



**COLLEGE OF JOURNALISM AND
MASS COMMUNICATION**

is the passport to the FUTURE

for tomorrow belongs to those
who prepare for it.

Today



MGM UNIVERSITY



MGM University in Aurangabad, established by the revered Mahatma Gandhi Mission Trust, a pioneer with four decades of excellence in education, research and service is now a Self-financed, State Private University, approved by Government of Maharashtra with the passing of MGM University Act 2019 by Maharashtra Legislative Assembly and Legislative Council. Setting a glowing milestone in the higher education history of Marathwada region of Maharashtra, its birth amid the world celebrations of the 150th Birth Anniversary of Mahatma Gandhi, in 2019, marks an auspicious beginning for MGM University. Gandhiji's philosophy and the timeless values that he has taught have been the spirit and the ever-inspiring force of MGM.

MGM University comprises five faculties of academics. The five faculties have been conceived to bring allied disciplines within a broad framework of inclusive entities - Colleges, Institutes, Centers and Gurukul.

The Constituent Institutions of MGM University are as follows :

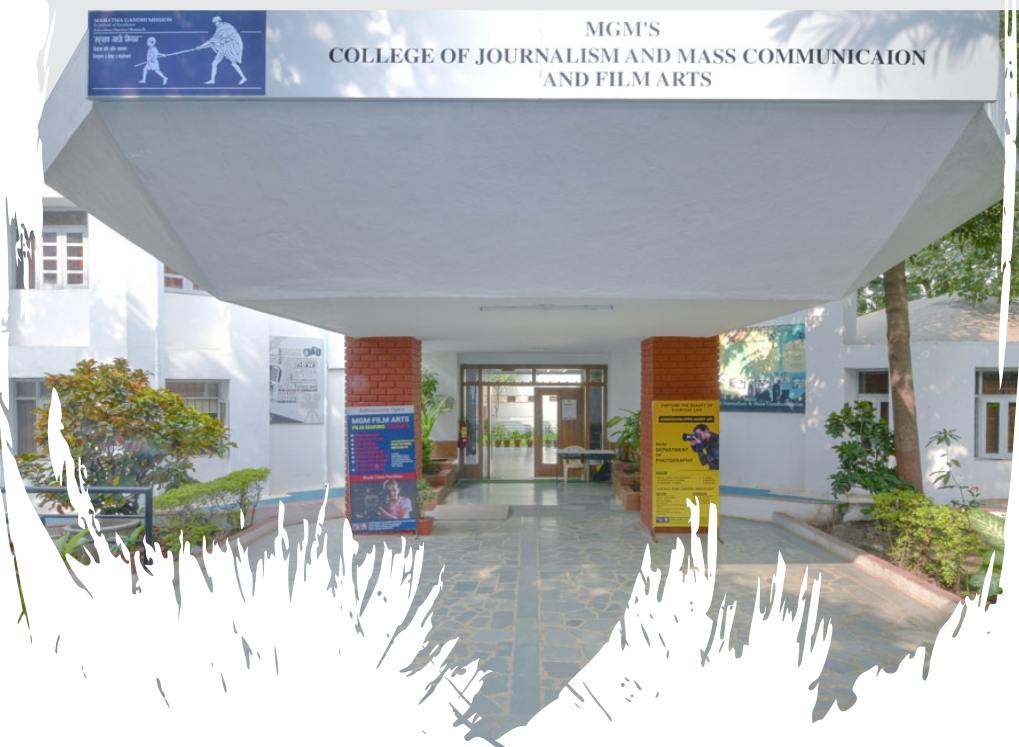
Faculty of Engineering & Technology - Jawaharlal Nehru Engineering College, Institute of Fire Engineering

Faculty of Management & Commerce - Institute of Management & Research, Institute of Hotel Management

Faculty of Basic & Applied Sciences - Institute of Biosciences & Technology, Dr. G.Y. Pathrikar College of Computer Science & Information Technology

Faculty of Social Sciences & Humanities - College of Journalism & Mass Communication, School of Film Arts, School of Photography, Institute of Fashion Design, College of Fine Art, Institute of Indian & Foreign Languages, Institute of Social Sciences

Faculty of Performing Arts - Mahagami Gurukul



MGM College of Journalism and Mass Communication (CJMC) was established in the year 1993 with an impulse to invigorate excellence in media education. Since inception, it has been consistently striving for academic excellence and endowing society with ethical media personnel. The institution has produced numerous highly dedicated media professionals with inherent social responsibility towards profession as well as the society. The large number of ethical and committed alumni speaks volumes about the institute's quest for professionalism which has a splendid blend of qualified faculty and media industry experts. You are more than welcome to join our family at MGM College of Journalism and Mass Communication, Aurangabad.

