



VIDYALANKAR INSTITUTE FOR
INTERNATIONAL EDUCATION

Bachelors of Arts in Mass Communication

Thompson River University, CANADA

Based in Kamloops, British Columbia, TRU is a leading destination in Canada for international students. International enrolment now exceeds 3,500 students per semester, with students coming from 100+ countries and regions worldwide. In addition, the university is engaged in 60 bilateral student exchange agreements with partner institutions around the world. TRU is also a member of the Washington, DC-based International Student Exchange Program (ISEP). Through ISEP, TRU students are also able to take advantage of more than 200 exchange opportunities around the world.

Bachelors of Arts in Mass Communication

This stream covers the practical and commercial application of communication. If you have business, tourism, entrepreneurial and public service ambitions, this program will show you how communication can enhance your business practices. Close ties with the Tourism and Business faculties offer the benefit of preparing you for a wide variety of business and event planning situations. This program offers graduates a background in communication history and theory, a wide reservoir of meaning-making skills (image-based, language-based, etc.), marketing knowledge and event planning. The communication courses offer training in strategies of communication design and the application of theory through pragmatic application. Public relations graduates should be well-rounded professional communicators who are prepared to enter the public or private sectors.

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**THOMPSON
RIVERS
UNIVERSITY**



Post-Graduation Work
Permit Eligible Programs



Work While Studying



Accommodations
Available

Duration

4 Years - 2 Years at Vidyalankar
& 2 Years at Thompson River
University (Canada).

Majors

Communications

You Graduate with

Bachelors of Arts in Mass
Communication Degree from
Thompson River University.





VIDYALANKAR INSTITUTE FOR INTERNATIONAL EDUCATION

Eligibility

- ✓ Std. XII – HSC / CBSE / A – levels / IB-Diploma or its equivalent in Science with Mathematics as one of the subjects
- ✓ Proficiency in English

Fees

2 years with Vidyalankar, India and 2 years with Thompson River University.

Tuition Fees	1 st Year	Rs. 3,75,000
	2 nd Year	Rs. 3,75,000
	3 rd Year	CAD \$19,604
	4 th Year	CAD \$19,604

*Fees are indicative & may change as per university regulations



Excellent Career Opportunities

- Students choose to focus on either public relations or new media studies. Study and practice from multiple perspectives: processes, production, composition, design, broadcasting, policy / law, criticism and critique.
- Potential career areas include business, advertising, radio and television, public relations, government, health care and social services

Transfer requirements

- Students must successfully complete four semesters of the BMS programme in VSIT with 64.5 credit hours of coursework and a minimum average of 55% or cumulative Grade Point Average of 2.0.
- Students must satisfy the requirements of the General Education Courses.
- A minimum TOEFL score of 80 or equivalent.
- IELTS score 6.5 with no band less than 6.0



Work While Studying

up to 20 hours per week on-campus and off-campus.

Stay Back

Study, work and live in Canada

**» ARE YOU
READY
TO GET
STARTED?**

For Program Information Contact :

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