



**IMS
NOIDA**

PROGRAM OUTCOMES M.A. JOURNALISM & MASS COMMUNICATION

PO1: Advanced Research and Analytical Skills:

- Graduates will be **equipped** with advanced research methodologies and analytical tools to **conduct** in-depth studies in communication and media. They will **design** and **execute** research projects that **contribute** to the academic and practical understanding of media and communication processes.

PO2: Leadership and Innovation in Media:

- Graduates will **demonstrate** leadership and innovation in the media industry, **managing** media organizations and **creating** strategic communication plans. They will **leverage** new media technologies to **develop** innovative content and communication strategies, **driving** change and progress in the media landscape.

PO3: Strategic Communication Skills:

- Graduates will **excel** in strategic communication, **designing** and **implementing** comprehensive communication plans for various organizations. They will be **adept** at crisis communication, public relations, and corporate communication, **ensuring** effective and persuasive messaging in diverse contexts.

PO4: Global Perspective and Adaptability:

- Graduates will **possess** a global perspective on media and communication, **understanding** international media systems and practices. They will be **adaptable** professionals, **capable** of working in various cultural and organizational environments and **addressing** global media challenges with innovative solutions.