



Department of School Education

Sheet No.119

Career of the Day Friday

Media Manager

Date 18/03/2022

What is it really?

Media Managers can have two types of roles. They may either be involved in managing the production of television or radio shows such as a television series, news show, live sports, press conference etc. or they may get involved in selling commercial spots on television shows or radio shows (spots means amount of time such as 20 seconds of advertising on a TV channel or a radio jingle for 10 seconds) to potential advertisers and sponsors. They may also sell other advertising opportunities such as mention of an advertiser's products by the RJ.

Pathway 1

1. Class 10th with all subjects as per scheme of studies
2. +2 in any stream
3. Bachelor's degree in English or any other subject
4. Master's degree in Mass Communication or Mass Media

Pathway 2

1. Class 10th with all subjects as per scheme of studies
2. +2 in English along with other subjects
3. Bachelor's degree in Mass Communication or Mass Media
- Master's degree in Mass Communication or Mass Media

Colleges/Universities

1. Punjab University, Chandigarh
2. Punjabi University, Patiala
3. Guru Nanak Dev University, Amritsar
3. MCM DAV College for Women Chandigarh
4. Punjab Agricultural University, Ludhiana
5. Khalsa College for Women, Ludhiana

For details contact School Counsellor or visit Punjab Career Portal
<http://punjabcareerportal.com> and Mashaal Website:-
User ID: Student's E-Punjab ID <http://mashaal.ssapunjab.com>
Password: 123456

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Mon- Sciences, Tuesday- Emerging Career, Wednesday- Arts, Thursday- Commerce
Friday- Sports, Saturday- Entrepreneurship/Vocational/ NSQF/ Employment Generation