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Departmental Handbook **Mass Communication**

(Mass Communication Programme)

Faculty of Arts, Management & Social Sciences
(FAMSS)



TRINITY UNIVERSITY
1 FFF Road, Off Alara Street, Sabo, Yaba
Lagos State, Nigeria

Student's Handbook

DEPARTMENT OF MASS COMMUNICATION

Faculty of Arts, Management and Social Sciences (FAMAS)

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Introduction

The Faculty of Arts, Management and Social Sciences

The Faculty houses six departments and nine programmes. These departments and programmes are Management Sciences Department (Accounting, Business Administration and Marketing), Economics Department, Political Science Department (Political Science and International Relations) Mass Communication, English & Literary Studies, and Tourism & Hospitality Management. All the programmes are at first degree level leading to the award of BSc Degree upon satisfactory completion of prescribed courses, practical sessions and internship.

The Academic Handbook contains details of prescribed courses and other specific requirements for all programmes offered in the Department of Mass Communication. It is intended to provide precise information to students, parents and everyone interested in the academic programmes of the

Department. The curriculum of the programmes are carefully designed to equip our students with necessary skills to compete with colleagues in their fields in the different parts of the

world and also to emerge as leaders in their chosen disciplines and solution providers in areas of their future endeavours.

The Faculty of Arts, Management and Social Sciences is blessed with competent and committed lecturers, administrative and technical staff. The crop of these experienced lecturers and other faculty members in addition to a conducive environment, have always placed the Faculty in an enviable position among the best in the country. In addition, our studios are equipped with modern and state of art equipment for hands on practical experience in the various fields of study.

Welcome to the Faculty of Faculty of Arts, Management and Social Sciences, Trinity University where competent graduates and leaders are raised for God and humanity.

**Welcome Note
From
The Head of Department**

Communication is the livewire of any society. It is a profession that is relevant globally as there is no human community without a communicator playing a key role.

As you have chosen to study Mass Communication, you have done yourself, your future generations and humanity a lot of good as you will serve as the livewire of life. Mass Communication is a noble profession with many branches. The branches, knowledge and specialties of Mass Communication include:

1. Journalism and Media Studies;
2. Broadcasting;
3. Public Relations;
4. Advertising;
5. Film and Multimedia Studies;
6. Development Communication;
7. Information Technology and Media Studies; and
8. Printing and Book Publishing.

At Trinity University, there is a rewarding experience awaiting you in any of the abovementioned branches of Mass Communication.

At Trinity University, we offer you the best that can be provided by any department of Mass Communication anywhere with our academically and professionally-qualified lecturers. No doubt you are in good hands. In terms of mentoring, we stock the best experience from the fields, practice, media, public relations, broadcasting, advertising,

development communication, book publishing and the academia that will guide you and put you perfectly on the right footing of Mass Communication.

Welcome to the Department of Mass Communication at Trinity University, the livewire of every institution and humanity.

Kunle Ogedengbe, PhD, FNIPR, rpa.

Preamble

Overview and Brief History of the Department of Mass Communication

The Department of Mass Communication, Trinity University was established in 2019, the same year, the University commenced its operation. The department, approved by the Nigerian Universities Commission (NUC), is made up of very distinguished, qualified, experienced and highly professional scholars as lecturers and staff. Students are trained with professional knowledge and skills in the following areas of specialisations: Journalism; Development communication; Broadcast media; Print media; Public Relations and Advertising for the purpose of leadership positions in the mass media organisations in Nigeria and across the globe

The department operates with a robust curriculum which is carefully structured to provide a thorough training and lay a solid foundation to the fundamental principles and practical aspect of the discipline. Another unique aspect of the programme is that students are exposed to the praxis of theory and practice. Students are made to interact with the real world of Mass Communication by undertaking compulsory media attachment. This allows the students the opportunity to practice what they had learnt in class before graduation and broadens their horizon which prepares them for tasks ahead.

The department of Mass Communication was one of the three pioneer departments of the University at inception in 2019. It started with six pioneer students. Miss Odunayo Olajuwon was the first staff of the department and she coordinated the department as the head.

The department runs courses in line with the guidelines of the National Universities Commission and has its programme structured in different streams. In 2021, the department moved from the administrative building of the University to

the academic building where the department stands today. In this building, the department has a radio studio, television studio, editing suite, photo lab, newsroom and the public relations & advertising resource centre. The studios and laboratories are used by the department to offer practical training to the students thereby developing their skills in the different streams of mass communication. The University which is internet-driven in no distant future will acquire licences from the Federal Government of Nigeria for both the radio and television stations. This will also add value to its broadcasting programme and further equip the students and graduates of the department for the field.

Philosophy

Mass communication plays critical role in the society and communication is vital to national development. The Mass Communication programme aims to produce high-calibre professionals with the requisite knowledge to deploy for the global communication industry towards self-development, national development and the benefits of humanity globally.

The department is poised to produce God-fearing and Christian-valued graduates for the global communication industry by producing high-calibre professionals with required know-how, skill and competencies to be able to perform optimally to the highest level in the various arms of the mass communication industry including but not limited to the media, universities, government information agencies, international media and communication, public relations, advertising, development communication, research, behavioural change and health communication.

Aim

The aim of the Department of Mass Communication, Trinity University is to provide requisite knowledge for the overall understanding of Mass Communication for God-fearing and Christian-valued graduates.

Objectives

The specific objectives are to:

1. Offer an undergraduate professionally oriented programme to produce successful journalists, communicators, broadcasters, public relations and advertising practitioners; as well as good researchers for leadership positions in the mass media in Nigeria and around the globe;
2. Bridge the divergent perspectives of news gathering and dissemination
3. Provide students with the opportunity to master the art of communication that transcends all disciplines.
4. Train and encourage mass communicators to be effective by being able to think quickly, research creatively, write or broadcast concisely and act as the trustees of the public trust.
5. Produce professionals that will be entrepreneurs in their various fields of endeavour in mass communication;
6. Produce graduates who know and use the dynamics of technology to further the national interest in international and global communication across the world.

Vision of the Department

To produce graduates that can raise and sustain the professional status of Mass Communication in its different areas of specialisation within the nation and the globe.

