

Master of Communication and Media

Learn to communicate target-oriented information in the right language, design, and media!

THE FIELD COMMUNICATION AND MEDIA

Communication and Media is a young, interdisciplinary field, also known as Technical Communication. It has experienced an **enormous upswing** over the past 30 years, aiming to understand user needs, manage information efficiently, and create targeted content.

Pwani University is the first in Kenya to offer a master's programme in this innovative discipline.



SUITABLE DEGREE PROGRAMMES FOR MCM

Students of any degree programme can apply for the Masters in Communication and Media. You can deepen your skills in your subject area in relation to communication and specialise in it.

CONTACT INFORMATION

✉ Ms. Edith Miano
info@mcmstudy.org

📍 Pwani University
P.O. Box 195-80108
Mombasa - Malindi Highway
Kilifi County, Kenya

COMPETENCES

The Masters in Communication and Media features competences in the following fields:

- Technology and Media
- Social Media
- Intercultural Communication
- Visualisation
- Languages (English, Kiswahili, German)
- Computer Science
- Information Architecture

CAREER PROSPECTS

A master's degree in Communication and Media offers diverse career prospects.

Graduates can pursue lucrative job opportunities in roles such as:

- Technical Writer
- Information Architect/Manager
- Content/Social Media Manager
- Terminologist
- Translation Manager
- UX Designer
- Knowledge Manager



🌐 mcmstudy.org

📘 Communication and Media

🌐 Communication and Media

📷 mcm.studyprogramme

Master of Communication and Media

CALL FOR APPLICATIONS

You are interested in learning how to turn complex information into clear, user-friendly content across media and technologies?

Apply for this interdisciplinary Master's and gain in-demand skills in information design, AI-driven communication, and content management to meet the needs of a global, digital world.

Admission Requirements

Hold a Bachelor's degree from Pwani University or a recognized university in any discipline such as the Arts, the Sciences, STEM and Education, with a minimum of a SecondClass Honours Upper Division.

OR

Hold a Bachelor's degree from Pwani University or from a recognized institution in any discipline in Arts, the Sciences, STEM and Education with a minimum of a Second-Class Lower Division or its equivalent PLUS additional relevant training, evidence of research capabilities (either through research/ paper presentations/peer reviewed publications) and a mini-mum of two (2) years of work experience in the related fields.

Application Fees

East Africans: KES 3,000.00

Non-East Africans: KES 4,000.00

Total Fees per year

East Africans: KES 105,400.00

Non-East Africans: KES 105,400.00

Note that the application fee must be paid via M-PESA:

Ecitizen Paybill no: 222222

Account no: PMISC-APP-Name of applicant

For more enquiries about admissions, contact: registrar-acad@pu.ac.ke.



MCM

Masters in Communication and Media

<https://mcmstudy.org>

SPONSORED BY THE



Deutscher Akademischer Austauschdienst
German Academic Exchange Service