



GCU Academic Department Research Centres

SCHOOL OF MEDIA STUDIES, DEPARTMENT OF MEDIA

- ❖ Media Monitoring Research Centre
- ❖ Electronic Media Research Center
- ❖ Public Relation Policy Research Center
- ❖ Crisis Management Center
- ❖ Digital Marketing Research Center
- ❖ Event Management Center
- ❖ Media Management Research center
- ❖ Media Digital Research
- ❖ Corporate Communication Media Center
- ❖ Film Theory Research Center
- ❖ Program Quality Research
- ❖ TV Program Production Research
- ❖ TV Program Viewership Research
- ❖ Social Media Research
- ❖ Film Viewership Research
- ❖ Public Relations Research
- ❖ Media Marketing Research
- ❖ Impact of Advertisement Research
- ❖ Audience Research