Mission of the Department

To train Mass Communication professionals and produce graduates that are ethically minded and who are prepared to compete and attain leadership positions in mass communication organisations across different sectors of the country and beyond for the benefits of humanity.

Core Values

1. Godliness
2. Academic Excellence
3. Professionalism
4. Responsibility
5. Integrity
6. Leadership
7. Discipline

Admission Requirements/ Programme Duration

Depending on the mode of admission, the programme can be for four years or three years thus.

1. **UTME:** For four years, the candidate must be admitted through the UTME. Such a candidate must have a minimum of five (5) credit passes in the Senior Secondary School Certificate Examination or in the General Certificate Examination G.C.E. 'O' Level, or NECO, - National Examination Certificate or their equivalents. The five (5) credits must include English Language, Mathematics and Literature in English and any other relevant two subjects, which must be obtained at not more than two sittings. An acceptable UTME score from acceptable subjects of English Language, Literature in English, and any two from arts (humanities), sciences and social sciences

subjects is also required. Candidates through this route are admitted in 100 Level.

2. **Direct Entry:** For three years, the candidates must be admitted through direct entry mode. Direct entry candidates must obtain Diploma from any approved tertiary institution from Nigeria or abroad. Candidates with high grade passes in relevant/required subject combinations in Joint University Preliminary Examination Board (JUPEB) ‘A Level’ are also considered for direct entry admission. The subjects must include English Language and other two relevant subjects. Candidates through this route are admitted in 200 Level. Holders of Higher National Diploma (HND) from recognised institutions may also be considered for admission on individual merit.

Table 1: Admission and Duration

Degree in View	Direct Entry Requirement (Minimum of three years)	UTME Requirements (Minimum of four years)	UTME Subjects	Waivers and Special Consideration/Other qualification
BSc Mass Communication	Two A' Level Passes including IJMB/ JUPEB, in relevant subjects. The subjects must include English Language and other two	Five O/L credits at not more than two sittings from SSSCE, WAEC, NECO including English Language, Mathematics,	Acceptable UTME score from English language, Literature in	Diploma from a recognised institution with minimum of a lower credit in relevant fields may

	relevant subjects.	Literature in English and any relevant subject	English, and any two from arts (humanities), sciences and social sciences subjects is also required.	be considered.
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Graduation Requirements

To graduate, a student must have must have passed the following number of units at each level of the programme.

- Year One: 40 Units
- Year Two: 44 Units
- Year Three: 33 Units
- Year Four: 36 Units.

The student must pass a minimum total of 153 Units including all compulsory courses, required courses, elective courses and innovative courses of the department, faculty and the University in alignment with the prescription of the National Universities Commission. The student must also have not less than 1.5 CGPA and must have met all other requirements as stipulated by department, faculty and the University.

Attainment Levels for Graduation

For graduation, each student must meet the following conditions.

1. Should participate and complete media attachment with high pass and must show his or her portfolio especially internship reports through the log book. The attachment can be undertaken in any of the fields of mass communication including public relations firms or department of a corporate organisation, advertising agencies or department of a corporate organisation, media house such as print journalism and broadcasting station among others.
2. Must have attained not less than 75 per cent of class attendance.
3. Participate and pass all required courses.
4. Carry out and complete the final year project.

Table 2: Evaluation

S/N	Grades/Scores	Alphabetical Connotations	Rating/Points
1	70 – 100%	A	5
2	60 – 69%	B	4
3	50 – 59%	C	3
4	45 – 49%	D	2
5	0 – 44%	F	0

Please note that continuous assessment is 40 per cent while examination is 60 per cent.

Table 3: Class of Degrees

S/N	Grades	Degree Classification
1	4.50 – 5.00	First Class (Honours)
2	3.50 – 4.49	Second Class (Honours) Upper Division
3	2.40 – 3.49	Second Class (Honours) Lower Division
4	1.50 – 2.49	Third Class (Honours)

Courses and Descriptions

There are six categories of courses for the undergraduate degree programmes of the Trinity University, namely:

a. General Studies Courses

These enhance students' capacities in various fields of study, which includes communication skills, arts and humanities, social and behavioural sciences, quantification and natural sciences.

b. Major/Core Courses: These are mandatory courses in the students' main fields of study. These should account for not less than 70% of credits earned.

c. Required/Ancillary Courses: These are compulsory courses in related or relevant fields and should contribute not less than 15% of total credits earned.

d. Elective Courses: These are non-mandatory courses outside the student's major field of study designed to give the student basic principles of all major fields of knowledge as

they exist in inter-relationship. These will account for not more than 10% of total credits earned.

e. Optional Courses: Courses which students can take, based on personal interest.

f. Pre-requisite Courses: Courses which a student must take and pass before a follow-up course at the same or higher level can be taken.

Policy on Academic Progression of Students

Preamble

The rating of a student's performance and categorization of the class of degree shall be based on the cumulative grade point average obtained by each candidate in all prescribed courses and approved electives taken at Trinity University.

a. Good Standing

A candidate who has satisfactorily completed all requirements for the degree with an end of session Cumulative Grade Point average (CGPA) of not less than 1.50 and not more than 20 credit units of failed courses, shall be deemed fit to be in Good Standing (GS), and thus shall be promoted to the next academic level in the same course. A

student with a CGPA less than 1.50 and more than 20 credit units of failed courses shall be considered Not in Good Standing (NGS). This Category of students shall be promoted to the next level, albeit on probation.

The existing class of honours degree are as indicated below:

First Class: 4.50 & above

2nd Class Upper: 3.50 - 4.49

2nd Class Lower : 2.40 - 3.49

Third Class: 1.50 -2.39

b. Repetition of Course.

