsibility	3

Second Semester
Core		
MAPC 602:	Integrated Communication	3
MAPS 604:	Public Speaking and Presentation Skills	3
MAPR 606:	International Public Relations	3
MACR 612:	Advanced Communication Research Methods, Design and Analysis	3
MASM 610:	Seminar II (*organised fortnightly*)	3

Electives

MAEC 614: Entrepreneurship, Innovation and Communication	3
MAMP 612: Multimedia Production	3
MAHC 616: Health Communication	3
MAFR 618: French (Advanced)	3
MADS 620: Dissertation/Capstone Project	12

(a) Core courses:
 i. Public Relations Theories
 ii. Public Relations Publics and Communication
 iii. Public Relations Writing
 iv. Integrated Communications
 vi. Public Speaking and Presentation Skills
 vii. International Public Relations

(b) Elective courses:
 i. Communication Policy
 ii. French (Intermediate)
 iii. Public Opinion and Communication
 iv. Corporate Social Responsibility
 v. Globalisation and Development
 vi. Multimedia Production
 viii. Entrepreneurship, Innovation and Communication
 ix. Health Communication
 x. French (*Advanced*)

(c) Mandatory courses:
 i. Ethics and Communication
 ii. Advanced Communication Research Theories, Concepts and Methodology
 iii. Advanced Communication Research Methods, Design and Analysis

(d) Research component: Dissertation/Capstone Project

(e) Competence-Based Training (CBT) component: Seminars

(f) Practical Training: Internship and Field Trip

(g) MPSC619: Practical Short Course for a Non-PR and Communication Background Student

Staff Details of MA Public Relations (MAPR)

Staff category	Name of staff	Sex	Full time	Part time	Highest qualification/year obtained and place	Area of specialization	Rank/years of teaching experience	Course Taught
Teaching staff	Prof. Kwamena Kwansah-Aidoo	M	✓		PhD, 1999, Queensland University of Technology, Brisbane, Australia	Broad field of Communication- Public Relations, Media Studies & Marketing Communications	Professor, 19 years	Public Relations, Theories and International Public Relations
	Dr. Mavis Essandoh	F	✓		PhD, 2017, Deakin University, Australia	Communication Studies	Senior Lecturer, 10 years	Public Relations Publics and Communication & Public Relations Writing
	Dr. Albert-James Tayman	M		✓	PhD, 2013 Bournemouth University, UK	Media & Communication	Senior Lecturer, 10 years	Multimedia Production
	Dr. Modestus Fosu	M	✓		PhD, 2014, University of Leeds	Media and Communication	Senior Lecturer, 11 years	Public Speaking and Presentation Skills, Ethics and Communication
	Dr. Collins Adu-Bempah Brobbey	M	✓		PhD, 2013, Institute of African Studies,	African Politics, Development and Governance	Senior Lecturer, 11 years	Globalization and Development,

				University of Ghana, Legon, Ghana			Methodology of Advanced Communication Research
	Dr. Lawrencia Agyepong	F	✓		PhD, 2016 University of Leicester	Communication and Research Methods	Lecturer, 10	Communication Research Methods (Methodology of Advanced Communication Research), Communication research Design and Analysis (Applied Advanced Communication Research).
	George Asamoah	M	✓		MPhil 2011 & MBA 2005, University of Ghana, Legon, Ghana; MBA (PhD Candidate)	Marketing/Entrepreneurship	Lecturer 8	Entrepreneurship
	Kodwo J.A. Boateng	M	✓		MSc.2002 University of Helsinki, Finland (PhD Candidate),	Communication Studies	Senior Lecturer, 11 years	Integrated Communication
	Dr. Richard Boateng	M		✓			Lecturer	Entrepreneurship

Semester One

Core Courses

Course Code	Course Title

MAPR 601   **Public Relations Theories**

Aim:
Working from the position that public relations is a theoretically grounded and a research-based discipline with the potential to bring numerous areas of applied communication together, this course aims at introducing students to a broad variety of public relations theories.

Outline:
The course covers perspectives on communication theory, the evolution of PR theory, social influence theories, cultural and critical theories in relation to public relations and communications management.

Learning Outcomes:
At the end of the course, students should exhibit a greater understanding of the theories and modern practice of public relations and communications management.

MAPC 603   **Public Relations Publics and Communication**

Aim:
This course seeks to expose students to the importance and value of engaging with publics and stakeholders of organisations to build mutually beneficial relationships.

Outline:
The areas to be covered include the various indigenous communication systems and their relational features; taxonomy of indigenous communication systems; forms of indigenous communication; functions of traditional communication; local and national development policies; the importance of indigenous channels of communication in development program; development communication processes in developing societies.

Learning Outcomes:
At the end of the course, students are expected to be able to effectively segment and deal with the various stakeholder groupings both internally and externally and be able to tailor communication messages to the needs of stakeholders and publics.

MAPW 605   **Public Relations Writing**

Aim:
This course aims at exposing students to how to write strategically and effectively using a variety of public relations tactics.

Outline:

The course covers a variety of tactics, including key messages, speeches and social media content that public relations professionals use to reach their target audience.

Learning Outcomes:

It is expected that at the end of the course the overall quality of students' writing and ability to effectively write for specific purposes will be improved.

MAEC 607   Ethics and Communication

Aim:

This course seeks to equip students with knowledge about ethical and moral principles/codes and how they are applied to the professions in the area of communication. It will offer students an opportunity to be in the position to contextualise the essentials of both written and unwritten laws that govern the communication-related professions.

Outline:

Issues of ethics in general, ethics in relation to communication, moral codes, privacy, conflicting loyalties, controversies and human rights will be discussed. Written and unwritten laws in general and those relating to communication will also be covered.

Learning Outcomes:

The course is expected to enable students to problematise issues of ethical judgements and professional codes for practitioners in the area of communication. Additionally, they should be able to practicalise ethics within the context of various prescriptive and proscriptive imperatives as well as scholarly principles. They should gain knowledge and skills that will allow them to use case studies and various codes, and also practically apply ethics within their respective professional fields.

MACR 617   Advanced Communication Research Theories, Concepts and Methodology

Aim:

The course aims to provide students with a range of skills and knowledge for quantitative and qualitative research design, data collection, management and analysis. It offers students an opportunity to understand what is meant by research and research methods in the field of communication.

Outline:

Students will be taught concepts/fundamentals of research including: Introduction to Media and Communication Research; Ethical Issues in Research; Review of the Literature; Researching Sensitive Topics; Triangulation and Mixed Methods Research; Survey Research: Questionnaire Design and Data Collection; Research Interviews: Interview topic guide, data collection and data analysis; Ethnographic/Participant Observation Research; New trends in communication research: Internet Research; Virtual Ethnography; Writing a Research Proposal.

Learning Outcomes:

Students are introduced to some of the concepts and theories behind research, the ethical issues they may encounter whilst conducting research and how to go about researching

sensitive topics. The course provides various approaches to research as well as guidance to the appropriateness of research methodologies in differing research scenarios.

General Learning Outcomes:
By the end of the course, and in readiness for their masters dissertation, students should be able to understand the main quantitative and qualitative research methods employed in media and communication for data collection and be able to input and analyse quantitative data using SPSS and qualitative texts using NVivo and other qualitative analytical software.

Specific Learning Outcomes:
Students will have an advanced understanding of the nature of research and the research process; the relationship between theory and method in the social sciences, media and communication; how to formulate research questions, conceptualise research problems, design and carry out research; how to identify, access and use information and communication resources in the social sciences and communication; the strengths and weaknesses of a broad range of approaches and methods for analysing media and communication processes; how to apply selected approaches/methods in research; how to collect, manage, analyse and interpret social science research data; the implications of new media technologies for studying/analysing communication and social processes.

MASM 611   Seminar I
Aim:
The aim of Seminar I is to offer students the opportunity to be exposed to practical aspects of what they are taught during lectures. The intention is to allow the students to listen to faculty lectures presented by selected faculty members and visiting lecturers on relevant topics/issues. It seeks to equip students with in-depth presentation knowledge and skills they require for oral and visual presentation of academic materials during seminars/workshops. It also aims at encouraging students to present academic materials/papers at the seminars.

