

Course Structure Two Year Program

Semester One

Media Writing
Media Psychology & Social Change
Introduction to Statistics
Psychology of Gender
Culture and Psychology
Media Literacy

Semester Two

New Media Rhetoric
Counseling Psychology
Research Methods
Media & Forensic Psychology
Psychology of Personality
Psychological Impact of Film & TV

Semester Three

Principles of Advertising
Work Psychology
Community Psychology
Electronic and Print Media
Elective I (Media Studies)
Elective II (Psychology)

Semester Four

Media Technology: Sound & Music
Consumer Behavior
Psychological Assessment
Capstone Project
Elective III (Media Studies)
Elective IV (Psychology)

* Students are expected to opt for any 4 electives.
Details of courses are available in the Institute's
Catalog.



Why Choose IoBM?

The essence of IoBM academic programs pertains to career focused education towards Individual fulfillment, professional excellence, institutional credibility, family welfare and social responsibility. The net result is reflected in the net product. IoBM's credibility speaks for itself."

Shahjehan S. Karim

President, Institute of Business Management

- > IoBM has been awarded with the Certificate of Palms by over 250 strategic and academic representatives of the business schools from more than 60 countries who attended Eduniversal World Convention in Paris, France. Certificate of Palms places the recognized institution in the very privileged club of the 1,000 Best Business Schools listed over 153 countries. This certificate, especially presented to IoBM, is one of its kind, highlighting the growing success of this institution on an international scale.
- > IoBM is ranked and recognized provincially by Government of Sindh Charter and Inspection Committee and by the Higher Education Commission, Government of Pakistan as a top category business school of the country and the best private business institution in Sindh.
- > It has established linkages and earned credibility with reputed foreign business schools and leading international institutes, associations and organizations pertaining to sharing and contributing ideas and insights in business education and research.

For Further Details Contact:

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Institute of Business Management



MSc in Media Psychology



College of Economics & Social Development
Institute of Business Management
Korangi Creek, Karachi-75190, Pakistan

The one-of-its-kind Master in Media Psychology is geared towards those who wish to:

- > **Develop** a sound and broad academic base for a professional career in media psychology.
- > **Gain** insight into how people perceive, interpret, use, and respond to the media-rich world by emphasizing on the way media create and change psycho-cultural environments
- > **Prepare** themselves for professional work in a variety of media psychology related fields

The Three Year program requires completion of 108 credit hours of course work, including 36 courses and 2 credit hours of internship*.

The Two Year program requires completion of 72 credit hours of course work, including 24 courses and 2 credit hours of internship*.

** Internship in Media Psychology of at least six weeks in an organization approved by the Institute*

Salient Features of the Program

- > Media psychology is a relatively new field and growing at a fantastic pace. With print media dwindling, the internet and newer technologies are giving rise to brand new theories and projects aimed at reaching audiences in better and more effective ways.
- > The program is in collaboration with several media channels, such as PEMRA (Pakistan Electronic Media Regulatory Authority), Samaa TV, Dawn News, CNBC Pakistan, Hum TV, Aag TV, ARY, GEO News & Entertainment, Awaz TV, Aaj News & Entertainment, Haq TV, Herald News & Entertainment, Play TV, Express News & Entertainment, Sun Biz, Apna Channel, KTN, Sindh TV, Indus Vision & Music, etc.

Career Opportunities Available Within the Field

Media Psychology Researcher, Media Advertiser, Marketing campaign consultant for media organizations, Video game producer, Media Director, Marketing Director, Curriculum Developer, Instructional Designer, Media Writer, Media Consultant, Interactive Designer, Organizational Psychologist, User Interface Designer, Online Media Specialist, Media Technology Specialist, Media Psychologist

Entry Requirements

Three Year program

BA/BCom/BSc or 2-year Bachelor's Degree recognized by the Higher Education Commission of Pakistan.

Two Year program

BA(Hons) /BSc(Hons) /BBA(Hons) or 4-year Bachelor's Degree recognized by the Higher Education Commission of Pakistan.

Course Structure

Three Year Program

Semester One

English Writing Skills
Introduction to Sociology
Personal Management
Computer Applications
Principles of Management
Introduction to Mass Communication

Semester Two

Urdu Writing Skills
Introduction to Psychology
Media and Self
Typography
Principles of Marketing
Business & Professional Speech

Semester Three

Media Writing
Media Psychology & Social Change
Introduction to Statistics
Psychology of Gender
Culture and Psychology
Media Literacy

Semester Four

New Media Rhetoric
Counseling Psychology
Research Methods
Media & Forensic Psychology
Psychology of Personality
Psychological Impact of Film & TV

Semester Five

Principles of Advertising
Work Psychology
Community Psychology
Electronic and Print Media
Elective I (Media Studies)
Elective II (Psychology)

Semester Six

Media Technology: Sound & Music
Consumer Behavior
Psychological Assessment
Capstone Project
Elective III (Media Studies)
Elective IV (Psychology)