A student may repeat only those courses in which he has obtained a grade F. The grade earned for a repeated course will be recorded and used in the computation of the Grade Point Average (GPA) in the usual way.

c. Probation

Probation is a status granted to a student whose academic performance falls below an acceptable standard. It serves as a warning to a student that his/her academic progress is not satisfactory. A student whose Cumulative Grade Point Average (CGPA) is below 1.50 with more than 20 credit units of failed courses at the end of a session, earns a period of probation for one academic session. The student could take

lighter credit loads, provided the units are not less than 15 in a semester.

d. Withdrawal or Transfer to a new programme

A candidate whose CGPA is below 1.50 at the end of a particular period of probation will be required to withdraw from the University. However, in order to minimize waste of human resources, consideration is given to withdrawal from programme of study and possible transfer to another programme in the University, bearing in mind the residency policy of the University. In the circumstance of a change of programme of study, the applicant must satisfy the Basic Entry Requirements (BER) for the new course.

e. Transfer of Students from Other Universities

A student may be considered for transfer from another University in Nigeria to Trinity University at 200 or 300 level of a similar programme for a 4-year or 5-year programme respectively, provided the candidate has attained a prescribed CGPA and other criteria prescribed by the Senate of the University.

f. Late Registration of Courses

The normal period within which all students must complete course registration formalities shall be two weeks from the date of commencement. Registration formalities that are not completed within the first two weeks shall be considered as late and will attract penalty fee unless acceptable reasons are given for the lateness.

g. Carry- Over Courses

A Student could retake the carry-over course(s) at the next available opportunity, provided that the total number of credit units carried during that Semester does not exceed 20, and the Grade Points earned at all attempts shall count toward the CGPA. At the point of registration of courses, the carry over courses must be registered first before additional/ core courses for the semester.

h. Duration of Degree Courses

To qualify for an honours degree, a student shall complete his/her degree requirements within the minimum period prescribed, or a period not exceeding two additional years beyond the prescribed minimum duration.

Student's Performance Evaluation

The students' performance in a course shall be evaluated through continuous assessment tests and course examination thus:

- Continuous Assessment Marks
 - Class test/Assignments 20%
 - Mid Semester test/ Term Paper 20%
 - Examination 60%
- TOTAL 100%**

**Table 4 List of Courses, Units and Status
100 level Courses (First Semester)**

S/N	Course Code	Course Title	Course Unit	Status
1.	MAC 111	Intro to Mass Communication	2	C
2.	MAC 112	African Communication Systems I	2	C
3.	ENG 111	Spoken English	2	E

4.	EDS 111	Entrepreneurial Development Studies 1	1	C
5.	GST 111	Communication in English I	2	R
6.	GST 112	Use of Library, Study Skills and ICT	2	R
7.	GST 113	Logic, Philosophy and Human Existence	2	R
8.	GST 114	Nigerian People and Culture	2	C
9.	CIT 111	IT Certification/MS Word	0	R
10	CSC 111	Introduction to Computer Science	2	C
11.	POS 115	Nigerian Legal System I	2	E
12	SOC 111	Introduction to Sociology I	2	E

13	PSY 111	Introduction to Psychology I	2	E
	TOTAL		23	

100 level Second Semester

S/N	Course Code	Course Title	Course Unit	Status
1	MAC 121	Writing for the Mass Media	2	C
2.	MAC 122	History of Nigerian Mass Media	2	C
3.	MAC 123	African Communication System II	2	C
4.	MAC 124	Word Processing	2	R
5.	ENG 121	Basic English Grammar and Composition	2	E
6.	EDS 121	Entrepreneurial Development Studies II	1	C

7.	GST 121	Communication in English II	2	R
8.	GST 123	Communication in French	2	E
9	CIT 111	IT Certification/MS EXCEL 11	0	R
10	POS 125	Nigerian Legal System II	2	E
	TOTAL		17	

200 Level (First Semester)

S/N	Course Code	Course Title	Course Unit	Status
1	MAC 211	Introduction to Statistics for Social Science 1	2	C
2	MAC 212	News Writing & Reporting	2	C
3	MAC 213	Introduction to Public Relations and Advertising	2	C

4	MAC 214	Theories of Communication	2	C
5	MAC 215	Foundations of Broadcasting	2	E
6	MAC 216	Introduction to Film & Cinema	2	R
7	MAC 217	Radio & Television Programmes writing and Production	2	E
8	GST 211	History and Philosophy Science	2	C
9	GST 213	Peace and Conflict Resolution	2	C
10	EDS 211	Entrepreneurial Development Skills	1	R
11	CIT 111	IT Certification/MS EXCEL 11	0	R

12	POS 111	Introduction to Political Science	2	E
	TOTAL		21	

200 Level (Second Semester)

S/N	Course Code	Course Title	Course Unit	Status
1	MAC 221	Introduction to Statistics for Social Science II	2	C
2	MAC 222	Editorial Writing	2	C
3	MAC 223	Feature Writing	2	C
4	MAC 224	Editing and Graphics of Communication	2	C
5	MAC 225	Foundations of Communication Research	2	C
6.	MAC 226	Advanced and Specialised Reporting	2	R

7.	MAC 227	Introduction to Book Publishing	2	R
8.	MAC 228	Introduction to Photo Journalism and Editing	2	E
9	MAC 229	Behavioural Change Communication	2	C
10	GST 222	Leadership Skills	2	C
11	EDS 211	Entrepreneurial Development Studies	1	R
12	POS	Nigerian Constitutional Development	2	E
	TOTAL		23	

300 Level (First Semester)

S/N	Course Code	Course Title	Course Unit	Status	
	Compulsory Courses for all Streams				

1	MAC 311	International Communication	2	C	
2	MAC 312	Issues in Nigeria Mass Media History	2	C	
3	MAC 313	Mass Media and Society	2	C	
4	MAC 314	Investigative and Interpretative Report	2	C	
5.	MAC 315	Science and Technology Reporting	2	C	
6.	EDS 311	Entrepreneurial Development Studies	1	R	
			11		
	Broadcast Journalism Option (MBJ 311 is compulsory and any one of the electives)				
1	MBJ 311	Broadcast Programme Management	3	C	

2	MBJ 312	Public Affairs Broadcasting	2	E	
3	MBJ 313	Announcing/ Performance and Screen Directing	2	E	
	Sub- total				5
		Total	5		16

	Print Journalism Option (MPJ 311 is compulsory and any one of the electives)				
1	MPJ 311	Newspaper/ Magazine Management and Production	3	C	
2	MPJ 312	Manuscript Acquisition and Production	2	E	
	Sub- total				5
		Total	5		16

Public Relations and Advertising Option (MPR 311 is compulsory and any one of the electives)					
1	MPR 311	Case studies in Public Relations and Advertising	3	C	
2	MPR 312	Financial Public Relations	2	E	
3	MPR 313	Advertising Creativity Strategies	2	E	
	Sub-total				5
		Total	5		16

