

#Inventingthefuture



## Bachelor of Science in Media and Digital Communication

### About the Programme

This programme is designed to prepare students for the fast-evolving world of digital media, communication, and content creation. The curriculum entails emerging digital communication tools and platforms, covering areas such as digital storytelling, social media strategy, multimedia production, public relations, advertising, branding, media ethics, and communication theory. Students gain hands-on experience in creating content for digital platforms, managing online communities, and analysing media trends.

### Entry Requirements

KCSE certificate with a minimum aggregate of C+ (plus) with a minimum of C+ (plus) in English or Kiswahili or its equivalent, or a Diploma from a recognised institution.

#### Intake

January, May, September

#### Mode of Delivery

Both Physical and Online

#### Duration

4 Years (8 Semesters)

#### Career Opportunities

- Television News Reporter
- Radio News Reporter
- Brand Manager
- Public Relations Manager
- Print Media Reporter
- Photojournalist
- Communications Manager
- Media Entrepreneur

**Apply Today**



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Zetech Digital School