

INFORMATION BROCHURE  
JOURNALISM & MASS COMMUNICATION



**20 Years**  
**Excellence in Education**

**IIMMI**

**INTERNATIONAL INSTITUTE OF MANAGEMENT, MEDIA & IT**  
[www.iimmieducation.com](http://www.iimmieducation.com)



# ABOUT IIMMI

IIMMI strongly believe education today should be viewed in a global perspective. In keeping with the current social scenario and the demands of the industry, we offer a range of courses at both graduate and postgraduate level.

We aim at developing leader-managers grounded in Indian Ethos. We offer an interactive learning experience. Case method, simulation and experiential learning supplemented by concept building lectures, programmed reading, story-telling, meet the mentor-manager, fellowship, and Industry visits are part of pedagogy that the faculties adopt. Also, the faculties bring in a wealth of knowledge and experience from global academia and industry further enriches the teaching-learning process.

What sets us apart from the others is a wholesome blend of experienced faculties with industry experts and quality exposure to corporate life to help develop the next generation of global leaders where you will grow intellectually and creatively, expand your problem-solving capabilities, and become prepared to impact a complex world as the curriculum is designed to give a holistic perspective within the depth industry knowledge.

At IIMMI, our rigorous academic approach also goes beyond developing scholarly knowledge to help you uncover and actualize your passion and vision as it offers a versatile approach to academics which will release you from conventional boundaries. Ultimately, you will forge a unique path that will forever change the way you investigate and create throughout your life.

**IIMMI**



## ENLIGHTENMENTS OF IIMMI

IIMMI is a premier Institution for advance learning and training that creates an environment to impart education in the field of Management, Media & Information Technology relevant to entrepreneurial development in rural and urban India.



**Degree Programmes from  
UGC recognized University**



**The institute is surrounded by  
the Corporate Hub but into  
an institutional Area and  
adequately connected in a  
reach to Metro Routes.**



**Strong faculty led by Industry  
oriented Management, Leading  
corporate professionals,  
visiting faculty with rich  
industry experience**



**Successful career options  
available from  
professional skateboarders  
to companies**



## Degree Programmes From UGC Recognized University

### JOURNALISM & MASS COMMUNICATION

Course	Duration	Eligibility
<b>BJMC* + PDAR**</b> Bachelor in Journalism & Mass Communication	Three Years (Annual Exams.)	10+2 or equivalent examination from Board of Education/ CBSE or any other Recognized Board
<b>PGDJMC* + PGDAR**</b> PG Diploma in Journalism & Mass Communication	One Years (Annual Exams.)	Bachelor's degree in any discipline
<b>MJMC* + PGDAR**</b> Master in Journalism & Mass communication	Two Years (Annual Exams.)	Bachelor's degree in any discipline

**Note: Medium of Instruction and Examination is both English & Hindi**

**\* On due completion of the respective courses students are awarded degree/ diplomas by UGC recognized University.**

**\*\* Autonomous Programmes will be awarded by the institute.**

### IMPERATIVES OF PROGRAMMES AT IIMMI



UGC Recognized University Degrees  
+ Skills oriented Diplomas (Autonomous)  
based on practicable training.



Exposure to attent talk shows  
organized by Aaj Tak, India TV, Zee  
News, NDTV, India Today and many  
more.



Workshop/ Seminars: Value added  
education provides emphases  
on production of news stories, TV  
documentary, Film making, photography,  
Digital Media and etc.



Strong Faculties /Mentors from Aaj Tak,  
Zee Media, ABP News, Economics  
Times, Dainik Jagran and etc which  
comprises of senior Journalists and  
Editors.





# INTRODUCTION TO JOURNALISM AND MASS COMMUNICATION

IIMMI

Mass Media refers to the technology that is intended to reach the mass audience. It is the primary means of communication used to reach the vast majority of the general public. Mass Communication is not limited to journalism only. It covers a wide area including Advertising, Communication and Public Relations. To a great extent, mass media is a modern reality which covers all the aspects of human life. Careers in Journalism and Mass Communication are not only highly paying but also bring in a great deal of job satisfaction and the expression of creativity. Journalism & Mass Communication offers lucrative job prospects, high contacts, name and fame. The course covers electronic media, print media, advertising (all aspects) public relations, corporate communication, media planning and buying, film production, television production, radio programming & production, digital communication, entertainment management, journalism and events in the great details.