Outline:
Seminar I is made up of a variety of sessions involving selected faculty members/visiting lecturers and students where academic materials/papers including proposals are presented on specific relevant topics/issues than those taught during lectures. The presentations take various forms and formats and are made largely for the benefit of students.

Learning Outcomes:
At the end of the course, students will be able to ask relevant and critical questions and express their personal viewpoints regarding presentations made on relevant topics/issues; to actively take part in, and lead presentations and discussions to expand academic materials introduced during large lectures in order to reach more depth; to present proposals, undertake case study work, prepare both individual and group academic papers on relevant topics/issues and make proper oral and visual presentations on such topics/issues; to actively participate in group or team work; and to undertake peer assessment of each other's oral presentations or written work.

MAIN 613   Internship and Field Trip
Aim:

The aim of the internship and field trip is to allow students who are not yet practicing to gain practical experience from selected media and communication-related organization (s); development agencies; ministries, departments and agencies (MDAs); local government establishments; and local and international non-governmental organisations (NGOs). Practising students will be offered the opportunity to gain practical experience from organisations other than theirs in order to add new perspectives to their store of knowledge.

Outline:
Students will be attached to selected media and communication-related organization (s), and other relevant work establishments for not more than two (2) months. It is expected to take place after the end of the first semester examinations.

Learning Outcomes:
It is expected that at the end of the internship and field trip, students who are not yet practicing will gain practical experience from selected media and communication-related organization (s), and other work establishments. Practicing students should enrich their practical experiences with new perspectives.

<u>Elective Courses</u>

Course Code   **Course Title**

MAGD 603   **Globalisation and Development**
Aim:
This course aims at exploring a new phase of globalisation and another era of development completely distinct from the old paradigms but not exclusive to them. It seeks to offer students the opportunity to gain the understanding of the movement of globalisation and development beyond the classical empirical studies into a fascinating era of development as well as the limits offered in the midst of the blind loyalty to the nuances of globalisation.

Outline:
Students will be exposed to the new trends about globalisation and development such as the rise of the South, the growth of South-South trade relations, energy and politics, the growing role of leading emerging societies, economic instability in the United States and its attendant economic crisis, world-system schools' views/arguments considered as anachronistic by some, suggested changes and new research in the area.

Learning Outcomes:
At the end of the course, students should be able to show clear understanding of a new phase of globalisation and development.

MACP 607   **Communication Policy**
Aim:
This course seeks to equip students with knowledge and skills required for critically analysing issues of policy and regulation in the area of communication. They will also be provided with sound understanding of the multiple objectives of communication policy and regulation as well as the dynamics of the communications industry.

Outline:

Areas to be covered include conceptual approaches to communication policy and regulation such as public service broadcasting versus commercial broadcasting, competition and concentration in the communication and media industry, convergence, and supranational regulatory bodies. Other areas are problems associated with social and political functions of communication on the one hand and commercial interests on the other hand as well as differing policy resolutions in a comparative perspective.

Learning Outcomes:
It is expected that at the end of the course, students should be able to critically analyse issues concerning communication policies and regulations; exhibit sound knowledge and understanding of the multiple objectives of communication policy and regulation. They are expected to become familiar with the dynamics of the communications industry.

MAFR619   French (Intermediate)
Aim:
The overall aim of this course is to provide students with a thorough grounding in the basic communication techniques of the French language required in daily life communication situations. The course is largely practical and designed in line with the best traditions of language training for students with an interest in the French language. It seeks to help students to acquire basic communication skills in the French language (oral and written) through a variety of practical language exercises.

Outline:
The course will focus on simple French communication skills, pronunciation and reading exercises on CDs during and after lectures. There will be oral presentations by students during lectures.

Learning Outcomes:
By the end of the course, students should be able to speak and write in the French language and also understand a variety of topics and situations that are normally encountered in everyday situations in their respective work environments.

MAPC 621   Public Opinion and Communication

Aim:

The aim of this course is to examine different aspects of communication, both theoretically and empirically and also discuss their impact/effects on public opinion. It also aims at illuminating the theoretical reflections with concrete examples within different contexts.

Outline:

The students will be taught theoretical formulations of scholars such as Elisabeth Noelle-Neumann, Walter Lippmann and Jeurgen Habermas. The course will combine in-depth theoretical discussion combined with empirical hands-on research. The role of public opinion polls in modern democratic politics, specific problems of survey research, how spin-doctors have changed the face of modern communication will be discussed. Case studies will be undertaken.

Learning Outcomes:

At the end of the course, students are expected to have a more practical understanding of different aspects of communication and public opinion.

MACS 625   Corporate Social Responsibility

Aim:

This course seeks to provide students with an opportunity to have a deeper appreciation of corporate social responsibility (CSR). It is to enable students to gain insights into how businesses and corporations react to today's challenges such as addressing relevant issues, operating in a global world, and balancing economic as well as social and environmental responsibilities.

Outline:

Students will study the nature and concept of corporate social responsibility (CSR), CSR conceptual frameworks, corporate policies regarding social responsibility and their impacts, corporate policies and stakeholder interests, stakeholder engagement strategies, value of CSR with reference to decision-making, identification of problems of companies involved in CSR and how to solve them, national and international CSR standards and regulations, managing local content and the Global Compact.

Learning Outcomes:

At the end of the course, students should possess knowledge, understanding and skills for practicing CSR within the context of exploring the dynamic interrelationship among business, government, non-profit organisations/NGOs, and the community at large. Students should be able to apply ways of thinking about CSR to local and international industries/organisations in areas of telecommunications, finance, natural resource extraction, etc. They should have broader career opportunities and possibilities, contribute to their future employers at a strategic level, and also communicate corporate social responsibility information in an effective manner.

MPSC 619: Practical Short Course for a Non-PR/Communication Background Student

Aim:
The introduction of the Master's Practical Short Course (MPSC) is to provide foundational knowledge to students with no prior background in communication and Public Relations courses. The short course aims at enabling them not only to attain a firm understanding of communication and PR issues but also to be able to bridge the knowledge gap so as to be abreast with contemporary and advanced PR and communication discourse.

Learning Outcomes:
It is expected that at the end of a three (3)-week practical short course training, all students with no prior background in communication and PR will gain a practical or experiential knowledge from the short course topics and materials as well as acquaint themselves with the foundational principles and hence their ability to compete keenly with other students who already have satisfactory background knowledge in PR and communication.

Practical Short Course Structure
The Practical Short Course is structured in modular form and is expected to last for three (3) weeks. The course includes the Institute's Required Course. The candidate is expected to demonstrate in-depth understanding through take-home assignments in the following areas:

- Introduction to Public Relations, Advertising and Marketing

- Functions of Public Relations (External & Internal Communication Methods)

- Media Relations in PR/Issues and Crisis Management

- PR Planning

- Social Media and PR

- Campaign Planning and Campaign Essentials

- Copyrighting and Layout

- Communication Yesterday and Today

- Processes, Models and Functions of Communication

Semester Two

Core Courses

Course Code   **Course Title**

MAPC 602   **Integrated Communications**
Aim:
This course is aimed at providing students with an exposure to the synergies between Public Relations and Marketing.

Outline:
Students will be taught marketing techniques and practices which when used together with PR give organisations a competitive edge.

Learning Outcomes:
This course is expected to enable students to exhibit knowledge and skills for integrating marketing communications into their organisations' PR activities for maximum returns on investment when it comes to communications.

MAPS 604   Public Speaking and Presentation Skills
Aim:
This course aims at offering students an opportunity to be exposed to techniques in public speaking and presentations.

Outline:
The course covers principles and practices of public speaking, analysis of the speaking, listening process, selection and organization of speech materials, as well as the composition and delivery of speeches and presentations.

Learning Outcomes:
It is expected that after the course, students will be able to speak more confidently in public as public relations professionals with strengthened communication competence through rhetorical analysis and criticism. It is also expected that students will gain insight into the strategic challenges and ethical requirements of public speaking, and an enhanced capacity to appreciate the art of the good person speaking.

