

Registration Link: <https://forms.gle/GTug3wtmyR2r7pjz9>

Certificate Course in Mass Media

Credits	Duration	Eligibility	Pre-requisite of the course	Credit Distribution		
				Lecture	Tutorial	Practice
4	15 Weeks/ 60 Hours	12 th /Higher Secondary/ Equivalent	Nil	2	1	1

Course Credit and Hours:

Course Credit: 4-Credit Course completed in 60 hours of study.

Course Mode:

This course shall be offered in online & offline/blended format.

Classes will be held in the afternoon/ evening.

Course Fee: Rs.10000 or \$150 USD

Pedagogy and Examination:

Assessment Integrated Pedagogy will be followed for each unit. Each unit consist assessment, worksheet and assignments.

Course Assessment Criteria will be 40% Term End exam + 30% Mid Term Exam + 30% Internal Assessment (Worksheets/ Assignments/ Fortnightly Test/ Projects)

Passing criteria:

Learners need to score a minimum of 50% to qualify for the certificate.

Learning Outcomes:

By the end of the course, the learners' will be equipped with the knowledge and skills on:

1. Mass Communication & Journalism, Ethics and Media Laws.
2. Media Literacy and Various types of Media Journalism.
3. Information Communication Technologies (ICTs), including digital and media literacy and competencies.
4. Reporting & Editing.
5. New Media Journalism.
6. Interpersonal and Networking skills.
7. Establish teamwork to achieve set goals.
8. Digital Marketing.

For any query/ question or support please write us to pdp@icert.org.in or contact to course convenor.