



Karunya
DEEMED UNIVERSITY
SOLVING HUMAN PROBLEMS
NAAC Accredited A++



Global Ranking
World University
Rankings 2025
1201-1500 Band
THE

ADMISSIONS 2026

► Testimonial



Being a student in the Division of Media is an incredibly rewarding experience. The Division offers a unique blend of technical expertise in various aspects of media production and digital marketing. This provides students like me, with a comprehensive education and prepares us for diverse career avenues.

What truly stands out about this Division is its emphasis on hands on training and practical applications. From interactive digital marketing projects to producing multimedia content, every day presents new opportunities to explore and create. The combination of theoretical knowledge and practical skills ensures that we graduate with a well-rounded understanding of the technological, artistic and social impact of media.



Joining the Division of Media at Karunya Institute of Technology and Sciences has been one of the best decisions of my life. It has been an incredible journey of learning and self-discovery. The curriculum combines a comprehensive insight in film making, photography and digital marketing. Beyond the classroom, the division offers abundant opportunities for hands on learning: in the studios, production floors and edit suites. The exposure and learning atmosphere enable us to embark on successful careers in the ever-evolving field of Media Production and Digital Marketing.



Scan QR Code to
Start the Admission Process

CONTACT US
Head, Division of Media

Karunya Institute of Technology and Sciences,
Karunya Nagar, Coimbatore - 641 114, Tamil Nadu, India
E-mail: admissions@karunya.edu Web: www.karunya.edu

Tel: 0422 2614850
Toll Free: 1800 88 99 888, 1800 425 4300



Division of Media
B.Sc
Media Production
and Digital Marketing



The Division of Media has designed a program to provide students with specialized training and a comprehensive learning experience that empowers them to become a Media Professional.

The program designed by the Division of Media enables the students to acquire skills and hands-on-experience in Media Production including Animation, Gaming, VFX, Photography, Video Production, Film and Audio Techniques. Moreover, as the media world becomes increasingly Digital, traditional advertising and branding concepts of the Media Industry are being taught with the latest Digital know-how and expertise. Hence Digital Marketing is combined with Media Production. Thus, students will develop skills in social media branding and advertising, SEO, SMO, Google Analytics to create globally relevant content for traditional and new media.

► About Us

The program adopts a unique approach that incorporates both conventional and new media practices, making students industry-ready. The students get a hands-on experience through the live media assignments and in-house productions, which is a unique feature of the program. The faculty members are experts in various fields such as Digital Marketing, AI, Visual Arts and Design, Creative Writing, Digital Photography, Cinematography, TV Production, Audio Engineering, Post-Production, VFX, 2D, and 3D Animation. This program is designed to expand the creativity of students and equip them with the artistic skills necessary for working in the media, digital marketing and entertainment industries.

► About the Program

Career Prospects

- Advertising Agencies
- Animation Industry
- Audio Industry
- Digital Marketing Agencies
- Website Developers
- TV Broadcast Group
- Film Production Houses
- Gaming Industry
- Content Writers
- Research and Academics



► Our Infrastructure



Video Studio with green screen and production grade lighting fixed on grids with robotic control arms.



Colour grading suite with industry standard Blackmagic DaVinci Resolve mini panel - Edit suite with software like Adobe Creative Cloud Suite, (FCP) etc..



Audio studio equipped with industry grade hardware and software - Vocal booth with industry standard microphones like Neumann U87ai, TLM 107, AKG C414 etc..

► Brands We Use



UNDERGRADUATE PROGRAM (3YEARS)
B.Sc MEDIA PRODUCTION & DIGITAL MARKETING

ELIGIBILITY
60% AGGREGATE OF MARKS IN 10 +2 OR EQUIVALENT