

# ENTRY REQUIREMENTS

## WASSCE/NECO:

Minimum C6 in 6 subjects including 3 core subjects (**Maths and English mandatory**) and 3 elective subjects.

## SSSCE:

Minimum D or a pass in 6 subjects including 3 core subjects (**Maths and English mandatory**) and 3 elective subjects.

## IGCSE O-LEVEL & A-LEVEL:

Minimum of 5 credit passes in the IGCSE O-Levels / (**Maths and English mandatory**) and 3 passes in the A-Levels.

## ENGLISH IB:

Minimum of 5 credit passes in the IGCSE/O-Levels (**Maths and English mandatory**) and a minimum score of 4 points in 3 Higher Level (HL) subjects.

## FRENCH IB:

Minimum of 50% overall average pass. (Results to be presented to NAB for verification) **Maths and English mandatory**

## AMERICAN HIGH SCHOOL:

Minimum GPA of 3.0 (**Maths and English mandatory**)

## HOW TO APPLY

Complete the online application form:  
[www.acity.edu.gh/applyonline](http://www.acity.edu.gh/applyonline)  
OR

Email: [admissions@acity.edu.gh](mailto:admissions@acity.edu.gh)

## #Ask^City

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ACADEMIC CITY  
UNIVERSITY COLLEGE



● COMMUNICATION  
ARTS

## BA Advertising & Public Relations

Students learn to be creative, meticulous and capable of effectively meeting the advertising and public relations needs of agencies in the industry or client-side organizations - a domain that is ever-growing, dynamic and characterized by constant innovation.

Redefining University Education

## SEMESTER 1

### Course Name

Fundamentals of Information Technology  
Communication Skills I  
French Language  
Introduction to Communication Studies  
Basic Mathematics

## SEMESTER 2

### Course Name

Principles of Macroeconomics  
Communication Skills II  
African Studies  
Logic and Critical Thinking  
Introduction to Advertising & Public Relations  
Introduction to Social Psychology  
History of Media

## SEMESTER 5

### Course Name

Public Relations Writing  
Research Methods  
Creativity & Campaign Planning  
Production of Advertisements for Radio & Television  
Media Planning  
Elective I

## SEMESTER 6

### Course Name

Public Opinion Research  
Public Relations Strategy & Planning  
Digital Public Relations  
Design Workshop II (With Adobe)  
Social Media Marketing  
Elective II  
Industrial Internship

## SEMESTER 3

### Course Name

Consumer Behaviour  
Writing for Media  
Language use in Communication  
Public Speaking Techniques  
Introduction to Television & Cinema  
Theories & Techniques of Ideation in Advertising

## SEMESTER 4

### Course Name

Internet & New Media  
Advertising Copywriting  
Media Laws & Ethical Issues  
Customer Relationships Management  
Introduction to Photography  
Design Workshop I (With Adobe)

## SEMESTER 7

### Course Name

Entrepreneurship & New Venture Creation  
Event Planning and Management  
Corporate Communication  
Media Research  
Elective III  
Project I

## SEMESTER 8

### Course Name

Negotiation Skills  
Social Media and PR Strategies  
Crisis Management  
Elective IV  
Project II

# ELECTIVES

### Elective I

Intercultural Communication  
Media Sales & Promotions  
Advertising and Promo for Sports

### Elective II

Strategy and Brand Management  
Development Communication  
International Advertising Techniques

### Elective III

Writing for Digital Media  
Art Direction  
Documentation in Advertisement and Public Relations

### Elective IV

Interactive Media Design  
Strategic & Creative Conception  
Advanced Photography