

## TESTIMONIAL



“

The media course at Jain (Deemed-to-be University) gave me hands on experience in the mass media field. We learnt not only about the different media we could build our careers in, but also the way in which we could influence the thoughts and working of the society. The teachings instilled in me the zeal to use communication via mass media to create a tech savvy future for all. The knowledge imparted has created in us a quest to learn more and also apply our knowledge in the practical world.

”

- Rathin Sreenivas (Batch 2018)



## INDUSTRY INTERFACE

Bridging the gap between industry & academics is one of the mottos of the department. Frequent interaction with professionals and leading media organizations shapes our students to become successful media professionals. Through on-site training, live projects, workshops by professionals, media lecture series, internships we make sure each student will acquire the professional and academic skills to meet the industry needs and requirements.

## PLACEMENTS

In addition to the traditional way of building industry connect the department focuses to create a strong bond between major media houses across the industry which will lead students to placements. Our students are placed at leading media companies.

## SOME OF THE GLOBAL RECRUITERS



### Admissions Office

#### JGI Knowledge Campus

# 44/4, District Fund Road

Jayanagar 9<sup>th</sup> Block

Bangalore - 560 069

P +91 80 4665 0100

E enquiry.ug@jainuniversity.ac.in

### Study Campus

#### Jain (Deemed-to-be University)

#### Center for Management Studies

# 133, Lalbagh Road

Bangalore - 560 027

P +91 80 4343 0200 / 201 / 202

E info@cms.ac.in

W www.cms.ac.in



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CENTER FOR  
MANAGEMENT  
STUDIES



#InspireImpact

# BA

## Journalism and Mass Communication

“Understanding reportage in a  
globalized age”

Awarded **Graded Autonomy** by  
University Grants Commission

www.cms.in

ABOUT JAIN (DEEMED-TO-BE UNIVERSITY)

Established with an aim to provide quality education with entrepreneurial development, Jain (Deemed-to-be University) is an intellectual destination that draws inspired students from more than 38 countries to India’s Silicon Valley - Bengaluru. Spread across five campuses, the University has been consistently ranked among the top private universities in India by India Today Nielsen Best Universities Survey. Over the last ten years, the University has made conscious and concerted efforts to build on its strengths and consolidate its achievements. From academic discoveries to athletic records, from artistic creations to scientific breakthroughs, students are defining Jain (Deemed-to-be University)’s success in many different ways.

ABOUT DEPARTMENT OF MEDIA STUDIES - CMS

The Department of Media Studies an integral part of Jain (Deemed-to-be University), Center for Management Studies offers an entrée into the ever-evolving world of global media and a dream university experience that merges the best of both worlds-academics and media. We offer UG and PG Programs. Here, students learn to understand, interpret and resolve issues that drive and change the media world. In syllabi and in real-time training, students address local and global challenges in media and business and are empowered to become next generation leaders in media. They also leverage our potential in networking professional relationships with industry and enjoy the benefits of our international footprint across nations and media related problems. It helps to create media professionals with contemporary skills, no matter what dreams they choose to pursue.

ABOUT THE PROGRAM

The BA - Journalism & Mass Communication Program offers contemporary training and hands-on experience with the industry in all major media genres. Professional training and excellent internships make students ready for successful careers across the fields of print and broadcast journalism, media management, content management, digital media, media law & ethics, public relation & advertising. This media program offers students focus and flexibility across multiple platforms preparing them for the future.

Program Code	001B
Course Code	1B01
Duration	3 years, 6 semesters

Eligibility Criteria to Apply

Pre-university / SYJC / 12<sup>th</sup> Std / CBSE / ISC in any discipline with minimum 60% marks.  
IB - Minimum 24 points

WHY CHOOSE BA - JOURNALISM AND MASS COMMUNICATION

- Contemporary tailor-made media programs meeting industry requirements constantly
- Enthusiastic well-qualified faculty
- In house radio studio and access to community radio station
- Certificate program in TV news production
- State-of-the-art video editing studio
- Micro seminars with media professionals
- Assured placement for successful students with top media houses in TV, Radio, Print, Advertising, PR and Digital Media

VALUE ADDED PROGRAMS

- Photography
- Special Program in Advertising & Public Relation
- Certificate Program in VR & 360 Video Production
- Training in Mobile Journalism
- Advance Digital Film Making

INTERNATIONAL COLLABORATION

Exchange program with HMKW University of Applied Sciences, Cologne, Germany for training in radio and television production.

