



Diploma in Communication and Media Studies

The Diploma in Communication and Media Studies (DCOMM) will give learners a broad understanding of the media as well as a hands-on approach to developing professional communication skills.

Learners will be equipped to work in different multiplatform media environments – print, radio, television and online. The DCOMM will provide learners with the best practices of the industry. The DCOMM is designed for individuals who want to join the exciting fields of Communication and Media as well as for young

practicing journalists and communication professionals. Practical sessions will be carried out in the brand new state-of-the-art radio and TV studio at Rushmore Business School.

Through practical instructional and teaching methods, unique assessment strategies and the conducive learning environment of the programme, students will attain life-long learning and innovative skills. With exposure to the various information, media and digital technology modules, students will develop collaborative and communicative skills.

Course Objectives

- To provide the knowledge and the contemporary skills for a career in communication and media.
- To equip learners with the necessary skills, creative and innovative ideas, attitude and aptitude to excel in this fast-paced industry.
- To provide global and cultural awareness, entrepreneurial literacy and media literacy.


Learning Outcomes

Upon successful completion of this course, graduates will be able to:

- Explore the cultural, social and political contexts of communication processes and industries, international communication, and the way culture is expressed through media.
- Communicate information effectively and efficiently to diverse audiences using a multitude of communication platforms and media available.
- Understand who and what comprises the media, how media works and operates, how to analyse, and how best to make effective use of media.
- Demonstrate high communication and media skills both in print and electronic media, conceive, write and produce news items / programmes for radio and television.

RUSHMORE BUSINESS SCHOOL

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STUDY MODE

Full Time / Part Time

DURATION

2 Years

TUITION FEES PER YEAR (RS)

125,000

ENTRY REQUIREMENTS

2 A-Levels or Equivalent

HOW TO APPLY

Complete and submit the attached application form along with:

- two passport photos,
- a copy of your national ID
- a copy of your birth certificate
- copies of all your academic transcripts and certificates
- an application fee of Rs 1000

Your application may be submitted in person at Rushmore Business School's Registry

or

You may send us a scanned or electronically-filled copy of your application (along with the relevant documents) and settle the application fee via bank transfer.

Awarding Institution

Rushmore Business School

Course Structure

Year 1

Semester 1

- Introduction to Communication and Media
- Introduction to Print and Electronic Media
- Digital Media Essentials
- Basics of Photography

Semester 2

- Media Law, Regulations and Ethics
- Cross Cultural Communication
- News Gathering
- Media Writing Skills

Year 2

Semester 1

- Broadcast Journalism
- Investigative Journalism
- Radio Production
- Television Production

Semester 2

- Coverage of Major National Events
- Mobile Journalism
- News Presentation
- Media Literacy