VISION

To offer the young aspiring media professionals an interdisciplinary and dynamic milieu where they can develop comprehensive and critical awareness of diverse communication and media environment.

To promote a strong and independent free press, through its faculty and curriculum fundamental journalistic values of accuracy, accountability and fairness.

To act as a trailblazer in the field of digital and multimedia technology.

To develop the skills and confidence in students as per the demands of media industry and media dependent professions.

MISSION

To provide excellence in education on fundamental concepts, values and skills in journalism

To develop awareness and understanding of ethical and legal implication of media

To imbibe social responsibility in preparing students for leadership in journalism

To encourage research activities related to media and society

Constant interaction with media industry and professional associations who understand the contemporary trends in media education and carry out adaptation.

Use feedback and guidance of students, parents and alumni for continual improvement

QUALITY OBJECTIVES

To develop skills as per requirement of media industry

To develop communication skills for confidence

To develop technical skills for employability

To enhance soft skills for better career

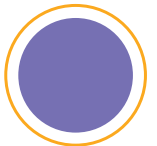


CJMC

Three decades of academic excellence building media professionals for the new age media

Why is CJMC unique?

- CJMC has an academic legacy since 1993
- Well designed program structure for highly in-demand new age media careers including UG, PG, Diploma, Certificate and Short Courses
- Highly qualified and digitally proficient faculty
- State-of-the-art infrastructure with well-equipped studios for enhanced practical training
- Industry connect through internships and short-term training sessions
- Workshops, seminars, guest lectures are organized in collaboration with leading national and international media institutes
- Placements across a variety of media industry sectors including print, electronic and digital media; advertising and PG agencies; corporate and government sectors, etc



CORE FACULTY

Dr. Asha Deshpande
Dr. Vishakha Garkhedkar
Dr. Tanveer Ahemad
Dr. Vivek Rathod
Kavita Soni
Hemant Rawate
Chandrakant Dhadwe

ADJUNCT FACULTIES

Pravin Bardapurkar
Jaidev Dole
Marc Lindley
Dr. Ranjan Garge
Visiting Faculty
Dr. Shehd Shaikh
Sadhna Gaikwad



PROGRAMS OFFERED

UG PROGRAMS

B.A (MASS COMMUNICATION & JOURNALISM)

3 Years full-time program | 40 Seats

Annual Fees: Rs. 40,000 + University fees

ELIGIBILITY

- i) 10+2 or equivalent from recognized board. The candidate must have secured minimum 40% or equivalent grades from recognized board.
- ii) Should qualify MGM- Common Entrance Test (Current Affairs, Language Skills & Translation Skills)

PROGRAM OVERVIEW

Bachelor's Degree program in Mass Communication & Journalism enables students to prepare a foundation for a lucrative career in the media industry. The emphasis of this program is on Print Journalism and Public Relations. The program trains students for accurate methods of news gathering, drafting news stories, video editing, voice recording, usage of professional video camera, photojournalism etc. Pursuant of this program carry good prospects to work in various government jobs, print media, public relations agencies, content writing, web journalism etc.

B.A. (Mass Comm. & Journalism) is a three year programme comprising of six semesters with mandatory internship, projects and dissertation.

The program prepares students in following fields:

- Print Media
- Electronic Media
- New Media
- Advertising
- Public Relations
- Media Management





B.A (INTERNATIONAL JOURNALISM & MASS COMMUNICATION)

3 Years full-time program | 40 Seats

Annual Fees : Rs. 80,000 + University fees

ELIGIBILITY

- i) 10+2 or equivalent from recognized board. The candidate must have secured minimum 40% or equivalent grades from recognized board.
- ii) Proficiency in English language
- iii) Should qualify MGM- Common Entrance Test (Current Affairs, Language Skills & Translation Skills)

PROGRAM OVERVIEW

This 3-year undergraduate program in international journalism is based on UNESCO's curriculum for journalism and is scientifically designed for creating a blend of practical and classroom sessions. A scientific approach to media training, a warm and friendly environment promoting diversity combined with a passion for new age media and encouragement for creativity amidst excellent learning resources and support is our promise to all aspirants of this course.