MAPR 606   International Public Relations
Aim:
This course is designed to expose students to how public relations can be practised effectively within international contexts to generate global goodwill and support for an organization or specific country.

Outline:
The course covers the theoretical underpinnings of International Public Relations as they relate to contemporary public relations practice in Ghana; major functional responsibilities of public relations management with reference to international contexts of public relations practice.

Learning Outcomes:
It is expected that at the end of the course, students should appreciate how the theoretical underpinnings of international public relations relate to contemporary public relations practice in Ghana. They should also become conversant with underpinnings of international public relations.

MACR 612   Advanced Communication Research Methods, Design and Analysis
Aim:
The course aims to provide students with a range of skills and knowledge for quantitative and qualitative research design, data collection, management and analysis. It offers students an opportunity to understand what is meant by research and research methods in the field of communication.

Outline:
Students will be taught concepts/fundamentals of research analysis including:
Understanding Issues of Sampling in Communication and Social Sciences; Realistic Evaluation; Coding Research Data; Analysis of Text and Images; Introduction to Numbers; Statistics 1; Statistics 2; Discourse Analysis; Content Analysis.

Learning Outcomes:
Students are introduced to some of the concepts and theories behind research, the ethical issues they may encounter whilst conducting research and how to go about researching sensitive topics. The course provides various approaches to research as well as guidance to the appropriateness of research methodologies in differing research scenarios.

General Learning Outcomes:
By the end of the course, and in readiness for their Masters dissertation, students should be able to understand the main quantitative and qualitative research methods employed in media and communication for data collection and be able to input and analyse quantitative data using SPSS and qualitative texts using NVivo and other qualitative analytical software.

Specific Learning Outcomes:
Students will have an advanced understanding of the following:
The nature of research and the research process; The relationship between theory and method in the social sciences, media and communication; How to formulate research questions, conceptualise research problems, design and carry out research; How to identify, access and use information and communication resources in the social sciences and communication; The strengths and weaknesses of a broad range of approaches and methods for analysing media and communication processes; How to apply selected approaches/methods in research; How to collect, manage, analyse and interpret social science research data; The implications of new media technologies for studying/analysing communication and social processes.

MASM 610   Seminar II
Aim:
The aim of Seminar II is to offer students an opportunity to build on the knowledge and skills they acquired during Seminar I. The course aims at allowing students to use the presentation knowledge and skills acquired to present their individual academic papers, proposals and parts of their respective dissertations to their mates and faculty members, and to build reasonable supports for their arguments. Additionally, the course is intended to aid the discovery and development of students' potential and abilities for making presentations at seminars, workshops and conferences.

Outline:
Seminar II involves a variety of sessions where students present their individual academic papers and parts of their dissertations on communication-related topics/issues.

Learning Outcomes:
At the end of the course, students should be able to exhibit adequate knowledge and skills for making presentations at seminars, workshops and conferences. Additionally, they should be able to develop and adopt argumentative strategies that accompany such presentations.

Course Code   **Course Title**

MAEC 614   **Entrepreneurship, Innovation and Communication**
Aim:
The aim of the course is to introduce students to different forms of business organisations and environments and e-business; more practical elements of innovative and enterprise activities; entrepreneurial behaviours within the media and communication industry. They will be offered the opportunity to examine how medium and large media and communication organisations have been able to create and sustain a competitive advantage by being consistently entrepreneurial and innovative. They will also be exposed to ways of generating, evaluating and selling innovative ideas within communication and media contexts as well as to experiences of entrepreneurs and innovators in the media and communication industry.

Outline:
Areas to be covered include: entrepreneurship and innovation in context; corporate entrepreneurship and innovation; entrepreneurship and creativity; launching new ventures; business and organisational communication; methodologies such as conversation analysis, critical discourse analysis, ethnography in business environments; quantitative and qualitative approaches to business and organisational communication; Relationships between entrepreneurship, innovation and communication (including new multi-media technologies).

Learning Outcomes:
At the end of the course, students should be able to exhibit knowledge about how individuals and groups use spoken and written communication to achieve success in entrepreneurial and innovative activities within the media and communication industry. They should be able to identify skills generally considered necessary for success in entrepreneurial communication ventures. They should also demonstrate understanding of issues related to developing a business plan and starting a new communication business. They should be able to recognize opportunities, develop business plans and implement such plans in the media and communication industry in enterprising and innovative ways.

MAMP 612   **Multimedia Production**
Aim:
The aim of this course is to introduce students to the application of theory in multi-media settings. The intention is to make students self-reliant and to appreciate the use of modern production techniques for effect instead of relying on others to provide such services.

Outline:
The course examines the utilization of various techniques in digital media production for various platforms; use of images and editing techniques to attain quality in radio, TV and online domains. There will be laboratory work for practical experience.

Learning Outcomes:
It is expected that this course will equip students with professional knowledge (both theoretical and practical) and skills required for successful operations in multimedia settings. Students should become competent in modern multi-media productions.

MAHC 616   Health Communication

Aim:

This course aims at exposing students to current perspectives on the relationship between communication processes and health-related issues/activities. It aims at offering students an opportunity to examine theoretical foundations that explain ways of communicating health-related issues, activities, behaviours and problems as well as the different media used for such communications. The course seeks to provide an overview of culture, communication, health and illness; use of information, communication and technologies (ICTs) in communicating health-related issues; health campaigns and their theoretical underpinnings.

Outline:

Areas to be covered include but are not limited to the concept of health communication; systems theory, communication privacy management theory; narrative theory; cultural considerations in health, health disparities; challenges and problems associated with communication of health-related issues; health informatics; health campaigns.

Learning Outcomes:

By the end of this course, students should appreciate the need for equipping those who communicate health-related issues or engage in health-related activities with requisite health communication knowledge and skills. They should become familiar with the different aspects of health communication and the relevant theoretical frameworks regarding how health-related issues are effectively communicated. Students should be able to exhibit knowledge of, and ability to use, health campaign strategies to promote the effectiveness of health communication processes.

MAFR 618   French (Advanced)

Aim:

Designed in accordance with the best traditions of language training, this course lays emphasis on practical work. It is intended for students who are interested in acquiring advanced level French language communication skills (oral and written).

Outline:

The course will take students through higher level French communication skills training to enable them develop their French communication skills and pronunciation with CD-based reading exercises during and after classes. There will be high level oral sessions.

Learning Outcomes:

It is expected that at the end of the course, students should be able to exhibit advanced French language communication skills. They should be able to engage in proper conversations in the French language, and also understand a variety of topics and situations.

MADS 620   Dissertation/Capstone Project

Aim:

The overall aim is to offer students the opportunity to use the knowledge and skills acquired to design and conduct their own original research/capstone project, as well as prepare and submit a report. The course is intended to enable students to put the theories and concepts they learnt into practice; study a particular topic and demonstrate knowledge and skills in

conducting independent research; demonstrate the ability to design and conduct research, and also submit the research report within a stipulated period.

Outline:
This involves completion of an academic dissertation/capstone project of between 15,000 and 20,000 words. Students will plan their dissertation and develop a research proposal during the first-semester to be discussed and fine-tuned. Students will be assigned to individual dissertation supervisors for supervision.

Learning Outcomes:
After completion of the dissertation/capstone project, students should be able to design and conduct academic research by Identifying a research problem; setting research objectives; locating relevant secondary data and literature and critically examining it; identifying and adopting the most appropriate methodology; implementing the methodology; drawing conclusions; and writing a standard research report. They should be able to show an understanding of the relationship between taught theoretical concepts and their practical applications. They should be able to demonstrate knowledge and understanding of their chosen subject area.

