



SCHOOL OF LANGUAGE, MEDIA & COMMUNICATION

Training Diploma in Journalism & Mass Communication

www.cucgh.com



**CUNNINGHAM
UNIVERSITY COLLEGE
GHANA, CUCGH**
Knowledge, Innovation, Impact
Gnósi, Kainotomía, Epídrasi



About Cunningham University College Ghana (CUCGH)

CUNNINGHAM UNIVERSITY COLLEGE GHANA (CUCGH) is a dynamic private higher education institution located in Kasoa, Central Region, Ghana. Operating under the FAFALI GROUP, CUCGH is committed to delivering accessible, innovative, and globally relevant education tailored to meet the evolving needs of students in Ghana and the broader West African region.

CUCGH offers a diverse range of undergraduate and postgraduate programs designed to equip students with practical skills and theoretical knowledge. The curriculum emphasizes flexibility and accessibility, catering to both traditional students and working professionals. Postgraduate courses are typically delivered through weekend sessions, while undergraduate programs offer flexible scheduling to accommodate various learning needs.

In pursuit of academic excellence and international exposure, CUCGH collaborates with esteemed institutions such as Arden University, Success Point University, ISB Institute, Demontfort University, Westford University, Curtins University, Demont Institute Of Management and Technology, and ASTI Group of Institutions. These partnerships enable CUCGH to offer online programs supported by on-campus resources, allowing students to benefit from global curricula while receiving local academic support.



Situated in Kasoa, CUCGH's campus provides a conducive learning environment equipped with modern facilities, including computer labs, internet access, and spaces for tutorials and academic support. The institution is dedicated to fostering a community that encourages innovation, critical thinking, and practical application of knowledge.

The driving force behind Cunningham University College Ghana (CUCGH) is its visionary FOUNDERS, Mercy & Peter —trailblazing entrepreneurs, global education advocates, and celebrated leaders. Since founding the FAFALI GROUP in 2020, Mercy and Peter have been on a relentless mission to bridge the gap between African talent and global opportunities. Mercy is the recipient of the Best Young Female Entrepreneur Award in Dubai (2023) and was recognized as the Women Empowerment Candidate in Educational Development (2024). Under her leadership, while Peter was awarded the best international education executive by Manipal university in 2022

FAFALI GROUP has empowered hundreds of students, especially young women, through scholarships, mentorships, and academic pathways. Mercy & Peter's journey from Ghana to global impact is a story of resilience, innovation, and heart. They continue to inspire change with their strong belief that "education is not just a privilege—it is a passport to a better world."

CUCGH's mission is to empower students through education that combines knowledge acquisition, innovative thinking, and impactful application. The institution envisions producing graduates who are not only academically proficient but also capable of driving positive change in their communities and industries.

About ISB, Dubai

ISB Institute - Dubai, a premier vocational and training institute dedicated to providing quality education and training. Our institute offers a wide range of courses designed to equip students with the skills and knowledge needed to excel in their chosen field. With experienced faculty and state-of-the-art facilities, we strive to create a conducive learning environment that fosters growth and development. Whether you are a recent graduate or a working professional looking to enhance your skills, ISB Dubai is the perfect place to start your journey towards a successful career. Contact us today to learn more!





About the Training Diploma in Journalism & Mass Communication

The Training Diploma in Journalism & Mass Communication at CUNNINGHAM UNIVERSITY COLLEGE SCHOOL OF LANGUAGE, MEDIA & COMMUNICATION is a professionally crafted short program designed to empower aspiring journalists, media professionals, and content creators with practical and relevant skills for the modern media landscape.

This 6 months diploma blends instructor-led learning with self-paced modules, offering participants a flexible and interactive experience. From mastering the art of news writing and ethical reporting to exploring the latest trends in social media, digital storytelling, and multimedia production, this course prepares you to navigate the dynamic world of media with confidence.

Whether you're just beginning your journey in journalism or seeking to sharpen your communication skills, this training provides a strong foundation in both traditional practices and emerging digital tools.

Upon successful participation, you'll receive a Certificate of Completion, recognizing your commitment to professional growth in the fields of journalism and mass communication.

Who Should Enroll?

This course is ideal for:

- ✓ Journalists & Media Professionals
- ✓ Students of Communication & Mass Media
- ✓ Bloggers, Vloggers, & Content Creators
- ✓ PR & Corporate Communication Officers

Learning Outcomes

By the end of this program, participants will:

- Master the fundamental principles of journalism & ethical reporting
- Gain hands-on skills in news writing, digital storytelling & broadcasting
- Build awareness in social media strategies, PR, and misinformation detection
- Learn multimedia tools for content creation (podcasting, vlogging, mobile journalism)
- Understand global media trends and freelancing opportunities



MODULE

Instructor-Led Sessions

Session 1:

FOUNDATIONS OF JOURNALISM & MEDIA ETHICS

Role Of Journalism In Society
Principles: Truth, Fairness, Accuracy, Independence
Media Law & Press Freedom
Ethical Dilemmas And Real-world Case Studies

Session 2:

NEWS WRITING & REPORTING TECHNIQUES

The 5ws And H Of Journalism
Headlines, Leads & Storytelling Structure
Interviewing Techniques & Source Verification
Writing For Print Vs. Online

Session 3:

BROADCAST & DIGITAL MEDIA JOURNALISM

Tv & Radio Reporting Basics
Voice Training And Visual Storytelling
Mobile Journalism (mojo) Techniques
Podcasting & Vlogging Essentials



Session 4:

MEDIA IN THE DIGITAL AGE & SOCIAL MEDIA STRATEGIES

Impact of social media on journalism

Fake news, clickbait, and fact-checking

Personal branding for journalists

Audience engagement & ethics in digital spaces



Theoretical -Study Learning Modules

Module 1:

History of Mass Communication
Evolution from traditional to digital media

Module 2:

Feature Writing & Editorials
Crafting features & opinion articles

Module 3:

Photography & Visual Journalism
Photojournalism techniques & ethics

Module 4:

Media Literacy & Fact Checking
Identifying misinformation

Module 5:

Public Relations & Strategic Communication
Understanding PR in the media world

Module 6:

Journalism Career & Freelance Opportunities
Career options & freelance skills



ACCREDITATIONS

International & National Recognition You Can Trust

At **CUNNINGHAM UNIVERSITY COLLEGE SCHOOL OF LANGUAGE, MEDIA & COMMUNICATION**, we take pride in delivering educational excellence backed by trusted accrediting bodies.

☑ ISB All our programs, including the Training Diploma in Journalism & Mass Communication, are internationally accredited by ISB, assuring you of a globally recognized and quality-assured learning experience.

☑ Commission for Technical and Vocational Education and Training (CTVET) – Ghana, Cunningham University College is also officially accredited by CTVET Ghana, the national regulatory authority for technical and vocational training. This ensures that our programs meet national educational standards and offer qualifications that are recognized across Ghana and beyond.

These accreditations validate our commitment to providing relevant, practical, and professional training that equips learners for success in today's fast-paced world of communication and media.

Learn with confidence. Graduate with credibility.



Contact Details



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