
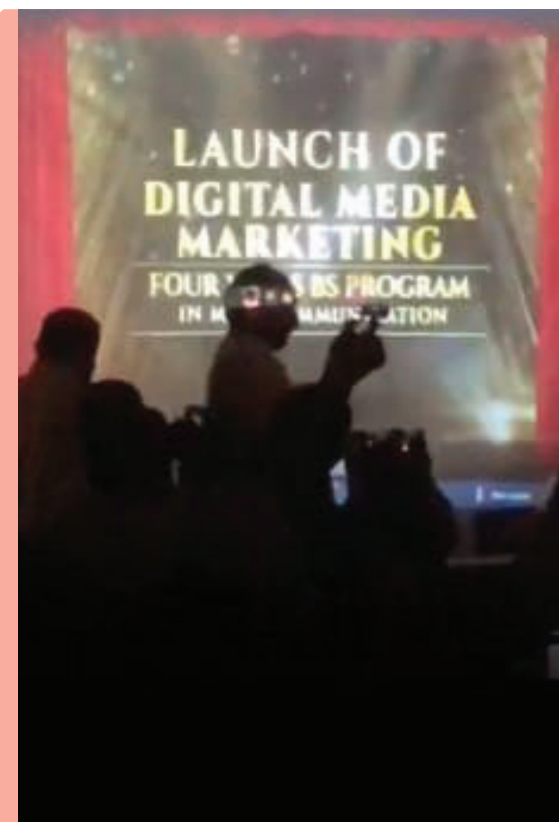


SKILL UP
CAREER UP
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BS in **DIGITAL MEDIA MARKETING**

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- ◆ Explore digital journalism practices, focusing on multimedia storytelling and ethical reporting.
 - ◆ Master production techniques, including scriptwriting, filming, and editing, to create high-quality visual content.
 - ◆ Develop narratives for web series and short films that resonate with target audiences.
 - ◆ Utilize social media platforms to promote content and build a loyal audience base.
 - ◆ Collaborate with diverse teams, including writers, directors, and marketers, to produce compelling projects.



Certificate Course in Digital Media Marketing

- ◆ Duration: 24 Weeks / 6 Months
- ◆ 12 In-depth Modules cover essential topics and tools in digital marketing.
- ◆ Understand the role of digital marketing in socio-economic sectors.
- ◆ Gain practical experience through immersive coursework.



APPLY NOW

DIGITAL MEDIA MARKETING (DMM)

Introduction

Established as a specialized field within the Department of Mass Communication, the BS Digital Media Marketing program was introduced in 2024 to address the dynamic shifts in the media and marketing landscapes. The program is designed to equip students with the skills to excel in digital media content creation and to develop and implement dynamic strategies for marketing across various digital platforms. The program aims to produce proficient digital marketers and media professionals, ready to meet the evolving demands of the digital world and contribute to the ever-growing digital economy.

Facilities

The Digital Media Marketing program is supported by up-to-the-minute facilities to ensure comprehensive training for its students. The department features different specialized labs such as news lab, an advertising lab, and a computer lab. Additionally, the department is equipped with a fully functional TV studio and radio studio, alongside an FM radio channel that provides practical experience in radio broadcasting. These facilities offer students hands-on exposure to industry-standard tools and environments, ensuring they are well-prepared for careers in digital media content creation, and online marketing.

Career Opportunities

Students of the Digital Media Marketing (DMM) program have diverse career opportunities in the rapidly expanding digital landscape. The program equips students with the skills to pursue roles in digital content creation, digital marketing, social media management, and online advertising. Students can secure positions in digital agencies, corporate marketing departments, and media houses. Graduates will also be prepared for roles in e-commerce, digital strategy and brand management, and can explore freelance opportunities and digital consulting. The DMM program enables students to pursue solopreneurship and contentpreneurship, with a strong focus on the evolving landscape of the digital world. The program opens doors to both national and international careers in the digital marketing and media industries.

Faculty Members

Professors

- Dr. Asmat Ara (Chairperson)
- Dr. Fouzia Naz

Associate Professors

- Dr. Sadia Mahmood
- Dr. Raana Afzal

Assistant Professors

- Ms. Samina Qureshi
- Dr. Muhammad Osama Shafiq
- Dr. Syed Azfar Ali
- Dr. Naveed Iqbal Warsi

Lecturer

- Mr. Naveed Arshad

Programmes Offered

- BS Digital Media Marketing
- Certificate Course in Digital Media Marketing (12 Weeks)

For Further Enquiry

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