SUMMARY OF PROGRAMS AND COURSES
FIRST SEMESTER

CORE COURSES
1. MAEC607	-	Ethics and Communication
2. MACR617	-	Advanced Communication Research Theories, Concepts and Methodology
3. MACS625	-	Corporate Social Responsibility[1]

JOURNALISM
1. MASJ 601	-	Sociology of Journalism
2. MAMC 603	-	Media and Conflict
3. MAMJ 605	-	Multimedia Journalism

PUBLIC RELATIONS
1. MAPR 601	-	Public Relations Theories
2. MAPC 603	-	Public Relations Publics & Communication
3. MAPW 605	-	Public Relations Writings

MEDIA MANAGEMENT
1. MASM 601	-	Strategic Media Management
2. MAMM 603	-	Marketing in Media Management
3. MACN 605	-	Contract Negotiations
4. MACP 607	-	Communication Policy

---

[1] Inter- Faculty Required Core Course for Public Relations, Journalism and Development Communication

DEVELOPMENT COMMUNICATION

1. MADC 601   -   Doctrines Theories and Concepts of Development
2. MAGD 603   -   Globalization, Democracy and Development
3. MADC 605   -   Development Communications

SECOND SEMESTER COURSES

CORE COURSES
1. MASN 610   -   Seminars
2. MACR 612   -   Advanced Communication Research Methods, Design and Analysis
3. MAHC 616   -   *Health Communication2
4. MAEC 614   -   *Entrepreneurship, Innovation and Communication3

MA JOURNALISM
1.   MADC 602   -   Development Communication
2.   MAAR 604   -   Advanced Reporting
3.   MACJ 606   -   International Communication and Journalism

MA PUBLIC RELATIONS
1.   MAIC 602 -   Integrated Communication
2.   MAPS 604 -   Public Speaking and Presentation Skills
3.   MAPR 606 -   International Public Relations

MA MEDIA MANAGEMENT
1.   MAIF 602   -   Investment Fundamentals
2.   MAFM 604   -   Financial Management
3.   MADD 606   -   Development, Democratization and Communication (

MA DEVELOPMENT COMMUNICATION
1.   MAPM 602   -   Project Management and Design
2.   MASC 606   -   Communication for Social Change (CSC)

14. MODE OF DELIVERY
   a. Lecturing /Teaching
   b. Seminars

---

[2] *Inter-Faculty Required Core Course for Development Communication and Journalism
[3] *Inter-Faculty Required Core Course for Public Relations, Media Management and Development Communication

14.1. **Modular session[4]:**

Two (2) weeks of intensive teaching followed by examination, leading to the award of certificate of proficiency.

15. COURSE WORKLOAD PER SEMESTER

The course workload of both regular, weekend and sandwich students is 18 credit hours per semester.

15.1 Course Credit Hours

One (1) course credit shall be defined as either one (1) hour lecture, or one (1) hour seminar, or one (1) practical session (of three [3] hours), or three (3) hours of fieldwork per week for a semester or, in accordance with the Accreditation requirement as well as the policy of SoGSaR and the Institute.

16. CODING AND NUMBERING OF COURSES

16.1 Postgraduate Diploma

All Postgraduate Diploma courses shall have alpha-numerical (letter and number) codes beginning with four letters signifying a Department/program/course/subject, followed by a three-digit number between 500 and 599. The numbers shall be used as follows:

- Odd numbers (1, 3, 5, 7, or 9) for courses offered in the first semester
- Even numbers (2, 4, 6, or 8) for courses offered in the second semester.

All SoGSaR required courses shall be prefixed by the code 55 (e.g., PDPR 550; PDPR 551; PDPR 553; PDPR 554; etc.).

- All inter- and intra-faculty courses shall be prefixed by the code 5 followed by any two (2) odd numbers (e.g., PDDC 511; PDDC 535; PDDC 517; etc.).
- All faculty required courses shall be prefixed by the code 5 followed by any two (2) even numbers (e.g., PDJN 522; PDJN 546; PDJN 586; etc.).

16.2 Master of Arts

All Master of Arts courses shall have alpha-numerical (letter and number) codes beginning with four letters signifying a department/program/course/subject, followed by a three-digit number between 600 and 699. The numbers shall be used as follows:

---

[44] Students who take part in the modular session and subsequently gained admission into a relevant Master's program within two (2) years, on application, may be allowed to transfer credit earned from the modular.

- Odd numbers (1, 3, 5, 7, or 9) for courses offered in the first semester
- Even numbers (2, 4, 6, or 8) for courses offered in the second semester.

All SoGSaR required courses shall be prefixed by the code 66 (e.g., MAPR 660; MAPR 661; MAPR 663; MAPR 664; etc.).

- All inter- and intra-faculty courses shall be prefixed by the code 6 followed by any two (2) odd numbers (e.g., MADC 611; MADC 635; MADC 617; etc.).
- All faculty required courses shall be prefixed by the code 6 followed by any two (2) even numbers (e.g., MAJN 622; MAJN 646; MAJN 686; etc.).

16.3. Master of Philosophy

All Master of Philosophy courses shall have alpha-numerical (letter and number) codes beginning with four letters signifying a Department/program/course/subject, followed by a three-digit number between 700 and 799. The numbers shall be used as follows:

- Odd numbers (1, 3, 5, 7, or 9) for courses offered in the first semester
- Even numbers (2, 4, 6, or 8) for courses offered in the second semester.

All SoGSaR required courses shall be prefixed by the code 77 (e.g., MPPR 770; MPPR 771; MPPR 773; MPPR 774; etc.).

- All inter- and intra-faculty courses shall be prefixed by the code 7 followed by any two (2) Odd numbers (e.g. MPDC 711; MPDC 735; MPDC 717; etc.).
- All faculty required courses shall be prefixed by the code 7 followed by any two (2) Even numbers (e.g. MPJN722; MPJN746; MPJN786; etc.).

16.4. Doctor of Philosophy

All Doctor of Philosophy courses shall have alpha-numerical (letter and number) codes beginning with four letters signifying a Department/program/course/subject, followed by a three-digit number between 800 and 899. The numbers shall be used as follows:

- Odd numbers (1, 3, 5, 7, or 9) for courses offered in the first semester,
- Even numbers (2, 4, 6, or 8) for courses offered in the second semester.

All SoGSaR required courses shall be prefixed by the code 88 (e.g., DPPR 880; DPPR 881; DPPR 883; DPPR 884; etc.).

- All Inter and Intra Faculty courses shall be prefixed by the code 8 followed by any two (2) Odd numbers (e.g., DPDC 811; DPDC 835; DPDC 817; etc.).
- All faculty required courses shall be prefixed by the code 8 followed by any two (2) Even numbers (e.g., DPJN 822; DPJN 846; DPJN 886; etc.).

17. STRUCTURE OF PROGRAMS AND COURSE UNIT REQUIREMENTS

17. 1. Postgraduate Diploma (Full-Time - Two Semesters, Part-Time - Four Semesters)
The requirements for the award of Postgraduate Diploma (PgD) Degree for all registered students are as follow:

Coursework: 21 credits (12 credits in semester one [1]; and 9 credits in semester two [2]);

Seminar and Internship: 3 credits per semester.

Total Credits: 27

17.2. Master of Arts (Full-Time - two semesters; Part-Time - four Semesters)
The requirements for the award of Master of Arts (MA) Degree for all registered students are as follows:

a. **DISSERTATION OPTION**

Coursework: 30 credits (15 credits per semester)

Seminars and Defense: 3 credits per semester

Total Credits: 48 credits

Dissertation: 12 credits (Between 15,000 and 20,000 words, excluding notes and/or bibliography). It must be word processed, (double spaced, font size 12 Times New Roman) and soft cover bound for examination and hard cover bound for final submission.

Students who choose the dissertation option shall prepare and submit a topic, proposal outline and abstract for defense on 15th October. It should be noted that only student(s) who pass the defense shall be allowed to take part in the dissertation. Students who fail in the defense shall present at least two Special Term Papers to qualify for the award of the Master of Arts degree in the respective field of the students.

Or,

b. **SPECIAL TERM PAPER OPTION**

Coursework: 36 credit (18 credits per semester)

Term Paper: 3 credits per semester

Seminars and Internship: 3 credits per semester

Total Credits: 48 credits

A student who opts for a Special Term Paper shall present between 5,000 and 8,000 words on a relevant topic, excluding notes and bibliography. It must be word processed (double spaced, font size 12 Times New Roman) and soft cover bound for final submission and examination.

