



**CHANDIGARH
UNIVERSITY**

Discover. Learn. Empower

**NAAC
GRADE A+**

Accredited University



CHANDIGARH UNIVERSITY WORK-LINKED DEGREE PROGRAMS:

**A GATEWAY TO LEARNING, WORKING
AND EARNING AT THE SAME TIME**

About the university



Chandigarh University (CU) is a well-known name in Indian education, recognized for delivering excellence in academics, research, and placements. CU has redefined higher education with a unique academic model, unparalleled industry collaborations, and a focus on experiential learning. It is backed by modern infrastructure, international partnerships, and outstanding facilities that ensure students graduate career-ready.

About Chandigarh University's Work-Linked Degree Programs

CU's Work-Linked Degree Programs combine classroom learning with real-world industry experience, preparing students for successful careers. These programs are tailored to bridge the gap between education and employment by immersing students in practical work environments while they complete their degrees.

Accreditations



NAAC ACCREDITED **GRADE A+**

RANKED 27TH BY NIRF
AMONGST TOP UNIVERSITIES
IN INDIA

Why Choose CU?



**UGC-approved
& industry-
recognized**

**Earn while
you learn**



**Expert faculty &
Industry Mentors**

**Placement
Assistance**



500

Fortune Global

Plethora of
Global Fortune
MNC's awaiting
you

500

Fortune India

Earn best placement
packages within
Country's
top industries

1.7 CR

Placements

Highest International
Package Offered

120+

Startups

Entrepreneurship
projects
registered
successfully

1200+

Patents

Claiming accolades
with 1200+
successful patents

Work-Linked

Degree Programs
entitled by UGC



Work-Linked Bachelor of Arts - Journalism & Mass Communication

The BA in Journalism & Mass Communication is an undergraduate program for aspiring media professionals. Delivered in a work-linked format, it equips students with both theoretical knowledge and practical skills, preparing them for dynamic roles in media and communication. The curriculum focuses on foundational media technologies and creative content development, opening career pathways in fields like advertising, event management, and broadcast journalism.

Duration: 3 Years

Eligibility: 10+2 with at least 50% marks in aggregate or its equivalent examination in any stream conducted by a recognized Board / University / Council in the aggregate OR 45% marks in 10+2 in any stream with at least 55% in English as the subject.

Course Structure

Semester 1

Introduction to Mass Communication	Media and Society
National & International Issues & Affairs	Universal Human Values, Ethics and Life
Fundamentals of Print Media	

Semester 2

Mass Media Industry & Management	Mobile Journalism
Media Laws & Ethics	Communication Skills
Interview Principles & Practices	

Semester 3

Fundamentals of TV Journalism	Environmentals Science, Waste & Disaster Management
Fundamentals of Radio Journalism	Universal Human Values, Ethics and Life Skills-2
Development Communication	

Semester 4

Fundamentals of Public Relations	Media Literacy
Fundamentals of Advertising	Entrepreneurship
Digital Media	

Semester 5

Media Research	Social Media Content & Marketing
Investigation Journalism	Creative Advertising
Print Design & Visualization	

Semester 6

Cultural Communication	Integrated Marketing Communication
Dynamics of Newsroom	Capstone Project

Fee Structure

Admission Fee: INR 1000

Bachelor of Arts - Journalism & Mass Communication	SEM 1	SEM 2	SEM 3	SEM 4	SEM 5	SEM 6
Course Fee	₹20,834/-	₹20,834/-	₹20,834/-	₹20,834/-	₹20,834/-	₹20,834/-
Annual Fee	₹41,667/-		₹41,667/-		₹41,667/-	
Total	₹1,25,000/-					



Learn From the Best - Anytime, Anywhere!



For More Information:

 wlp-cu.com

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