PROGRAMME SPECIFIC OUTCOMES – TYBMM JOURNALISM

- This program will equip the learners with fundamental knowledge of Journalism.
- The specialization major prepares students for a wide variety of careers in the media industry - Journalism, Public Relations, News channels and advanced study in these areas.
- Exhibit knowledge of various types of media including traditional and digital media and be equipped with essential communication skills.
- Students apply knowledge and expertise to real-world situations.
- The learner will have acquired competency and skills for increased employability in the media sector and be a socially responsible media professional.
- Students develop an understanding of diversity and cultural perspectives in local, regional, and global society.
- Learners can excel in different aspects of journalism including writing, reporting, editing for both traditional and new media
- Students will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.

PROGRAMME SPECIFIC OUTCOMES – TYBMM ADVERTISING

- This program will equip the learners with fundamental knowledge of Advertising.
- The specialization major prepares students for a wide variety of careers in advertising and related fields like Public Relations, Media Planning, Media Buying, Digital Media advertising and also for advanced studies in these areas.
- The students will be able to exhibit knowledge of various types of media including traditional and digital media and be equipped with essential communication skills.
- Students gain knowledge and expertise in handling real-world situations
- The learner will have acquired competency and skills for increased employability in the media sector and be a socially responsible media professional.
- Students develop an understanding of diversity and cultural perspectives in local, regional, global media and society.
- Learners can excel in different aspects of advertising like advertising copy, storyboard writing and scripting for ads, advertising design etc.
- Students will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.