Each Term Paper shall earn six (6) credits per semester. Students who opt for special Term Paper option must pass all to qualify for the award of the Master of Arts degree in their respective fields.

17.2. Master of Philosophy (Full-Time - four semesters; Part-Time - six semesters)
The requirements for the award of Master of Philosophy (MPhil) Degree for all registered students as follows:

c. **THESIS**

Coursework: Thirty-six (36) credits (eighteen [18] credits for two semesters)

Seminars and Defense: Twelve (12) credits three (3) credits per semester for four semesters.

Thesis: Twelve (12) credits (between 25,000 and 40,000 words, excluding notes and/or bibliography). It must be typed in Microsoft Word or other word process software (double spaced, font size 12 Times New Roman) and soft cover bound for examination and hard cover bound for final submission.

Total Credits: 60 credits

17.3. **Doctor of Philosophy**
The requirements for the award of Doctor of Philosophy (PhD) Degree for all registered students are as follows:

d. **THESIS**

Experiential Study: 12 Credits (6 credits for two semesters)

Seminar and Defense: 12 Credits (6 credits for two semesters)

Thesis: 36 Credits (80,000 words, excluding notes and/or bibliography). It must be word processed (double spaced, font size 12 Times New Roman) and soft cover bound for examination and hard cover bound for final submission.

Total Credits: 60 credits

17.4. **Failure in Dissertation or Special Term Paper**
Where a student fails his or her dissertation or special term paper, he or she may be allowed to apply for re-admission to his or her program within a period not exceeding two (2) semesters.

Such an application must be made by completing the appropriate postgraduate application forms during the normal admission period only and addressed to the Dean of School of Graduate Studies and Research, which may be considered for admission at the next intake.

The application shall be referred to the relevant Dean of Faculty/Head of Department for recommendation.

If the recommendation is favourable, the candidate shall be readmitted to repeat the dissertation or special term paper(s) for one (1) semester. It is imperative to note that there shall be only one chance for re-admission.

18. MINIMUM CREDITS

The minimum number of credit hours required by a student to qualify for a postgraduate degree shall be determined by the School of Graduate Studies and Research (SoGSaR), Faculties and Departments as indicated in Table 1:

Table 1: Minimum Credit Hours

Program	Coursework	Seminar/ Internship/ Experiential Learning/Defense	Research*
Postgraduate Diploma	21 credits for two semesters	3 credits per semester	-
Master of Arts	15 credits for two semesters	3 credits per semester	12
Master of Philosophy	18 credits for two semesters	12 Credits for four semesters	24
Doctor of Philosophy	-	24 credits for 2 semesters	36
*The above credit hours for research are inclusive of seminars and theses			

19. REGISTRATION OF PROGRAMS

19.1. General Information

a. A candidate's registration shall not be valid unless it is so endorsed.

b. A candidate's registration endorsement shall be withheld if he or she is not deemed to have satisfactorily followed the approved course of study.

c. The relevant faculties/departments shall publish the lists of registered students for verification by same, after which the lists shall be forwarded to the Graduate School

Secretariat and the Academic Affairs Office before the end of the ninth week of the semester.

d. The submitted lists shall be the final lists of registered candidates for the end-of-semester examinations. Students whose names do not appear in any course list shall not be allowed to take the end-of semester examination for that particular course.

19. 2. Registration Process

A student admitted to the graduate program:

(a) Shall register at his or her respective Department and at SoGSaR at the beginning of each semester by filling in the appropriate forms prescribed for that purpose.

(b) Will be required to register a minimum of five (5) courses per semester.

(c) Shall register for modules they intend to participate in by the third week of every semester (where applicable).

19.3. Late Registration

(a) A student who is unable to register within the registration period on grounds of ill-health, shall on provision of a medical report issued or endorsed by a certified medical officer[5], be allowed to register within fifteen (15) working days from the day of the closure of formal registration.

(b) In the event of the inability of such a student to register within the fifteen (15) days stipulated above, he or she will be allowed a deferment for a semester. In a situation where the first semester courses are prerequisite for the second semester courses, the deferment shall be for the whole academic year (i.e., two semesters)

(c) In circumstances of force majeure, the case shall be referred to the Rector.

19.4. Registration by Proxy

There shall be no registration by proxy. Any student found to have been involved in registration by proxy shall not be allowed to pursue an academic program in that academic year. The Institute reserves the right to prosecute persons who attempt to register by proxy.

19.5. Penalties for Late Registration

A fine to be determined by the Academic Board shall be imposed for late registration.

---

[5]Certified Medical Officer may refer to a senior medical officer working in any accredited hospital.

20. DEFERMENT OF PROGRAM

(a) A student may interrupt his or her program for whatever reason for a maximum period of one year, but he or she must be granted permission by the Board of SoGSaR through his or her Head of Department. Such a request for interruption of the program shall normally be granted within the first four weeks of the start of the semester.

(b) A first-year graduate student shall not be allowed to defer his or her program.

(c) However, a first-year student may be granted permission to defer his or her program on medical grounds on the recommendation of a certified medical officer. In such cases the student shall repeat the academic year.

21. CHANGE OF PROGRAM

Students are not normally allowed to change their program of study. A student who wishes to change his or her program would have to re-apply for admission into the new program. The applicant must meet the entry requirements of the new program and compete with all other applicants for admission.

22. CHANGE OF SESSION

A student who applies for a regular session may be granted permission to swap to weekend session and vice-versa. In such cases the student shall apply within four weeks after start of program. SoGSaR reserves the right to grant such request.

23. STUDENT'S IDENTIFICATION CARD

Students who have paid their fees in full and duly registered shall be issued with valid student's identity cards.

24. ORIENTATION

There shall be orientation for all fresh students. It shall take place during the first week of the academic year. The orientation is aimed at providing students an opportunity to familiarize themselves with procedures, rules, regulations, policies and code of ethics of the Institute as well as a guide to the academic and social environment within which they will study.

25. MATRICULATION

Matriculation shall be organized for all fresh graduate students.

26. LAPSED STUDENTSHIP

Where a candidate fails to complete a dissertation or special term paper within the required period including extension, the studentship of such a candidate shall be deemed to have lapsed and dissertation or special term paper cannot be submitted.

The candidate may wish to apply for re-admission, provided he or she has satisfied all coursework requirements.

27. LOSS OF STUDENTSHIP RESULTING FROM INTERRUPTION OF STUDY

A student who loses his or her entire studentship may be allowed to apply for re-admission to the Institute.

28. EXCEPTIONAL STUDENT(S)

On the recommendation of the Board of SoGSaR, the Academic Board may grant student(s) with outstanding performance the opportunity to upgrade the Master Arts dissertation to Master of Philosophy (MPhil) Thesis level to be completed in one-year and to proceed to pursue a Doctor of Philosophy (PhD) within a period of three (3) years. On successful completion of the PhD program, such student(s) shall be retained to fill in the faculty gap where available and necessary.

29. SUPERVISION

Supervisors of dissertation, term papers or thesis shall be assigned to students from relevant faculties/departments of the Institute, other universities/institutes and relevant research institutes, taking cognizance of the supervisors' field of specialty.

29.1 Appointment of Supervisors

Names and addresses of potential supervisors shall be submitted to the appropriate Departmental Committee through the Dean of the relevant Faculty to the Dean of SoGSaR for onward approval by the Board at the end of the first semester of each Academic Year.

29.2. Responsibility of Supervisors

The responsibilities of a supervisor shall include the following:

i.   Ensure that the student is introduced to the facilities of the Faculty, SoGSaR and the Institute to facilitate research;

ii.   Assist the student in defining the topic which is to be engaged in the course of the research;

iii. Assist the student to clarify the research question(s) which the study seeks to address, and to establish details of the research program;

iv.   Approve a timeline of research and endeavour to see that it is adhered to;

v.   Agree on a supervisory program with the student and arrange regular meetings with the student;

vi.   Prepare regular reports on the student's progress;

vii.   Provide comments within a reasonable time on written work submitted by the student;

viii.   Read and comment on the whole of the draft term paper, dissertation and thesis prior to submission provided that it is made available by the student in reasonable time;

ix.   Submit recommendations for the appointment of Examiners to the Head of Department.