## PRINT JOURNALISM

It is a first form of Journalism that explores and covers the events in a printed form to reach or report the considerable audience through newspapers or magazines. It also covers a wide range of specialized sections like political events, business news, cinema, sports, career options, health issues and many others in printed form. From the variety of subjects, one can choose according to their interest and can move ahead in the respective fields.

## ELECTRONIC JOURNALISM

It is the covering, updating and reporting of the events through electronic mediums i.e. by television, radio or online through internet. Electronic journalism is a set of new communication options which has emphasized the entire news industry. It has made possible to reach the audience worldwide instantly through laptops, cell-phones, audio feeds, and lightweight video cameras. This field offers career in Anchoring, Direction, Production, Graphics, Editing, Script Writing etc.

## ANCHORING & REPORTING

This is an on-camera skill, to reach the audience. With the increasing popularity of the broadcast media, the task of news reading and presenting a program has become highly challenging for the anchors and the reporters. The course opens great career opportunities for students to become reporters, producers, television anchors, hosts and media professionals in the top television and satellite channels.





## Vocational Training Academic Programmes

The Institute offers regular Vocational Training academic programmes for personnel to have an emphasis on developing your practical skills and knowledge. The Institute also conducts a large number of specialized certificate courses with a view to contribute better understanding and to meet the professional training that gives its emphasis upon overall grooming and employability skills to enhance their changes required by the corporate for jobs in the industry.

The main objective of Vocational Training academic programmes at the institute is to make the students from different fields aware of emerging trends and techniques that sharpen their expertise according to the industry demands.

### CERTIFICATE COURSES (3/6 Months)

- Computer Applications
- Web Designing
- Computer Programming Language
- English Conversation and Personality Development
- French Language
- Travel and Tourism Management
- Sound Recording And Radio Production
- Still photography
  - News Anchoring
  - Radio Jockeying

### DIPLOMA COURSES

- Professional Diploma in Anchoring & Reporting (PDAR)
- Professional Diploma in International Business (PDIB)
- Professional Diploma in Management & Information Technology (PDMIT)



## Training, Internship & Placement

We at IIMMI feels extremely entitled to have been able to provide manpower resources to drive the country growth engine as:

### Industry recruiters' required:

- To acquire affordable and unique talent for our management pool.
- To add a new valuable teammate to ensure productivity.
- To get specific project managed by right talents in a time frame with quality assurance
- To maximize the long term benefits of the organization with work placement project.

### Our students approaches:

- To develop employability and technical skills for optimum growth.
- To apply talent and life skills at work place to optimize productivity.
- To gain expertise at work place for organizational benefits.
- To enhance post university employment potential.

## OUR STUDENTS ARE PLACED IN ALL THE LEADING NEWS-CHANNELS, NEWSPAPER & MEDIA INDUSTRIES

### Media / Mass Communication

- NDTV
- IBN7
- India TV
- Times of India
- Hindustan Times
- Dainik Jagran
- DD news
- AIR
- NBT
- The Economic Times
- Network 18
- BBC
- ABP News
- ZEE News
- ZEE Sports
- Prabhat Khabar
- Dainik Bhaskar
- And many more...

### IT & Management

- HDFC
- GENPACT
- Aditya Birla Group
- Bajaj Allianz
- Zee Sports
- Apollo Hospital
- Philips
- Wipro
- And many more...





## IIMMians ATTENDING WORKSHOPS AND SEMINARS

To enhance the professional skills and competencies in students, IIMMians are frequently taken for visits at News channels like NDTV, India TV, Aaj Tak, Zee Media, News Nation and etc for talk shows or debate shows and in addition to this value added education from workshops or seminars also give its emphases upon production of news stories, TV documentary, Film making, Photography, Digital Media and etc, which helps students to learn new things apart from classroom studies.



## INTERNATIONAL INSTITUTE OF MANAGEMENT, MEDIA & IT

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