300 Level (Second Semester)

S/N	Course Code	Course Title	Course Unit	Status	
Compulsory Courses for all Streams					
1	MAC 321	Media Attachment (Industrial Training)	2	C	

2	MAC 322	Business and Economic Reporting	2	C	
3	MAC 323	Techniques in Book Publishing	2	C	
4	MAC 324	Consumers Affairs	2	C	
5	MAC 325	Foreign Correspondence	2	C	
6	MAC 326	Online Journalism	2	C	
7	EDS 321	Entrepreneurial Development Studies	1	R	
	Sub- total				13
Broadcast Journalism Option					
1	MBJ 321	Advanced Broadcast Script Writing and Production	2	C	
2	MBJ 322	Broadcast Commentary	2	E	

		and Critical writing			
	Sub-total		4		4
		Total			17

	Print Journalism Option				
1	MPJ 321	Rural Community Newspaper	2	C	
2	MPJ 322	Book Publishing and the Law	2	E	
	Sub-total		4		4
		Total			17

	Public Relations and Advertising Option				
1	MPR 321	Public Relations & Advertising Campaign Planning & Management	3	C	

2	MPR 323	Integrated Marketing Communication	2	E	
	Sub- total		5		5
		Total			18

400 Level (First Semester)

S/N	Course Code	Course Title	Course Unit	Status	
Compulsory Courses for all Streams					
1	MAC 410	Research Project I	3	C	
2	MAC 411	Mass Communication Laws and Ethics	3	C	
3	MAC 412	Data Analysis in Communication Research	3	C	

4	MAC 413	Critical and Reviewing Writing	3	C	
	Sub- total			12	
Broadcast Journalism Option					
1	MBJ 411	Educational Broadcasting	2	C	
2	MBJ 412	Broadcast Station Management and Operations	2	C	
3	MBJ 413	Issues in Broadcasting	2	C	
	Sub- total		6		6
		Total			18

Print Journalism Option					
1	MPJ 411	Print Media Organisation and Management	3	C	

2	MPJ 412	Multimedia Journalism	2	E	
	Sub- total		5		5
		Total			17
	Public Relations and Advertising Option (MPR 411 is compulsory and any one of the electives)				
5	MPR 411	Organisation & Management of Advertising & PR Agencies	3	C	
	MPR 412	International Public Relations & Advertising	2	E	
	Sub- total		5		
		Total			17

400 Level (Second Semester)

S/N	Course Code	Course Title	Course Unit	Status	
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Compulsory Courses for all Streams					
1	MAC 420	Research Project II	3	C	
2	MAC 421	Economics and Social Issues in PR & Advertising	3	C	
3	MAC 422	Communication, Media and Politics	2	C	
4	MAC 423	Communication for Development	2	C	
5	MAC 424	Diversity, Peace and Conflict Reporting	2	C	
	Sub- total		12		
Broadcast Journalism Option					
1.	MBJ 421	Drama, Film and Documentary Production	3	C	

2.	MBJ 422	Rural Broadcasting	2	C	
	Sub- total		5		5
		Total			17

	Print Journalism Option				
1	MPJ 421	Precision Journalism	2	C	
2	MPJ 422	Advanced Reporting	2	C	
	Sub- total				4
		Total			16

	Public Relations and Advertising Option				
1	MPR 421	Community Relations	2	C	
2	MPR 422	Advanced Copywriting for Advertising and Public Relations	2	C	

	Sub- total		4		4
		Total	17		16

Course Descriptions

100 Level (First Semester)

MAC 111 Introduction to Mass Communication C (2 Units: LH30, C)

Consideration of mass communication as a sub-type of human communication and overview of the progress; models, and elements of communication; Survey of the mass media, including their adjuncts. Examination of the characteristics, functions, contents, operations and impact of the mass media as well as national mass media systems and mass communication between/across nations.

MCM 112 African Communication Systems 1 (2 Units: LH 30, C)

African oral traditional communication structure, form and content; survey of past and present modern mass media systems as influenced by African Political Culture

100 LEVEL (Second Semester)

MAC 121 Writing for the Mass Media (2 Units: LH30, C)

Instruction and practice in writing for the mass communication media with the major emphasis on development of the journalistic style and proficiency in grammar and the use of language.

MAC 122 History of Nigerian Mass Media (2 Units: LH30, C)

This course traces the major trends in the development of the mass media in Nigeria; as well as their adaptation and contribution to the political, religious, economic and social development from 1859 till the present.

MAC 123 African Communication Systems (2 Units: LH 30, C)

African oral traditional communication structure, form and content; survey of past and present modern mass media systems as influenced by African Political Culture

MAC 124 Word Processing (2 Units: LH 30, C)

Instruction and practice in typing aimed at enabling the students to acquire the basic knowledge and skills essential for beginning journalists.

200 Level (First Semester)

MAC 211 Introduction to Statistics for Social Science 1 (2 Units: LH 30, C)

Students are taught elementary concepts for social research. Simple concepts for data presentation and analysis are examined, including measures of central tendency.

MAC 212 News Writing and Reporting (2 Units: LH 30, C)

The course examines various definitions of news as well as the structure of the news story and other journalistic forms. Furthermore, it provides excellent material from the Nigerian and foreign news media for study and imitation. This is a practical course designed to enable students to become proficient in preparing a publishable copy under deadline. Students are assigned beats, primarily on campus, to develop stories for publication and encouraged to submit outstanding articles to the metropolitan news media.

MAC 213 Introduction to Public Relations and Advertising (2 Units: LH 30, C)

The course explores the historical development of Public Relations and advertising (PRAD) as an adjunct of mass communication. It takes a broad look at the dynamic world of PRAD by examining the various laws and regulations as well as the major players in the industry. It considers the fundamental principles and tenets of Public Relations and Advertising as a discipline, giving a profound study of creative devices for presenting PRAD messages in all media of mass communication. It involves practical exercises in market-targeted messages.

MAC 214 Theories of Communication (2 Units: LH 30, C)

This course gives an exploration and analysis of major theories which deal with the nature, uses and effects of mass communication. It involves an analysis of the various models and theories of Mass Communication and a discussion of the symbiotic relationships among theory, research and practice.