30. PROCEDURE FOR APPROVAL OF TERM PAPER/DISSERTATION/THESIS TOPIC

A student shall submit the topic for term paper, dissertation or thesis together with the names and addresses of supervisors to the appropriate Departmental Committee through the relevant Faculty for onward submission to the Dean of SoGSaR for approval by the Board by 15th September.

31. APPOINTMENT OF ASSESSORS AND EXAMINATION OF TERM PAPER/ DISSERTATION/THESIS

There shall be Internal and External Assessors appointed to examine term papers, dissertation or thesis. Such appointment shall be made on the recommendation of the Supervisor through the Head of Department and the relevant Faculty to the Dean of SoGSaR for onward submission to the Board for approval.

31.1. PANEL MEMBERS FOR THESIS EXAMINATION

Dean, SoGSaR	-	Chairperson
External Assessor(s)	-	Member
Internal Assessor (Supervisor)	-	Member
Faculty Officer, SoGSaR	-	Secretary

31.2. Examination Procedure

A candidate shall submit a soft bound copy of the dissertation/thesis together with a completed Initial Submission Form (see appendix A) to the Department through the relevant Faculty to the SoGSaR secretariat. The secretariat shall forward copies of the dissertation/thesis to all the assessors stating the time frame for return of assessed dissertation/thesis. Accompanying the document shall be the guidelines for grading and information on remuneration for assessment.

32. GRADING SYSTEM FOR COURSE WORK

GRADES	MARKS%	CREDIT VALUE/GP	DESCRIPTION
A	80-100	4.0	Excellent
B+	75-79	3.5	Very Good
B	70-74	3.0	Good
C+	65-69	2.5	Very Fair
C	60-64	2.0	Fair
D	55-59	0	Unsatisfactory
I	-	-	Incomplete
W	-	-	Withdrawal
X	-	-	Absent
Z	-	-	Disqualified

Note:

Grades 'A' to 'C' are Pass grades

Grade 'D', 'X' and 'Z', are Failure grades Grade 'I' is awarded for incomplete coursework to a postgraduate student involved in a justifiable emergency e.g. medical or family-related, and thus unable to complete the required work. The postgraduate student formally initiates the request which the instructor may approve. Where it is approved, the instructor is required to document the postgraduate student's grade at the time of the request. Where the postgraduate student fails to submit the required work or take the substitute examination as

scheduled to have the 'I' grade removed, the documented grade at the time of the student request for an 'I' grade automatically becomes the final grade for the course and semester in question.

32.1. Grade Point (GP)

Each grade is assigned an equivalent grade point as indicated above. The number of (grade) points earned by a student, for each course completed, is computed as the product of the number of credits for the course and the grade point equivalent letter of the grade obtained in that course.

32.2. Cumulative Grade Point Average (CGPA)

The student's cumulative grade point average is calculated by dividing the total number of grade points obtained, up to any specified time, by the total number for credits of all courses for which the student has registered up to that time.

32.3. Final Grade Point Average (FGPA)

The FGPA is the CGPA for all courses under consideration calculated up to the end of the student's academic programs.

32.4. Pass Grades

Grades A, B+, B and C

32.5. Failure Grades

Grades D, F, X, Z

32.6. Continuing

Grade Y shall be awarded at the end of a semester to any student who is taking a course which continues into the next semester.

32.7. Non-Completion of Course

    a. Grade I (**Incomplete**) shall be awarded to a student who is unable to complete a course for reasons considered as acceptable by the Academic Board. The student shall be expected to complete the course the very next time the course is available.

    b. Grade X shall be awarded to a student who is unable to complete a course for reasons considered as unacceptable by the Academic Board.

32.8. Disqualification

Grade Z, which shall be awarded only by the Academic Board, represents disqualification from an examination as a result of an examination malpractice or offence, and shall be awarded whenever it is established that a candidate had attempted to gain an unfair advantage in an examination.

A student awarded a grade Z may be barred from taking examinations in the Institute for a stated period, or indefinitely, or may be expelled from the Institute.

33. QUALIFICATION TO WRITE EXAMINATION

Candidates who qualify to write an examination shall:

(a) register for the course/module and must not have absented
themselves for 25% or more of the total attendance:

(b) Have continuous assessment marks for relevant subject
areas;

(c) Have paid appropriate fees in full.

(d) Not have deferred the program, been suspended, rusticated
or dismissed from the Institute.

33.1. **General Information on** Examination
The following regulations shall apply to all graduate students of the Institute.

(a) All examinations shall be conducted during the period

prescribed by the Institute.

(b) If it should become necessary for any changes to be made in the examination schedule, candidates shall be informed accordingly by SoGSaR and Academic Affairs.

(c) A candidate for graduate examinations must have followed the approved course of study over the required period and must have registered for the examination.

(d) Any student who is absent for a cumulative period of 25% of lectures, seminar and other assignments prescribed for any course in any semester shall be deemed to have withdrawn from the course. Such a student shall not be permitted to register for the end-of-semester examinations.

(e) Registration for examination shall be by completing a form on which the papers to be written shall be indicated by course titles.

(f) Registration for graduate examinations shall require the endorsement of the Registration List by the course lecturer and Head of Department/Dean of Faculty to indicate that the candidate has pursued satisfactorily the approved course(s) of study offered over the prescribed period.

(g) Students who are duly registered for a course but fail to take the end-of-semester

examination for that course shall be deemed to have absented themselves from the examination of that particular course, for which, grade X shall be awarded.

(h) It shall be the duty of the candidate to consult the daily time-table (to be made available at least 48 hours ahead of time), to ascertain the papers to be written each day, to make themselves available at the appointed place and time, at least, thirty (30) minutes before the time for the examination.

(i) A candidate shall be refused admission to the examination hall, if he or she reports to the hall more than half an hour after the examination has started.

(j) Candidates shall be entitled to preview examination questions as follows:

-Five minutes for a one (1) hour paper;

-Ten (10) minutes for a two (2) hour paper;

-Fifteen (15) minutes for a three (3) hour paper.

33.2. Examination Regulations

a. Candidates shall report at the Examination Room thirty (30) minutes before the time fixed for the beginning of the examination and on entering the Examination Room, candidates shall occupy the places assigned to them by the Invigilator.

b. No candidate shall enter the Examination Room more than thirty minutes after the start of an examination.

c. Candidates are to have in their possession their student identity cards to be validated by the Invigilators before candidates are allowed to take the examinations. A candidate shall display the identity card on the examination table to enable the Invigilator to ascertain the identity of the candidate writing the examination.

d. Candidates shall not take booklets, paper or written information of any kind to the Examination Room unless they are specifically permitted to do so.

e. Candidates shall write their index numbers on the question papers and answer booklets and sign.

f. Candidates shall not write their names on the answer booklet unless otherwise stated.

g. Candidates may leave the Examination Room temporarily only with the express permission of the Invigilator but not before one (1) hour of the examination time has elapsed. In such cases, the Invigilator will have to be satisfied that the candidate does not carry away any unauthorized material. Such candidates will also be accompanied by an Attendant designated by the Invigilator.

h. Any candidate leaving an Examination Room and intending to return shall be

accompanied while outside by security personnel appointed for that purpose. Every necessary precaution shall be taken by the Invigilator, including a physical search of the candidate, before he or she leaves the Examination Room and on his or her return. The maximum time the candidate can be away shall be indicated by the Invigilator.

i. Smoking shall not be allowed in the Examination Room.

j. Mobile phones, PDAs (e.g., MP3, MP4, iPad, etc.), briefcases, software, etc., shall not be allowed to be used by students in the Examination Room unless otherwise permitted.

