

The Department of

MASS COMMUNICATION

Offers Specialization in
Print Media
Electronic Media
Advertising & PR

Print Media

- ◆ Explore the traditional & digital media of newspapers and magazines.
- ◆ Develop skills in graphic design and typography to create engaging print & digital materials.
- ◆ Gain knowledge of pre-press production, printing techniques, and post-press finishing.
- ◆ Open doors to roles in print & digital journalism, publishing, editorial, and design fields.



Electronic Media

- ◆ Explore the dynamic world of television, radio, and digital platforms.
- ◆ Master the tools and techniques in broadcasting, video production, and online content creation.
- ◆ Develop storytelling skills to craft compelling narrative across media.

Advertising & Public Relations

- ◆ Craft compelling messages that resonate with target audiences.
- ◆ Develop branding strategies for market positioning.
- ◆ Handle media relations, crisis communication, and reputation management.
- ◆ Explore the latest trends in social media and email marketing.



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