



Rayat Shikshan Sanstha's

Mahatma Phule Mahavidyalaya, Pimpri, Pune

Reaccredited with 'A' Grade by NAAC/ DST-FIST funded /An ISO 9001:2015 Certified College

Affiliated to Savitribai Phule Pune University, Pune (PU/PN/ACS/053)

Department of Mass Communication (B.Voc)

Program outcomes

Name of the Program	Program outcome
Mass Communication (B.Voc)	<ul style="list-style-type: none">• POs 1: Demonstrate an understanding of mass media communication values including timeliness, impact, and storytelling ability as portrayed in written, visual and spoken formats.• POs 2: Learn and apply Audio- Video skills and media management principles to excel in professional career in the field of Mass Communication.• POs 3: Exhibit professional ethics, Media regulations and communication skills, engage in lifelong learning and to adapt emerging technologies and developing creative solutions for target audience.• POs 4: Develop and use original content for different media formats, including written, visual, radio, internet, and apps.• POs 5: Ability to understand the concepts of key areas in Mass Communication.• POs 6: To apply the objectivity and critical thinking for communicating to masses through a variety of mediums such as Short Films, Documentary Films, Television, Advertising and PR Campaign, Event Management, Broadcast Journalism and New Media.• POs7: To impart the knowledge of Mass communication & Journalism covering wide areas of studies.• POs8: To empower learners by communication, professional and life skills.• POs9: To imbibe the culture of research, innovation, entrepreneurship and incubation.• POs10: Create awareness to become an enlightened citizen as well as a dynamic professional with commitment to deliver one's responsibilities strictly adhering to highest standard of ethics and professionalism.• POs11: The program focuses on in-depth knowledge practical and theoretical aspects of Video Production.• POs 12: The program is designed to create awareness among the students about Brand management.

Program Specific outcomes

Name of the Program	Program Specific outcome
Mass Communication (B.Voc)	<ul style="list-style-type: none"> • Understanding the fundamental relations between society, culture and communication. • Provide advanced knowledge on communication theories and models. • Introduce students to the practical arena of exploring the potential of communication tools to become an able communicator. • To develop the learner into competent and efficient Media & Entertainment Industry ready professionals • To inculcate professional ethics, values of Indian and global culture. • To prepare socially responsible media Professional, media academicians, researchers, professionals with global vision. • The students will be able to write specialized stories for various media. • The students will understand the importance of media research and Advertising. • The students will be able to make specialized Audio Video Programmes for various media. • The students will learn to use Public Relation tools like Press release, news writing etc • An ability to develop professional skills and use in the field of print media, electronic media and development communication • To develop the learner into competent and efficient Media & Entertainment Industry ready professionals.