k. Each candidate shall be subjected to search and surrender any foreign material he or she may have inadvertently brought into the Examination Room.

l. The Institute shall not be responsible for the safety of any item left outside the Examination Room.

m. Programmable calculators shall not be allowed. However, scientific calculators may be allowed.

n. There shall be no communication between candidates in the Examination Room except otherwise permitted.

o. It shall be the responsibility of the candidates to provide for themselves pens, pencils, and erasers as needed. It is also their responsibility to ensure that they are given the right question papers and other materials needed for the examination.

p. A candidate may not borrow any material from a colleague during examination, unless with the express permission from the Invigilator.

q. At the end of each examination session, candidates shall not take away any used or unused answer booklet. In any case, no material supplied for the examination shall be taken out without authorization.

r. Where a candidate infringes on the preceding regulations, Table 2 below shall apply. In each case of a breach, the particulars and the specific infraction and prescribed sanction shall be entered on the student's transcript of academic records.

s. Candidates who finish the examination ahead of time may leave the examination room only after one hour after the commencement of the examination and before fifteen (15) minutes to the end of the paper.

t. Candidates who finish the examination ahead of time and may leave the examination room must do so after surrendering their answer booklets to an invigilator. Such candidates shall not be allowed in the room again after going out.

u. Candidates who are unable to present themselves for examination on medical grounds or pregnancy must produce a report from a recognized medical facility to validate claim of hospitalization due to pregnancy and/or death of relation.

v. Reasons for being absent from any paper during the examination, which refer to any of the following, shall not be normally entertained:
   i. mis-reading the time-table

   ii. forgetting the time of examination

   iii. inability to locate the exam hall

   iv. inability to rouse oneself from sleep in time for the examination

   v. failure to find transport

   vi. loss of a relation

33.3 Breaches of the Regulations
A breach of any of the foregoing regulations becomes an examination misconduct, and may attract one or more of the following sanctions:

   i. a reprimand

   ii. loss of marks

   iii. cancellation of a paper (in which case, zero [0] mark shall be substituted for the mark earned)

   iv. withholding of the results for a period

   v. award of grade X

A grade Z leading to failure in a GIJ examination shall be awarded wherever it is established that a candidate had attempted to gain an unfair advantage in an examination, be it a principal or an ancillary subject or any other paper. Further sanctions may include:

   i. being barred from GIJ examinations for a stated period;

   ii. being barred from GIJ examinations indefinitely;

   iii. suspension from the Institute;

   iv. expulsion from the Institute.

Table 2: Offences and Penalties

	Offence	Penalty
i.	Leakage of Examination Questions/Mass Cheating	Cancellation of papers, dismissal of offenders involved and prosecution
ii.	Possession of foreign materials such as notes, textbooks, prepared material or any other printed material related to the examination and likely to be used during examination, unless otherwise permitted by the Examiner.	Cancellation of the candidate's particular paper(s) and dismissal of offenders
iii.	Irregular activities inside or outside the Examination Room. For example, tearing part of Question Paper/Answer Booklet, taking Question Paper/Answer Booklet outside the Examination Room during the examination, possessing programmable calculator or mobile phone, writing before commencement of work is officially announced, looking over other candidates' shoulders in order to cheat, persistently disturbing other candidate(s) or distracting their attention, writing after the examination has ended, etc.	Cancellation of the candidate's paper
iv.	Collusion: receiving or giving assistance in any manner with another person(s).	Cancellation of the candidate(s) paper and dismissal.
v.	Impersonation: writing the examination for another student or allowing any person to write the examination for him/her.	Dismissal and prosecution of candidates involved.
	Offence	**Penalty**
vi.	(a) Verbal assault on Invigilator inside or outside the Examination Room. (b) Physical assault on invigilator inside or outside the Examination Room.	(a) Cancellation of the candidate's examination paper and rustication for two semesters. (b) Dismissal and prosecution of the offender.
vii.	(a) Copying from prepared notes (except in the case of Open Book or Take Home Examinations) or from a colleague's script during examination. (b) Destroying materials suspected as evidence	Cancellation of the candidate's paper and dismissal
viii.	Fabrication of data	Cancellation of candidate's results
ix.	Plagiarism	Cancellation of candidate's term paper/dissertation/thesis

34. ABSENCE FROM EXAMINATION

A candidate who fails to write a paper, except on medical grounds, shall be deemed to have failed the examination. In the case of absence from examination due to ill-health, the candidate or someone acting on his/her behalf must submit a relevant medical certificate which must be received within 14 days after the date of the paper.

35. HANDLING EXAMINATION OFFENCES

Examination offences shall be understood to mean any attempt on the part of candidates to gain an unfair advantage in examinations. Such offences shall be investigated by SoGSaR. The Dean shall inform the Rector about the incident and appoint a Committee with the following membership:

A Head of Department as Chairperson,
Supervisor of the Student ,
Two student representatives,
Faculty Officer of SoGSaR shall be the Secretary.

Detailed reports shall be submitted to the Dean not later than fourteen days after the examinations. The Dean shall then inform the Rector about the outcome of the investigations. If the student is found guilty, the appropriate penalty (see Table 2) shall apply.

36. DECLARATION OF RESULTS

Results of semester examinations taken at the end of each semester shall normally be published before the commencement of the next semester.

   a. Results of examinations shall be displayed in the Student Portal or posted on the Notice Board. It shall be the responsibility of the candidate to consult the Student Portal or Notice Board, the Institute's website and any other official medium of communication for the results of any examination taken. Alternatively, a candidate could write to the Registrar to enquire about the results or request for the details of such results for which purpose, he or she may provide a stamped addressed envelope.

   b. A candidate who is not satisfied with the results may request a review by submission of an application to the Registrar and payment of a review fee.

   c. An application for a review shall be submitted to the Registrar not later than 21 days after the release of the said results and shall state the grounds for requesting a review.

   d. An application entered on a candidate's behalf by a person other than the aggrieved candidate, shall not be entertained.

e. No action shall be taken on an application which is submitted outside the time stipulated. Review shall not proceed unless the fee for review is fully paid.

f. The Academic Board may authorize the Registrar to amend the results as released, in the light of the review.

g. The Academic Board shall give direction for a refund of the review fee in whole or in part, when a complaint succeeds. The Board shall direct for forfeiture of the review fee when a complaint fails. If it emerges that a complaint is frivolous or ill-motivated, the Board may prescribe further sanctions which may include barring the complainant from taking any GIJ examinations for a stated period or an indefinite period.

37. **STUDENT IN GOOD STANDING FOR GRADUATION**
A student in good standing shall be the one who would have:

a. done the required number of graduate level credits at the end of the second semester and has obtained a Final GPA of 2.50 or better;

b. obtained continuous assessment marks for relevant subject areas;

c. paid appropriate fees in full;

d. not been rusticated from the Institute or deferred the program; and

e. done his or her academic and financial clearance.

38. **WITHDRAWAL**

a. A student, who fails to do the required graduate level credits as stated above and also obtain Final GPA of 2.50 or better, shall be deemed not to be in good standing and shall be withdrawn.

b. A student who does the required graduate level credits but fails to make the Final GPA of 2.50 or better at the end of his or her graduate studies coursework shall be deemed to have failed. Such student(s) shall be withdrawn.

c. If a student does the required graduate level credits at the end of first semester examinations, but fails in more than two core courses, he or she shall be withdrawn.

d. If a student does the required graduate level credits at the end of first semester examinations but fails in more than three courses (other than core courses), he or she shall be withdrawn.

39. RE-TAKING COURSEWORK

A student may be permitted to re-take examination for failed courses at the next regular opportunity.

A candidate who fails a second semester course may submit his/her dissertation, special term paper or thesis and apply to re-take the failed course during the second semester of the next academic year.

40. DEFERMENT OF EXAMINATION

On grounds of ill-health

A student, who has satisfied all the specified requirements, but cannot take the end of semester examinations due to ill-health, shall be allowed to apply, with a Medical Certificate issued or endorsed by a certified medical officer, to the Dean, SoGSaR through the Head of Department/Dean of Faculty stating reasons why he or she wishes to defer the examination. On approval by the Dean, he or she shall be allowed to take them at the next offering.