B.A. (International Journalism & Mass Communication) comprises six semesters with mandatory internship, projects and dissertation. The program prepares students in the following fields:

- Electronic Media
- Print Media
- Gender Journalism
- Critical Thinking
- Public Relations
- Global Media



B.A. Electronic Media

3 Years full – time program | 40 Seats

Annual Fees Rs. 50,000 + University Fees

ELIGIBILITY

- i) 10+2 or equivalent from a recognized board
- ii) The candidate must have secured a minimum of 40% or equivalent grades.
- iii) Students waiting for their final results can also apply for provisional admission.

PROGRAM OVERVIEW

Three-year bachelor's degree course in electronic media is very fertile for employment in the fields of Television, Multimedia, Digital media, Audio/Visual Production, and Radio. Electronic Media is the most influential media in today's era. The media is changing rapidly due to continuous up-gradation in technology and now we have almost every media available on smart phones. The B.A. Electronic Media course is a complete solution for the electronic media enthusiast. The course provides skill enhancement as well as complete training for audiovisual production. Students will get hands-on training for multiplatform Audio/Visual media along with the ability of media analysis. The course will help students to understand global media and prepare for national and international opportunities. Along with the opportunities on various media platforms, students will be ready to become an entrepreneur on popular media platforms.

KEY FEATURES

- Practical Oriented Course.
- Project Based Learning.
- Audio/Visual Production
- Seminars by National and International industry professionals.
- Guaranteed Placement Assistance

PROGRAM HIGHLIGHTS

- Content Creation for Multi platform Media
- Audio/Visual Production
- Digital Media
- Studio Program Production
- Digital Media and Marketing



BA sound and Music Production

3 Years full – time program | 30 Seats

Annual Fees Rs. 1,50,000 + University Fees

ELIGIBILITY

- i) 10+2 or equivalent from a recognized board
- ii) The candidate must have secured a minimum of 40% or equivalent grades.
- iii) Students waiting for their final results can also apply for provisional admission.

PROGRAM OVERVIEW

Music and sound is the element that we experience every second of our lives. Music is a salient part of every culture in the world, then it became a hobby, passion and now sound and Music is an independent profession. It's a massive industry that offers end number of opportunities to sound enthusiasts. We are living in an era where technology is dominant in all the fields of work and it will be continuously evolving.

It is important to adopt this mesmerizing technology and to educate young music enthusiasts to become sound engineers, music producers, Live sound controllers, Television and live shows sound engineers, and many more. Sound technology is something more than learning software, it is a blend of creative skills and advanced sound technology

MGM offers a degree program in sound and music production which gives you experiential learning and you will learn by doing. You will learn audio and music recording in an acoustically treated studio and then edit and master your sound on industry-standard systems and software.

Our degree program is an outstanding opportunity to live your dream and become a sound professional

KEY FEATURES

Acoustically treated sound studio.

Music Production Work Stations

Workshops by Industry professionals

Industry visits and range of events

PROGRAM HIGHLIGHTS

Detailed understanding about every aspect of Sound.

Physics of Sound, Sound Studio operations, Acoustics, Electronic Music Production, Live Sound, Surround Sound, Mixing and Mastering.

Practical oriented course.

Project Based Learning.

Learning by Doing.

BBA (Media Management)

3 Years full – time program | 30 Seats

Annual Fees Rs. 80,000 + University Fees



ELIGIBILITY

- i) 10+2 or equivalent from a recognized board
- ii) The candidate must have secured a minimum of 45% or equivalent grades.
- iii) Competency over English language and communication skills
- iv) Students awaiting their final results can also apply for provisional admission.

PROGRAM OVERVIEW

The unique BBA (Media Management) Program provides students with the opportunity for interdisciplinary learning and opportunity to undertake various generic electives from the streams of Economics, Social Work, Law, Hotel Management and Computer applications etc... The Program focuses on developing the students and equipping them, to meet the managerial challenges of the 21st century. The ability to work in teams is also focused upon as key skill to be developed for focus success in the work-place.

The Program Also aims to develop the student's independent thinking, decision-making capability and research aptitude. Learning is enhanced through many pedagogical tools like case studies, presentations, internships, research projects, industrial visits, and guest lecturers from a pool of media industry experts.

Aimed at the holistic development of the students, the institute conducts many curricular and co-curricular activities on a regular basis. Social Responsibility is a thrust area and students are encouraged to participate in communicate development initiatives.

