**Communication Policy and Paining-MAT-21401**

**Objectives:**

To introduce principles of communication planning

To develop abilities to formulate communication policy

To enable students to analyze national communication policy

To understand communication policy and planning of a particular organization

To develop communication policy for a particular organization

**Intended Learning Outcomes:**

Understanding of principles of communication policy and planning and to develop analytical approach regarding communication policy and paining of different organization

**Key Transferable Skills:**

Understanding Communication policy and planning

Analysis of communication policy and planning

Formulation of communication policy and planning

**Curriculum Contents:**

Principles of communication planning , policy formulation and implementation in various sectors at national , international and project levels

The National Communication Policy

Importance of an integrated policy with special reference to Pakistan

Communication Policy and Planning of a particular organization

Submission of a case study report before completion of a course