The applicant(s) must obtain written responses from the Dean before taking further action.

41. MODERATION OF WRITTEN EXAMINATION QUESTIONS

All written examinations shall be moderated by faculty members within the faculty/department and external moderators.

42. INTERNAL EXAMINERS FOR DISSERTATION/LONG ESSAY/SPECIAL TOPIC PAPER

Internal examiners shall be assigned for dissertation/long essay/special topic paper from within the academic unit or from outside the academic unit.

43. APPOINTMENT OF EXTERNAL EXAMINERS

All external examiners shall be appointed by the Academic Board on the recommendation of the faculties/departments through the appropriate faculty/departmental committee and the Board of the Graduate School.

Both abridged and full curriculum vitae of prospective external examiners shall be submitted through the appropriate faculty/departmental committee to the Board of the Graduate School for approval.

44. GRADING SYSTEM FOR DISSERTATION, SPECIAL TERM PAPER OR THESIS

A student's performance in dissertation/long essay/special topic paper shall be graded as follows:

GRADES	MARKS%	CREDIT VALUE/GP	DESCRIPTION
A	80-100	4.0	Excellent
B+	75-79	3.5	Very Good
B	70-74	3.0	Good
C+	65-69	2.5	Very Fair
C	60-64	2.0	Fair
D	55-59	0	Unsatisfactory
I	-	-	Incomplete
W	-	-	Withdrawal
X	-	-	Absent
Z	-	-	Disqualified

Each examiner shall submit a duly signed report on each dissertation/long essay/special topic paper examined to the Board of Graduate School.

The report must indicate:

a. whether or not the candidate demonstrates a good general knowledge of a particular field of learning within which the subject of his/her dissertation/long essay/special topic paper falls;

b. whether or not the presentation of the candidate's material is satisfactory; and whether or not the dissertation/long essay/special topic paper meets the requirements of the degree for which it is submitted.

45. DETERMINATION OF DISSERTATION, SPECIAL TERM PAPER OR THESIS

Recommendations of the examiners on dissertation/long essay/special topic paper shall be reviewed by the Board of Graduate School as follows:

Where the examiner passes the dissertation/long essay/special topic paper, it shall be passed by the Board.

Where the examiner fails or refers the dissertation/long essay/special topic paper, the fail or referral grade shall be reviewed by the Board to enable it to decide whether to pass, refer or fail it.

In case of an oral examination, a student who fails shall be referred and given another opportunity to undertake the oral examination within ninety (90) days.

A dissertation/long essay/special topic paper referred for a second time shall be failed.

A plagiarized dissertation/long essay/special topic paper shall be rejected and the student shall be failed and prosecuted.

There will not be any re-marking for failed dissertation.

46. REVIEW OF WRITTEN EXAMINATION RESULTS

A student who is not satisfied with his or her written examination results may request for a review by applying to the Dean of SoGSaR through the Head of Department/Dean of Faculty not later than 21 days after the release of the said results. The grounds for review must be stated.

The applicant shall pay a review fee which shall be three times the normal examination fee.

An application, which is submitted outside the time stipulated, shall not be given the necessary attention and the review shall not proceed unless the review fee is fully paid.

An application entered by someone else on behalf of the aggrieved candidate shall not be entertained.

Upon careful consideration, the Board of Graduate School may authorize the Registrar to amend the results previously released as appropriate.

47. SUBMISSION OF DISSERTATION AND THESIS

47.1. **Initial Submission for** Examination
The presentation of dissertations and thesis must conform to the prescribed format.

The students must submit their completed dissertations or thesis (soft bound), together with the Initial Submission Form signed by the student and supervisor to the relevant Department/ Faculty for onward submission to the Dean of SoGSaR.

A student shall not be permitted to submit a dissertation/thesis for which a degree has been conferred in the Institute or any other institution.

47.2. **Submission of Revised Dissertation or Thesis**
A dissertation or thesis passed subject to correction shall be submitted to the Graduate School through the Head of the relevant academic unit within Ninety (90) days or date prescribed by examiners from the date of notification.   The students must submit their completed dissertations or thesis (hard bound), together with the Final Submission Form signed by the student and supervisor to the relevant Department/Faculty for onward submission to the Dean of SoGSaR.

A student who fails to submit the revised dissertation or thesis within the stipulated period may be granted one semester of extension only and shall be charged the appropriate extension fees for the semester. Beyond the one semester grace period after the stipulated deadlines, the student shall lose his or her candidature.

47.3. **Re-Submission of Referred Dissertation or Thesis for Re-Examination**
If a candidate's dissertation or thesis submitted for a postgraduate degree is referred, the candidate maybe permitted to re-submit it in a revised form within ninety (90) days.

Any student who has to resubmit a referred dissertation or thesis, which has been revised, shall be required to re-register and pay the appropriate fee(s). The re-submitted dissertation or thesis must have the new submission date. The student shall follow the laid down procedure for submission of dissertation and thesis.

47. 4. **Failed Dissertation or Thesis**
Where a student's dissertation or thesis is failed, the candidate may apply for admission to his or her program in accordance with the established regulations.

48. LAPSED DISSERTATION OR THESIS

Where a student fails to complete the dissertation or thesis paper within the required period including extension, the dissertation or thesis shall be deemed to have lapsed and cannot be submitted. In such a case, since the assigned supervisor has completed his supervision work, he must submit his report on the dissertation or thesis to the relevant Department/Faculty. The report must be forwarded to the appropriate committee and the Board of SoGSaR for necessary action, including payment of the appropriate allowance.

Such a student may, however, apply for re-admission to his or her program. On the recommendation of the relevant academic unit for re-admission, the student may be admitted for one semester. The student shall bear all costs incurred and satisfy all coursework requirements of the program.

49. ABANDONMENT OF DISSERTATION OR THESIS

Where a student abandons the dissertation or thesis, the supervisor must submit a situational report on the progress of the dissertation or thesis to the relevant department/faculty.

The report must be forwarded to the appropriate committee and the Board of SoGSaR for necessary action, including payment of the appropriate allowance based on specific rates as may be determined by the Board of SoGSaR and or the Academic Board.

50. PUBLICATION OF DISSERTATION OR THESIS RESULTS

The results of dissertation or thesis shall normally be declared when all the examination processes are completed. Where a student re-registers a failed course and passes it after submission of his or her dissertation or thesis, the date of award shall not precede the date of passing written examination.

51. ELIGIBILITY AND AWARD OF DEGREE

Students who intend to be presented at a Congregation must submit the corrected version of their dissertation special term paper or thesis at least six weeks preceding the Congregation ceremony.

The appropriate postgraduate degree shall be awarded to a candidate who has been properly admitted to the Institute, has followed the approved course of study over the period, and who has fulfilled both the Institute, SoGSaR and Faculty/Departmental requirements.

The award of degrees is governed by rules enshrined in the Institute Charters, Statutes, Ordinances and Regulations. The Ghana Institute of Journalism (GIJ), by virtue of the Presidential Charter, is mandated to operate within the broad limit of the rules stated above.

52. CANCELLATION OF AWARD

After an award of a degree, the Academic Board may at any time cancel the award, even with retrospective effect, if it becomes known that:

> i. the student entered the Institute with false qualifications;
>
> ii. the student impersonated someone else;
>
> iii. the student had been guilty of an examination malpractice which should have attracted a Grade Z;
>
> iv. the student had plagiarized material in his/her thesis/dissertation.
>
> v. there are other reasons that would have initially led to the withholding of confirmation of the award.

Such a cancellation by the Academic Board shall be published on the Institute's Notice Board, after which the student will be notified or informed. The reasons for cancellation shall be entered on the student's transcript.

53. TRANSCRIPT OF ACADEMIC RECORD

On graduation from the Institute, and on the payment of an approved fee, a graduate shall be issued with a complete transcript of his or her academic records, marked "Student Copy". It shall show all courses attempted and all results obtained.