



# Building a Future in Media and Communication?

India is rapidly growing in terms of Media and Communication. In recent years, the digitalization of content creation and consumption has revolutionized the country's media industry, and India is at the top in providing a future in media. In this ever-evolving landscape, SCMC is a dynamic institute that sets careers for Media Management and Mass Communication after 12th and nurtures and develops content creators and creative business leaders.

## Benefits of Making Future in Media

- **Dynamic and creative work environment:** The Media Industry promotes a culture of innovation and creativity. Students are motivated to think outside the box and challenge traditional media paradigms.
- **High demand and growth potential:** The Media Industry provides significant growth potential through rapid Digital Transformation, expanding media landscapes through streaming podcasts and ensuring global reach.
- **Influence and Impact:** Media experts influence public opinion reporters by presenting information, analyzing events, and presenting different points of view to the public.

Media experts take public opinion through ethical reporting and make informed decisions based on fact-based information.

SCMC has helped the students improve their communication and influential skills to become future media professionals.

## Which path should you choose: a BA in Mass Communication or a BBA in Media Management?

### BA Mass Communication

The critical areas of study include in Law and Ethics, Visual Communication, Digital Production, Media Research and Analysis, Public Relations, and TV and Radio Reporting, which provide dynamic career opportunities. The opportunities include Journalists, News Reporters, Content Writers, Media Planners, etc.

## BBA Media Management

The critical areas of study include Media Management, Journalism, Mass Communication, Digital Media Production, Public Relations, Marketing and Advertising, and Visual Communication, which provide dynamic opportunities for Brand Managers, Social Media Managers, PR Specialists, Media Managers, etc.

Thus, the BA program in Mass Communication provides business and management aspects of the media industry. In contrast, the [BBA in Media Management](#) prepares students from a marketing and communication perspective.

## Role of SCMC in making student career

SCMC helped students build strong relationships with leading media companies, providing students with internships and placements at some of the industry's top companies.

Teamwork, extra-curricular activities and providing corporate opportunities lead to careers in [journalism and mass communication courses after 12th](#).

To summarize, As the Media Industry continues to evolve, Symbiosis Centre for Media and Communication remains the leader in shaping the next generation of media professionals and driving innovation.