

MEDIA AND COMMUNICATION

AUN-QA version 4.0

SHARE

AREA OF STUDIES

The Media and Communication program provides students with a strong foundation in media theory, creative production, and strategic communication. Designed to meet the demands of today's dynamic media landscape, the program blends conceptual understanding with practical skills in storytelling, branding, audience engagement, and multi-platform content creation.

Courses emphasize critical thinking, ethical responsibility, and fact-based communication, enabling students to craft accurate, research-driven messages across various formats. The curriculum fosters a deep understanding of how media operates within social, political, and cultural contexts, while also developing students' ability to communicate clearly and responsibly in the digital age.



CAREER OPPORTUNITIES

1. Digital Content Creator, YouTuber, Influencer, Documentary Maker
2. Film Producer, Director, Actor, Cinematographer
3. Social Media or Brand Strategist
4. Event Manager, IMC Campaign Planner
5. PR and Corporate Communication Officer, Media Analyst

Tracks:

The program offers students two distinct tracks, allowing them to choose from one of the following:

Track I: Content Creation — Focuses on narrative and visual storytelling for fiction and non-fiction media, including short films and documentaries.

Track II: Integrated Media Communication — Emphasizes strategic planning, branding, and cross-platform campaign development