



**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 MA - Journalism & Mass Communication

The MA Journalism & Mass Communication Work-Linked Degree Program offers a unique blend of academic rigor and practical experience, designed for aspiring media professionals who want to excel in the dynamic world of journalism and mass communication. This program integrates theoretical knowledge with hands-on industry exposure, enabling students to master the art of storytelling, public communication, and media production.

Duration: 2 Years

Eligibility: Bachelor's Degree with at least 50% Marks in aggregate or its equivalent from a recognized board/University.

For students having no Mathematics background compulsory 3 credit bridge course will be offered by the university.

Course Structure

Semester 1

Introduction to Mass Media, Industry & Management	Print Journalism
Communication Theories & Models	Professional Communication
National & International Issues and Affairs	

Semester 2

Broadcast Journalism	Digital Media
Fundamentals of Advertising	Corporate Communication & Reputation Management
Fundamentals of Public Relations	

Semester 3

Media Laws & Ethics	Transmedia Storytelling
Communication Research	Radio Programming & Production
Mobile Journalism	Television Programming & Production

Semester 4

Digital Advertising & PR Strategies	Social Media Content & Marketing
Investigative Journalism	Capstone Project

Fee Structure

Admission Fee: INR 1000

MA - Journalism & Mass Communication	SEM 1	SEM 2	SEM 3	SEM 4	SEM 5	SEM 6
Course Fee	₹22,500/-	₹22,500/-	₹22,500/-	₹22,500/-	₹22,500/-	₹22,500/-
Annual Fee	₹45,000/-		₹45,000/-		₹45,000/-	
Total	₹90,000/-					



Learn From the Best - Anytime, Anywhere!



For More Information:

 wlp-cu.com/

|  08045883579