MAC 215- Foundations of Broadcasting (2 Units: LH 30, E)

The course is a first step examination of the natural elements that make broadcasting possible. It looks at the airwaves sound, the covertures of the earth etc, as they aid or disturb the broadcasting process. It describes the broadcast spectrum and the broadcast chain. It also surveys the global history, growth and development of broadcasting. It discusses the pioneers that facilitated the evolution of broadcasting, describes the individual items or equipment used in radio and television and surveys the diverse environment of broadcasting stations and networks.

MAC 216- Introduction to Film & Cinema (2 Units: LH 30, R)

This course is a study of the basic techniques of film and cinema production, from the stage of scripting to marketing. It also looks at the major issues affecting the Nigerian film industry. The course also examines the techniques of film, shooting, production staff, auditioning etc. The course is also expected to explore the relationship between film and literature and how these impacts on society.

MAC 217- Radio & Television Programmes Writing and Production (2 Units: LH 30, E)

This course gives a comprehensive analysis and comparison of radio and television writing processes and production, it will examine the elements and activities of the writing process with special attention to the nature of broadcast media and its audience; focus on the writing and production techniques of various broadcast programmes like News, Talk show, Debate, Drama, Discussion etc. It involves analysis and evaluation of scripts, and production techniques. It includes practical exercises in live reporting and television production.

200 LEVEL (Second Semester)

MAC 221 - Introduction to Statistics for Social Science II (2 Units: LH 30, C)

This is a further study of instruments for statistical data gathering. It exposes students to relatively advanced techniques of data analysis. Measures of Dispersion and probability theory are also discussed in this course.

MAC 222- Editorial Writing (2 Units: LH 30, C)

This course is an in-depth study of what it takes to write a successful editorial. It delves into the nitty-gritty of editorial

writing styles, types of editorials, language of editorials, logic, targeting audiences and focusing on contemporary national/international issues. The course also presents the composition and politics of the editorial boardroom and discusses the role of editorial page, editorial board etc in shaping public opinion and thus influencing decision making. Development of skills in handling editorial matters such as editorial decision processes for composition of the editorial board, assignment of duties etc. Practice in writing the editorial comment, news analysis, etc is usually undertaken in this course.

MAC 223-Feature Writing (2 Units: LH 30, C)

This is an excursion into the basics of publishable articles for newspaper, magazines and other print media. It involves lessons on types and methods of writing, targeting of the audience, and use of varying writing devices. Consideration of pertinent ethical and legal problems will be done. Writing, analysing and marketing factual articles for newspapers, general and specialised magazines. Subject research, investigation of editorial needs, ethical and legal problems and manuscript preparation.

MAC 224- Editing and Graphics of Communication (2 Units: LH 30, C)

The course introduces the students to the basics of editing, newspaper design and layout, typography and type. The use of typefaces and other graphic elements, layout and page make-up, principles of page layout, use of copy symbols, photo-cropping, etc will also be taught during the course. It also aims at helping students appreciate the place of aesthetics in print production. Students are taught how to write and edit copy in a style appropriate to the news media. Emphasis is placed on the preparation of articles and photographs in photo editing for newspaper publication. Editing symbols and news proof reader's symbols will be used in this case.

MAC 225-Foundations of Communication Research (2 Units: LH 30, C)

The primary aim of this course is to introduce students to data gathering methods in journalism and Mass Communication; and enable students to analyse research data, and critically evaluate any piece of journalistic writing or social science research. Another objective is to help students to apply the learnt methods in carrying out research projects.

MAC 226- Advanced and Special Reporting (2 Units: LH 30, R)

Advanced instruction and practice in writing news stories with emphasis on investigative and other in-depth reporting techniques; Instruction and practice in reporting and writing news stories with emphasis on the reporting of the neighbourhood, accidents, fires, suicides, crime, business, press conference, etc.

MAC 227- Introduction to Book Publishing (2 Units: LH 30, R)

Examination of book publishing as a cultural activity, and as a business; the environment of book publishing; Book publication as a mass industry; divisions of the industry; a look at the publishing process; industry activities and associations.

MAC 228- Introduction to Photo Journalism and Editing (2 Units: LH 30, E)

This is a practical introduction to news photography featuring solid grounding in basic camera and darkroom techniques but placing emphasis on the development of the emerging photojournalist's sensitivity to people; Circumstances and

events to which he will be expected to take pictures that communicate; Fundamentals of photography, operation of different cameras, photography processes and the use of standard photographic equipment and materials in the photo-laboratory. This is a photo reporting course with emphasis on pictures that communicate with aesthetic as well as technical skills. Portfolios are required. Students are taught the techniques of photography and photo-essay.

MAC 229- Behavioural Change Communication (2 Units: LH 30, E)

The course will generally introduce and examine conceptual analysis, attitude and behaviour, theories (individual difference theory, selectivity theory, acceptance theory, rejection theory and avoidance theory), people to look for in community when designing attitude change programmes, factors affecting behaviour change, BCC and emotional intelligence, BCC change process, barriers to behaviour change, facilitators of BCC, myths of BCC, guiding principles of BCC and characteristics of effective BCC.

300 Level (First Semester)

MAC 311- International Communication (2 Units: LH 30, C)

This course is an overview of world's press systems. The focus will be on the unidirectional flow of information between the industrialised and Third World nations; how ideology, culture, economy and international market structure have all contributed either in hindering or advancing the international flow of news among nations. The scope, characteristics, peculiarities and current issues in international communication will be exhaustively treated so as to acquaint the student with a thorough knowledge of the politics and manipulative nature of international communication. This course discusses issues like communication imbalance, media/cultural imperialism, global information flows, the New Communication Age, Press Freedom and the role of news agencies in the gathering and dissemination world news and information. The course also considers the role of the international media in the eradication of global images.

MAC 312- Issues in Nigeria Mass Media History (2 Units: LH 30, C)

Critical analysis of significant events and personalities that have featured in and characterised the Nigerian mass media from the political, social and economic points of view; Course underscores the dynamics of the mass media in Nigeria and their institutional role.

MAC 313- Mass Media and Society (2 Units: LH 30, C)

Examination of the mass media of communication as a social institution with particular attention to pertinent sociological concepts, themes and problems; The role and relationship of the mass media vis-à-vis major social institutions. Focus on the sociology and professionalism of mass media communicators, mass media contents and the issue of cultural imperialism of media dependency; internal dynamics and control of mass media organisations and mass communication politics. The role of communication in development is critically examined.

