LINCOLN UNIVERSITY COLLEGE
DKU016 (B)

2022 SETARA COMPETITIVE UNIVERSITY COLLEGE

ISO 9001:2015 Certified

Master of Mass Communication

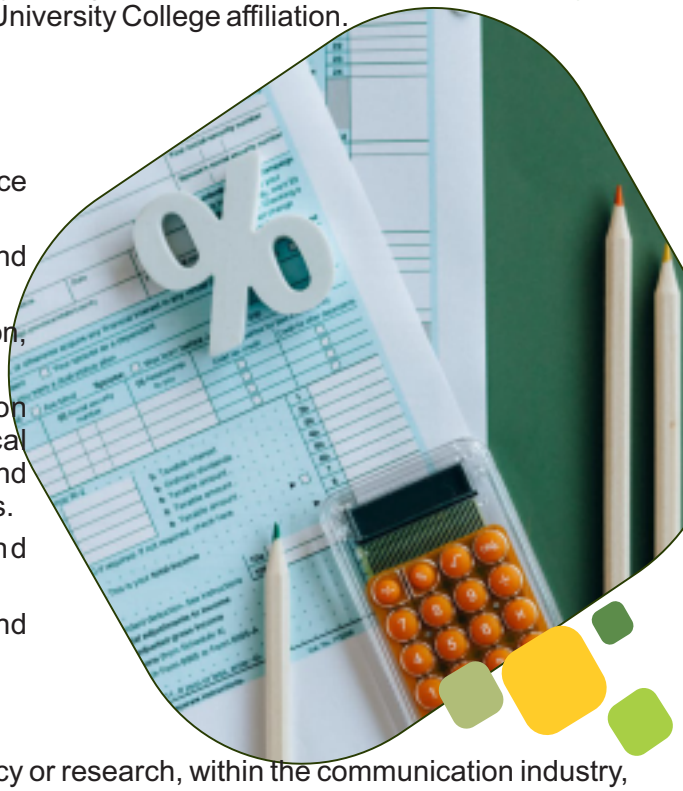
(N/321/7/0243) (10/26) (MQA/PA15044)

PROGRAMME DESCRIPTION

The Master of Mass Communication program at Lincoln University College is a research-based academic program that teaches students how to do scholarly research in the field of mass communication. The program provides students with a hands-on approach to learning that allows them to gain the complete range of technical expertise, conceptual skills, and aesthetic expression needed to become effective media practitioners.

For successful completion of Masters degree in Lincoln University College, each candidate should publish minimum of two research articles in Scopus indexed journals, with Lincoln University College affiliation.

Mode of Delivery: Research



PROGRAMME AIM

The program of Master of Mass Communication will produce professionals who are eligible to:

- Impart advanced knowledge in Mass Communication and related areas of research.
- Bestow learners by analytical, practical, communication, and interpersonal skills.
- Empower learners with Information Communication Technologies (ICTs) including digital and numerical competencies to make them efficient professionals and researchers in Mass Communication and allied industries.
- Inculcate acumen in research, innovation, and entrepreneurship.
- Emulate professional ethics, social responsibility, and values of global research.

CAREER OPORTUNITIES

Students will be prepared to start a career in communication policy or research, within the communication industry, or as a community college teaching after graduation. Because of the expanding popularity of these mass communication channels, candidates in the field of mass communication have more opportunities than ever before They can pursue prestigious positions as:

- Television & Film Director/Producer
- Content Writer
- Event Manager
- Public Relations Professional
- Digital Marketing Expert
- Journalist



PROGRAMME DURATION

Full Time: Minimum- 24 months; Maximum-30 months
Part Time: Minimum- 36 months; Maximum- 42 months

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