

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

Advance Diploma Course in Mass Media

Credits	Duration	Eligibility	Pre-requisite of the course	Credit Distribution		
				Lecture	Tutorial	Practice
4	20 Weeks/ 80 Hours	12 th /Higher Secondary/ Equivalent	Diploma Course in Mass Media	2	1	1

Course Credit and Hours:

Course Credit: 4-Credit/ 8 CE Credit Units. The Course will be completed in 80 hours of study.

Total credit hours after completion of Advance Diploma 220= 60 Credit Hours Certificate+80 Credit Hours Diploma+80 Credit Hours Advance Diploma

Course Mode:

This course shall be offered in online & offline/blended format. Classes will be held in the afternoon/ evening.

Course Fee: Rs.12000 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/ GD)

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 skill on:

1. Communication Theories Concepts and Process.
2. Advertising: Principles, Concepts and Management
3. Media Planning
4. Digital PR and Corporate Communication
5. Creativity and Campaign Planning.
6. Concepts and Applications of New Media.
7. Production Techniques & Methods
8. Advertising, Marketing, PR and Communication Research
9. Fact Checking and Verification
10. Multimedia Content Creation
11. Emerging Technologies and Digital Marketing.
12. Art of Interview

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