MAC 314- Investigative and Interpretative Report (2 Units: LH 30, C)

This course trains students to the scientific approach to news gathering and reporting. This course involves the use of and protection of links and sources, analytical presentation of news, news facts and backgrounds for journalism's broad minded and enlightened audience and readership.

MAC 315- Science and Technology Reporting (2 Units: LH30, C)

This course gives professional guidelines, instruction and practice in writing popular science articles for newspapers and magazines. Emphasis will be on translation of scientific language, familiarisation with literature of science and the interviewing of scientists.

MBJ 311- Broadcast Programme Management (3 Units: LH45, C)

It gives analysis of the nature and process of management and organisation, generally, with particular reference to types of broadcasting organisation and their settings; Consideration of the primary operations of radio and television stations and networks, particularly, programming and personnel and the skills required to manage them in the interest of society.

MBJ 312- Public Affairs Broadcasting (2 Units: LH30, E)

This course deals with critical examination of the structure, internal dynamics and functions of the News and current/public affairs division of broadcasting organisations; Interpretative reporting of government and public institutions and agencies and production of current/public affairs discussions, news magazines and documentaries.

MBJ 313- Announcing, Performance and Screen Directing (2 Units: LH30, E)

This course involves the examination of the fundamentals of voicing and the nature of speech; Review of performance techniques with regard to the microphone and the camera, as well as of performance types, viz: the actor, the straight announcer, the disc jockey, the news reporter, the interviewer, the master of ceremonies and the narrator. Practical exercises in the various roles. Also, exposes the students to theories of directing, dramatic form and acting are examined through lectures, demonstrations and applied exercises to establish theoretical and practical foundations.

MPJ 311- Newspaper/ Magazine Management and Production (3 Units: LH45, C)

This course teaches the students basic management and economic theory and application of theory to the management process in the newspaper business. Application of theories of economics and management to the management of general and specialised magazines; Students will process editorial materials and produce a newspaper and/or a magazine.

MPJ 312- Manuscript Acquisition and Production (2 Units: LH30, E)

This course deals with the survey of problems involved in prospecting for authors, motivating them, and working with them. Dreaming up projects, finding writers for them, screening and assisting authors; Criteria for assessing manuscripts; Creating and working with members of the editorial board.

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MPR 311-Case Studies in Public Relations and Advertising (3 Units: LH45, C)

This course involves the analysis of actual Public Relations and advertising situations and study of how such situations may be tackled. Emphasis is given to management of Public Relations and advertising decision-making. An intensive

study of the application of public relations and advertising theories and principles to the problems of business, non-profit, and special interest organisations will be examined. In this course, students will learn to evaluate cases related to crisis public relations, community relations, international public relations and marketing challenges and advertising campaigns. The course also involves the analysis of actual Public Relations and advertising situations and study of how such situations may be tackled. Emphasis is given to management of Public Relations and advertising decision-making in true-life situations. An intensive study of the applications of advertising theory and principles to specific advertising cases in business and non-profit organisations. Research, discussion, and written situation analysis to determine if case studies were successful. Particular attention given to target market analysis, message strategies, and media objectives.

MPR 312-Financial Public Relations (2 Units: LH30, E)

It gives a comprehensive review of techniques and measurement yardsticks for planning, budgeting, designing, writing and distributing corporate financial publications; a firm knowledge of the function of financial institutions such as banks, insurance companies, investment houses and the

Nigerian Stock Exchange, regulations; government financial institutions.

MPR 313- Advertising Creativity Strategies (2 Units: LH30, E)

It involves the theory and practice of writing effective advertising messages, for print and broadcast media; The creative application of consumer and market surveys, copy testing methods, advertising readership studies.

300 Level (Second Semester)

MAC 321- Media Attachment (Industrial Training) (2 Units: C)

Students are expected to understand the operation of a media related organisation particularly broadcast media/Print media/ Public relations or Advertising organisations, under a carefully monitored arrangement between the departments here at Trinity University and the host organisation. On resumption at school each student gives a comprehensive account of his or her experiences in a written report. As soon as this becomes feasible, students will go with logbooks to be completed daily/weekly by the student and his/her industry-based supervisor.

MAC 322- Business and Economic Reporting (2 Units: LH30, C)

This course involves much of what passes for economics news reporting in the Nigerian news media is written by economists for economists. The course aims at preparing students to write up and analyse issues relating to the economy for a mass audience. A basic course in economics is desirable but not essential. Students offering this course should have successfully completed Advanced Reporting.

MAC 323- Techniques in Book Publishing (2 Units: LH30, C)

This course involves the survey of frontiers in book publishing technology; The advent of xerography and similar duplicating processes. The course is to examine printing techniques including letter press, lithography, duplicating printing process, xerography, web printing, direct imaging printing technique, digital publishing, desktop publishing process, book binding/finishing and book marketing techniques and book marketing in Nigeria.

MAC 324- Consumer Affairs (2 Units: LH30, C)

This course demonstrates how appropriate PR policies and programmes can prevent or help solve consumer problems; covers the consumer movements and their impact on the

market place and how to work with consumer advocates for the benefit of organisations.

MAC 325-Foreign Correspondence (2 Units: LH30, C)

The course emphasises the need for the development of an elite press corps to survey the international scene for the country. It teaches the students, discusses the politics and economics of foreign correspondence and teaches skills that will enable the reporter to function effectively as a foreign correspondent.

MAC 326-Online Journalism (2 Units: LH30, C)

This course exposes students to the nitty-gritty of online journalism. It is designed to theoretically teach students the groundwork of internet usage for efficiency in journalism in tandem with present utilisation of technology in all areas of mass communication. It will focus on emerging waves of social media such as Face book; Twitter, LinkedIn, etc; impact of social networking sites on news gathering and reportage; issues about social media and potential for peddling harmful information; social media and the citizenship power; connectivity and access.

MBJ 321-Advanced Broadcast Script Writing and Production (2 Units: LH30, C)

Pre-requisite course was MAC 217; Radio & Television Programmes writing and production. This course provides advanced comprehensive analysis of the writing process as it pertains to television; Analysis and evaluation of television scripts, and production of talks, interviews, discussion and magazine programmes. Intense writing exercises.

