

**ST. JOSEPH'S COLLEGE, DEVAGIRI, CALICUT  
(AUTONOMOUS)**



**UNDER GRADUATE DEGREE PROGRAMME**

**ST. JOSEPH'S CHOICE BASED CREDIT SEMESTER SYSTEM  
(SJCBCSSUG)**

**BACHELOR OF ARTS  
IN  
MASS COMMUNICATION & JOURNALISM  
(CORE, OPEN & COMPLEMENTARY COURSES)**

**Programme Outcome**  
(2019Admn Onwards)

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<b>POs</b>	<b>PROGRAMME OUTCOMES</b>
PO1	Attain an understanding of the different streams of communication
PO2	Acquire the skills to write news and features for different media including new media
PO3	Master the ability to plan, develop and execute advertising ideas and copies
PO4	Gain a good understanding of the scope of public relations as well as corporate communication
PO5	Critically differentiate between publicity, advertising and public relations
PO6	Acquire a better understanding of cinema with a focus on Indian and Malayalam cinema
PO7	Develop a research aptitude for a deeper understanding of mass communication