

Mass communication

Course Overview:

Students will gain a comprehensive grasp of the fundamental principles and theories pertaining to mass communication through this course. Specifically tailored for those seeking an introduction into the workings of communication, its societal significance, the importance of public opinion, and journalism's role. By participating in this course, you will acquire all that is necessary to comprehend these crucial aspects of modern life.

Expected Learning Outcome:

Upon finishing this course successfully, learners will be able to:

- Acquire knowledge and understanding about mass communication and its practical implementation within society.
- Foster strong ethical values and social responsibility in media practices.
- Cultivate the ability to strategize, execute, deliver, and oversee projects that exemplify the application of mass communication.

Potential career opportunities include roles as, journalist, marketing officer, radio reporter, tv presenter, and public relations officer.

Course Level: Certificate, National Diploma & Higher National Diploma

Requirements For Admission:

- In order to be considered for admission, it is necessary for the applicant to have taken the WASSCE and achieved at least a passing grade.
- Additionally, holding any other recognized qualification will also be taken into consideration when reviewing applications.
- Applicant must complete and submit an application form that clearly provides all required details.
- Applicant to demonstrate a strong interest in their chosen study program.
- Payment of the specified application fee is mandatory.

Please note: Certain courses and levels may have specific additional requirements for placement. Therefore, we highly recommend that all prospective applicants seeking information about admissions reach out to the college registry or contact us via phone call/WhatsApp using any of the telephone numbers: +23277437256/+23279320140 or send us an email: info@stjc.edu.sl