MBJ 322- Broadcast Commentary and Critical Writing (2 Units: LH30, E)

Examination of the opinion function of journalism and types of commentary programmes, with particular attention to the editorial and emphasis on the application of principles derived from research in persuasive communication and attitude change. Also, distinction between commentary and critical writing; types of criticism and art review for radio and television will be discussed.

MPJ 321- Rural Community Newspaper (2 Units: LH30, C)

The course involves writing, editing and publishing weekly or regular newspaper for the rural community, small

municipalities and urban neighbourhoods; Content analysis, readership research and business and management procedures.

MPJ 322- Book Publishing and the Law (2 Units: LH30, E)

The course gives an in-depth study of those aspects of the law basic to book publishing, with emphasis on libel, copyright, national security, privacy, etc., attention is given attendant ethical considerations.

MPR 321- Public Relations & Advertising Campaign Planning & Management (3 Units: LH45, C)

Public Relations and Advertising Campaign defined. Elements of PRAD campaign planning: Defining the goal, identifying the problem, conducting a SWOT Analysis, Analysing the Audience, Selecting the Media, Designing and Communicating the message. The place of the RACE formula and other relevant formulas in PRAD Campaign planning and management. The “shotgun” versus the “rifle shot” approach to media selection and the justification for adopting or rejecting each. The importance of monitoring and evaluation (through “formative” and “summative” analyses).

MPR 322- Integrated Marketing Communication (2 Units: LH30, E)

This course deal with definition and origin of Integrated Marketing Communication (IMC); Elements of IMC; Price and place as tools of IMC; Events marketing and the integrated approach to corporate communication – its challenges and benefits will also be dealt with in this course. The course also covers the planning and development of campaigns, brand activation and optimisation, market and opinion polls and surveys, design and construction of various media and communication products in below and above the line, defining targets and audiences to achieve strategic results and objectives, as well as the preparation for internal public relations and in-house communications and publications.

400 Level (First Semester)

MAC 410- Research Project I (3 Units: LH45, C)

This is the first part of the students' research project. Students initiate and execute a project following the steps in the research process, or do a feature of some other place that is professional-oriented and publishable.

MAC 411- Mass Communication Laws and Ethics (3 Units: LH45, C)

It involves study of the legal framework within which mass philosophy bearing upon the mass media, the development and constitutional growth of freedom of expression in Nigeria, the privileges and restraints affecting the mass media, libel, sedition, privacy, contempt obscenity, copyright, etc and government regulation. Ethical and moral standards applicable to the mass media; Ethical responsibilities of individuals, groups, and organisations engaged in message construction, transmission or consumption, particularly in the field of news and public affairs.

MAC 412-Data Analysis in Communication Research (3 Units: LH45, C)

This is a study in data presentation and interpretation using tables, graphs; measures of central tendency, correlation coefficient and other statistical techniques. The course is designed to teach students how to analyse and interpret results of their research projects especially in communication sciences or studies. The course builds on the knowledge gained in Introduction to Statistics for Social Sciences/Mass

Communication and Foundation of Communication Research. The use of relevant computer software programmes or statistical packages like the Statistical Package for Social Sciences (SPSS) also receives adequate attention in this course.

MAC 413- Critical and Reviewing Writing (3 Units: LH45, C)

Prerequisite; MAC 212 News writing focuses on the theory and practice of reviewing the lively arts for a daily newspaper, students write reviews of plays, movies, television programmes, musical and dance events and many more. There is also a weekly review of issues in the newspaper/magazine produced by the students.

MBJ 411- Educational Broadcasting (2 Units: LH30, C)

This course involves the assessment of the education potentialities and limitations of radio and television. Evaluation of pedagogic approaches and production techniques; radio forums and clubs. Planning and production of educational programmes; production of supplementary materials and teaching aids.

MBJ 412- Broadcast Station Management and Operations (2 Units: LH30, C)

It examines the types of administrative skills needed for running an average radio and television station. It also takes a look at programmes and programming, station marketing techniques and the basic principles and economics of media management. Programme planning, traffic control, personnel management, planning and directing of “live” broadcasts.

MBJ 413- Issues in Broadcasting (2 Units: LH30, C)

This course examines controversial socio-political and economic issues in Nigeria’s broadcast industry. It studies such issues as political broadcasting, screen violence, video censorship and the impact of these issues on the broadcasting industry. Review of research and case studies pertaining to such issues is also expected in the course.

MPJ 411- Print Media Organisation and Management (3 Units: LH45, C)

The course looks at the structure and management of print media. Establishment of effective guidelines for starting a print media outlet. The organisation and management of the various departments. Basic management and economic theory

and application of theory to the management process in the newspaper business. The course introduces the students to the process of producing a newspaper from news gathering, editorial board meetings, page planning, soliciting for advertisements and putting to bed. At the end of the course, the class will produce a newspaper.

MPJ 412-Multimedia Journalism (2 Units: LH30, E)

This course should focus on how to report, produce and edit using blogs, audio, hyperlink, video, charts, photographs, infographics, digital maps and social media in reporting. The economics of multimedia should also be understood especially in making the students to be entrepreneurs.

MPR 411 - Organisation and Management of Advertising and Public Relations Agencies (3 Units: LH45, C)

The course looks at the structure and management of advertising and public relations agencies. It examines media relations“ techniques, billing systems and client relations“ techniques. It also examines relevant entrepreneurial skills.

MPR 412-International Public Relations & Advertising (2 Units: LH30, E)

Analysis of trends, issues and problems confronting public relations and advertising departments in multinational corporations, nations and other organisations involved in international trade and business. The other dimension of the course is the familiarisation of the students with the activities and codes of ethics of the international public relations associations (IPRA, WAPRA, etc). The course also deals with theories and models of IPR.

400 Level (Second Semester)

MAC 420- Research Project II (3 Units: LH45, C)

This is the concluding part of the students' research project. Students are expected to complete their research work and defend. Each student is required to select, in consultation with the supervisor a topic/problem and study this in detail, apply necessary theories/concepts and appropriate methods. Students initiate and execute a project following the steps in the research process, or do a feature of some other place that is professional-oriented and publishable.

