

September 7, 2012 Guests:

Caribbean Institute of Media and Communications (Senior Lecturer, Dr. Canute James)

University of Technology (Senior Lecturer & Department Head, Mrs. Nova Gordon-Bell)

Principals of institutions that offer media programmes/degrees have been invited to media head meetings to give an insight on their curriculum. CARIMAC and UTECH were invited to the September meeting.

CARIMAC has introduced an under-graduate degree in Integrated Marketing Communications which covers, inter alia, public relations, social marketing, advertising and economics. Programmes were revisited to ensure that graduates were more competent and marketable and were knowledgeable in digital media productions. Post-graduate degrees included Communications for Social Media Change and also Communication Studies. Short courses as well as courses specifically for media workers are also on the curriculum.

The introduction of the media programme, B.A. in Communications, Arts and Technology was new to UTECH. Written and oral communication, photography, designing, production, fundamentals of journalism and Legal and Ethical Skills in Media and Communications were some of the subjects covered over the first 2 years. Emphasis was placed on self-directed and problem-based learning over the 3rd and 4th years. Media Practitioners are invited to make presentations. Short courses are also offered.