

Advertising
TV & Film
Journalism
PR & Events

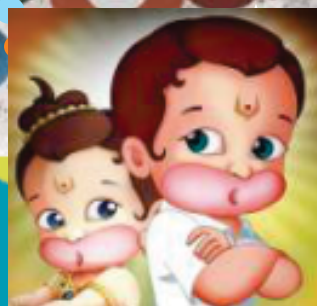
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Join the classes to win the masses!

★ ADVERTISING ★ TV & FILM ★ JOURNALISM ★ PUBLIC RELATIONS & EVENTS ★



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BE DOUBLY EMPOWERED

**SURYADATTA INSTITUTE OF
MASS COMMUNICATION & EVENT MANAGEMENT (SIMCEM)**

• ADVERTISING • TV & FILM • JOURNALISM • PR & EVENTS

PR & Events



The exciting field of Mass Communication offers innumerable lucrative career opportunities. The growth of print and television media in India has been exponential in the recent times, and it is only going to multiply in the coming years. **SCMIT's Suryadatta Institute of Mass Communication & Event Management (SIMCEM)** has been incepted to fill the void of quality media professionals.

UGC Approved Courses offered by SCMIT's SIMCEM

In the field of Media & Mass Communication

Bachelor of Arts in Journalism and Mass Communication (BAJM)

Duration – 3 years

Eligibility – 10+2

For Short Duration Certificate Courses

Contact us at : 020 24325840 / 8956932417

Master of Arts in Journalism and Mass Communication (MAJM)

Duration – 2 years

Eligibility – Graduate in any discipline

MSBVE Approved Certificate Courses offered by SCMIT's SIMCEM for X / XII / Graduation Students & Working Professionals

In the field of Media & Mass Communication

Certificate Course in Mass Communication and Video (Production)

Duration - 6 months

Eligibility - Xth Pass

In the field of Event Management

Certificate Course in Event Management Studies

Duration - 6 months

Eligibility - Xth Pass

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Career Opportunities

Advertising

Advertising field in India is growing exponentially which has astonished many, the world over with some astounding work that has emerged in the recent past. There are around 6000 advertising agencies in India employing around 60,000 professionals, and in the next two years, they are going to need large number of skilled professionals.

- Accounts Manager • Creative Director • Copy Writer • Visualiser
- Production Executive • Market Research Executive • Media Planner

TV & Film

Film industry is projected to grow at a CAGR of 11.6% over the next five years, India makes approximately 900 films per year. There are 364 film studios which employ over 84000 professionals and they will need an additional 20,000 professionals in the next two years.

- Script Writer • Director • Cinematographer • Editor • Actor • Sound Designer
- Production Manager • Executive Producer • Anchor • Publicity Manager

Journalism

Print journalism offers many exciting and lucrative career opportunities. Print media industry in India is projected to grow by 5.6%. New paper publishing is expected to grow at 5.6% for next five years. There are over 3000 news papers in India employing over 80,000 professional in the print media. Over the years print journalism has witnessed major transformation resulting in the demand of highly specialised professionals in the field.

- Reporter / Correspondent • Sub-Editor/Copy Editor • Features Writer • Columnist
- Liner and Stringer • Photo Journalist • Web Journalist • Fashion Journalist • Sports Journalist

PR & Events

In the Public Relations sector, opportunities are many and varied, and not all focused on celebrity status, such as in the areas of mass communication, content development, animation, production and event management.

- Public Relations Officer • Social PR • Content Writer • PR Agency Owner
- Client Servicing Executive • Event Manager • Corp. Communications Manager

Highlights of the BAJM & MAJM Courses

- Preferred by professionals across various organizations in the country
- It helps students to realize dreams of enviable position in the even evolving media industry
- In depth knowledge
- Exposure to national and international methods
- Inculcating new age skills
- Preparing for careers, not for jobs
- Making students wisdom rich

Our Inspirators



Prasoon Joshi
Advertising



Preeti Vyas G.
Advertising



Gajendra Singh
Producer



R. Sardesai
TV Journalist



Barkha Dutt
TV Journalist

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Uniqueness of SIMCEM

- Professional Training
- Extensive Practical Exposure
- Qualified and Experienced Faculty members
- Media Industry Mentors
- Workshops and Seminars
- In House Events
- Interaction with Eminent Personalities
- Interaction with reputed Media Agencies

Advantage @ Suryadatta

- Centrally located in Pune city
- State-of-the-art infrastructure
- Enlightening academic ambience
- Rigorous academic process through regular classroom teaching
- Training by hardcore media professionals
- Library with a wide range of books and CD's
- Regular students performance monitoring
- Personal counseling and motivation
- Field work and projects
- Hands on experience in organizing in-house events
- Cultural programs, Events, Sports Activities to enhance overall personality
- Artistic & creative inputs like dance, singing, painting, acting.

Uniqueness of Suryadatta

- Extensive Industry Interaction
- Innovation and Knowledge Management
- Shaping a complete Human being
- Global Focus
- Value Based Education
- Enabling Sustainable Development

Accolades & Applause

The Suryadatta Group and its Directors are recipients of many prestigious awards, such as:

- Best Integrated Campus
- Entrepreneurship Excellence Award
- Asia Pacific's Most Promising Entrepreneur Award
- International Education Excellence Award
- Gurukul Jyoti Award
- Nisarga Parvavaran Mitra Award
- Swami Vivekananda National Award
- The Rajiv Gandhi Excellence Award



Exclusive Modules on Make over & Presentation Skills

Dress sense and make over

- Role of dressing in enhancing personal skills
- Role of dressing in improving marketing skills
- Dressing etiquettes
- How to create an image
- How to break an image
- Self improvement – a key to success
- How to be what you want to be
- Dressing up for presentations
- Posing out the best
- Applying fashion skills for marketing yourself
- How to follow trends without breaking your image
- Power dressing
- Corporate dressing
- Capsule wardrobe
- Practical makeover

Presentation Skills

Presentation is an integral part of today's modern professions. How much ever the content may be good but unless presented skillfully cannot cast impression. We try to improve presentation skills through various techniques that involve lots of activities and role plays to enhance confidence and improve body language. The module comprises of :

- How to target audience for best results
- Making maximum out of minimum time
- How to prepare short, crisp and precise presentations
- Impressing the audience through best performances
- Understanding psychology of audience