MAC 421- Economics and Social Issues in Public Relations & Advertising (3Units: LH45, C)

Study of Advertising and public relations as institutions, the laws and ethics governing the profession in Nigeria as compared with developed countries like USA and Britain; self-regulation by practitioners and professional associations; consideration of social responsibility, truth and deception, consumerism, etc.

MAC 422-Communication, Media and Politics (2 Units: LH30, C)

This course will discuss the relationship between the mass media and the political system. It will examine how both have influenced each other and the consequences of this for citizen participation in the political process and in general, the nature of politics and public policy process.

MAC 423 Communication for Development (2 Units: LH30, C)

This Course explores the role of various media of mass communication for achieving growth and development in National life. It involves the application of the theories of Communication in proffering solutions to development issues.

MAC 424-Diversity, Peace and Conflict Reporting (2 Units: LH30, C)

Definition of terms, rudiments of reporting, types of reporters, sources of information for news, attributes of a journalist, gatekeeping theory, social responsibility theory, things to consider in diversity reporting, tips for reporting wars, gender-sensitivity, conflict mapping, examination of current issues in Nigeria/world media space along diversity/peace/conflict lines, steps for diversity/peace/conflict reporting.

MBJ 421-Drama, Film and Documentary Production (3 Units: LH45, C)

Overview of special problems involved in producing drama, film and documentary for radio and television; blocking; casting; budgeting; performance. Focus on only drama, film or documentary for both radio and television; or both drama, film and documentary for only radio or television.

MBJ 422-Rural Broadcasting (2 Units: LH30, C)

This course includes the analysis of community needs and problems with regard to the role and qualities of radio and television; also Planning of community development projects

for implementation through special radio programmes; Programme production and evaluation research.

MPJ 421- Precision Journalism (2 Units: LH30, C)

This course teaches how social scientific tools could be applied to routine reportorial activities in order to lend empirical authenticity to reports and information carried in the mass media. It sensitises the student to the need to apply scientific tools to news gathering, processing and reporting. The course will examine the meaning/definition of precision journalism. It will dwell on data gathering techniques including experimentation, content analysis, survey, sampling, questionnaire construction, opinion polling and how to write the precision journalism/opinion polling stories.

MPJ 422-Advanced Reporting (2 Units: LH30, C)

This course gives advanced instruction and practice in writing news stories with emphasis on investigative and other in-depth reporting techniques; Instruction and practice in reporting and writing news stories with emphasis on the reporting of the neighbourhood, accidents, fires, suicides, crime, business, press conference, etc.

MPR 421- Community Relations (2 Units: LH30, C)

This course examines today's community relations and how effective community relations can be an essential element in the overall public relations programme, focuses on untraditional approaches and on case histories to demonstrate how to cope with crisis situations.

MPR 422-Advanced Copywriting for Advertising and Public Relations (2 Units: LH30, C)

The course teaches the importance of disciplined creativity in copywriting for both PR and AD. It further examines creative strategy, taking due cognizance of campaign objectives, target audience, the creative promise, the break-up claim, etc. Visualization and layout. Sources of creative ideas, such as reading, listening, observing people and events, interaction with others. Special copywriting problems.

Academics in the Department

1. Prof. Ralph Akinfeleye, PhD (Visiting Professor)
2. Prof. Lai Oso, PhD (Visiting Professor)
3. Prof. Mercy Ette, PhD (Visiting Professor)
4. Prof. Kolade Ajilore, PhD (Visiting Professor)
5. Jimi Kayode, PhD (Visiting Associate Professor)
6. Kunle Ogedengbe, B.Sc, M.Sc, PhD (Mass Communication); B.Sc. Politics, Philosophy and Economics; M.Sc. Finance. Senior Lecturer and Ag. Head of the Department
7. Kayode Okunade, PhD (Visiting Lecturer)
8. Charles Oni, PhD (Visiting Lecturer)
9. Abiodun Fagbohun, PhD (Visiting Lecturer)
10. Olayinka Oyegbile, B.A (Mass Communication), MA, Theatre Arts, PhD (Communication Studies). Lecturer I
11. Husseini Shaibu, PhD (Visiting Lecturer)
12. Miss Odunayo Olajuwon, B.Sc, M.Sc, PhD (Mass Communication in View). Assistant Lecturer.
13. Mr. Henry Ogaraku, B.A, M.A, PhD (Communication Studies in View). Assistant Lecturer.

Research Cluster

The department hosts a research cluster in public relations. Members of the cluster are:

1. Dr. Kunle Ogedengbe, Fellow, Nigerian Institute of Public Relations; Chartered Public Relations Practitioner (NIPR Professional Diploma); MCIPR (UK), Trinity University.
2. Dr. Wole Adamolekun, Fellow, Nigerian Institute of Public Relations; Elizade University.
3. Miss Odunayo Olajuwon, Trinity University.
4. Mr. Oluwatomi Caleb Adeniji, Bowen University.

Table 5: Penalties for Examination Misconducts

S/N	Misconducts	Penalties
1.	Possession/copying of any written materials relevant to the examination, tests and assignments.	Rustication for two semesters.
2.	Impersonation	Expulsion
3.	Plagiarism	Rustication for one semester.
4.	Unauthorized access to examination materials	Expulsion
5.	Unauthorized collection of items from another student during an examination without the knowledge of the invigilator	Letter of caution
6.	Falsification of evaluation form and other academic records or documents	Expulsion

7.	Appearing for examination, without meeting attendance requirement	Letter of caution and prevention from writing the examination.
8.	Disobedience to instructions/ disruption during an examination/harassment of invigilator	Disqualification from the examination.
9.	Harassment of Invigilators	Rustication for one semester.
10.	Anti-safety behaviour during practical, workshops, studio work, etc.	Letter of caution
11.	Attempted inducement of examiners and invigilators	Disqualification from the examination
12.	Aiding and abetting examination misconduct	Expulsion.
13.	Destruction of evidence of examination misconduct	Rustication for one semester
14.	Refusal to complete examination misconduct form	Rustication for one semester.
15.	Any previous arrangement made for access to examination materials whether it succeeds or not	Rustication for two semesters.
16.	Refusal to submit examination scripts	Failure in the examined course.
17.	Any other misconduct recorded from time to time	Penalty shall be determined based on the recommendation of the panel.



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