LINCOLN UNIVERSITY COLLEGE
DKU016 (B)

2022 SETARA COMPETITIVE UNIVERSITY COLLEGE

ISO 9001:2015 Certified

Master of Communication

(R/0323/7/0027) (10/31) (MQA/FA 4136)

PROGRAMME DESCRIPTION



The science of Communication changes every time and has the power to bring equal possibility to change course of events in the world. A Master programme in Communication at LUC aims to imbue the 'rich content' to construct views, communicate ideas, bridge communication gaps in all spheres as in media, development sectors, organizations, public and advanced research set in local and international market. This programme believes in 'content will always be the king' and such content construction and delivery can really be interesting and fascinating. Come and create your signature and carve a way to communicate with the modern world.

PROGRAMME AIM

The program of Master of Communication will produce Media Professionals who are



- Knowledgeable about the organization of media industry, its functioningand aware of the scope and career opportunities in communication and media studies; trained in practical skills like reporting and writing.
- Qualified for employment in the media industry and know their role, social responsibilities and also aware on the values and ethics by practicing professionalism towards media, audience and the society.
- Possess values and attitudes related to media profession and follow media laws; specialized in precise areas based on individual talents and aptitude thereby ensuring better communication standards, leadership & team skills needed to produce quality media content.
- Trained to think systematically in a scientific method making use of communication theories and models and empowered to suggest solutions using problem solving skills.
- Efficient in information management of new media and lifelong learning, to start media organizations like an advertising agency and event management programs.

PROGRAMME DURATION

Minimum Duration : 18 Months.
Maximum Duration : 30 Months.

CAREER OPPORTUNITIES

- Consultants in Corporate Environment
- Public and Labour Relations Specialists
- Communications Managers
- Marketing Specialists
- Media Buyers
- Media Relations Specialists
- Promotions Managers
- Advertising Consultants
- Press Secretaries
- Speechwriters
- Community Affairs Specialist
- Crisis Communication Experts
- Online News and Entertainment
- Social Media Content Writers

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