

**NEW** for admission into  
the 2025/2026  
academic session

# B.Sc. Strategic Communication



In an increasingly competitive business and work environment, Strategic Communication will not only ensure attainment of organisational goals but will also help to evaluate competitor's strategic communication initiatives.

Thus, the Bachelor's degree in Strategic Communication is aimed at providing students with tactical skills and competencies that will shape an organization's relationship with different audiences and enhance the goals of an institution or outfit with an effective internal or external communication strategy. Graduates of this programme will therefore be equipped to design, implement, and evaluate communication campaigns using data driven information.

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## MORE INFORMATION

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**PAN-ATLANTIC  
UNIVERSITY**



# We serve industry



## Admission and Matriculation Requirements

Candidates for the undergraduate programme shall be accepted at the 100 level, for a four-year programme, and in 200 level, as direct entry applicants, for a three-year course.

## UTME O/Level Requirements for Admission to 100 Level (Year 1)

Admission into the programme, at the 100 level, will ordinarily be based on the candidate's performance at both the Unified Tertiary Matriculation Examination (UTME) and the entrance interview of the University. In addition, the candidate should possess Credit passes in 5 Senior Secondary Certificate (SSC) subjects or its equivalent including Mathematics, English Language and three other arts or social science subjects at not more than two sittings.

### UTME Subjects

Use of English, any three (3) from Arts or Social Science subjects.

## Direct Entry Requirements for Admission to 200 Level (Year 2)

To gain admission into the 200 level, the candidate, in addition to passing the evaluative interview of the Pan-Atlantic University, will need to possess:

- (i) 3 A/Level credit passes in arts or social science subjects.
- (ii) A pass at merit level in Mass Communication, Journalism or related disciplines (provided the 'O' Level requirements are satisfied).