KEY FEATURES

- Combination of Media and Management courses
- Project Based Learning.
- Digital Marketing
- Audio/Video Production
- Guidance of National and International industry experts
- Guaranteed Placement Assistance
- Entrepreneurial attitude

PROGRAM HIGHLIGHTS

- Managerial Skills
- Thorough Media industry outlook
- Critical Thinking
- Decision Making
- Content development and Promotion
- Integrated Marketing Strategy



PG PROGRAMS

M.A (MASS COMMUNICATION & JOURNALISM)

2 Years full-time program | 20 Seats

Annual Fees: Rs. 60,000 + University fees

ELIGIBILITY

- i) Any Graduate from UGC recognized University/College with minimum 45% or equivalent grades.
- ii) Should qualify MGM- Common Entrance Test (Current Affairs, Language Skills & Translation Skills)

PROGRAM OVERVIEW

A Masters degree in Journalism and Mass communication from a recognized university is always a promising career option opening doors to a variety of fields in the professional industry and education. For students aiming to pursue Doctorate & Masters degree prove to be a perfect platform. The program provides specializations in:

- Print Media
- Electronic Media
- Advertising & Public Relations
- Media & Event Management

The Masters program at CJMC is comprehensive of theory combined with extensive practical that prepare students for the industry. Students are prompted to prepare radio documentaries, video documentaries, television news assignments, print assignments, etc. Students also get opportunities to pursue a mandatory internship at a variety of media agencies during the course of their studies to gain practical industry experience.



M.A. Broadcast Media.

2 Years full – time program | 30 Seats

Annual Fees Rs. 40,000 + University Fees

ELIGIBILITY

A Bachelors degree in any discipline with minimum of 45% marks from any recognized university of college, Students waiting for their final results can also apply for provisional admission.

PROGRAM OVERVIEW

Media Industry has changed a lot in the last fifteen years. The focus has shifted from traditional media to Broadcast and Digital Media. The Internet has made an enormous impact not only on the news gathering process and presentation style but also on the way content is produced and consumed. Journalism and Media aspirants need to learn such dynamic upgrades in the media industry through the course designed by industry professionals and fully equipped Journalism and Media School. Broadcast media is a blend of skills and technology, and skills can be developed only through practical training. M.A. in broadcast media is a specially designed course for the electronic media enthusiast seeking to be part of the mesmerizing world of media. Broadcast media is a huge umbrella consisting of various platforms & Media. The program covers all the platforms of broadcast media such as Television, Digital media, Radio, and Online Media. The Masters' program at MGM deals with a complete understanding of global electronic media, with special emphasis on enhancing the technical skills of students. MGM being a prominent media school in India aids you to learn all the required skills through a uniquely designed Post Graduate Program.

KEY FEATURES

Practical Oriented Course.

Project Based Learning.

Multicamera Production.

Seminars by National and International industry professionals.

Guaranteed Placement Assistance.

PROGRAM HIGHLIGHTS

Content Creation for Multiplatform Media

Audio/Visual Production

Digital Media

Studio Program Production



PG DIPLOMA PROGRAMS

PG DIPLOMA (ADVERTISING AND PUBLIC RELATIONS)

1 Year full-time program | 20 Seats

Fees: Rs. 80,000 + University fees

ELIGIBILITY

- i) Any Graduate from UGC recognized University/College with minimum 45% or equivalent grades.
- ii) Proficiency in English language and intermediate Computer knowledge.
- iii) Should qualify MGM- Common Entrance Test (Current Affairs, Language Skills & Translation Skills)

PROGRAM OVERVIEW

Advertising and Public Relations (PR) are the most sought after field as they develop strategies for nearly all the enterprises that strive to become a 'Brand'. The program enables the graduates to explore the universe of advertising and PR that provide unlimited career opportunities. The program emphasizes on the strategical aspects of Advertising and PR based on the core foundations of Market Research, Marketing fundamentals, Content development and Brand Communication. The course also introduces the students to the marketing and branding aspects one of the most important part of Corporate Communication. Pursuant of this program carry good prospects to work for corporate houses, media houses, public relations agencies, production houses, and also work as freelance entrepreneurs.

PG Diploma in Advertising and PR is a one year programme comprising of two semesters with mandatory Internship, projects and dissertation.

The program prepares students for:

ADVERTISING & MARKET RESEARCH

Advertising is the concept of marketing that propagates the idea behind the product/service or idea. This requires thorough research to achieve desired goals. The program inculcates the research aptitude in students to find the exact demand of market and apply appropriate advertising strategy based on targeted audience.

MEDIA PLANNING

In the clutter of multiple media options and variety of platforms it is difficult to zoom in on the essential and effective medium for advertisement and brand positioning. The program enables the students to identify the suitable advertising platform for maximum reach and increased output.



BRANDING

Creating a brand image requires diverse perspective and updated market research so that in an era cut throat competition the product/service or idea can be positioned for a prolonged benefit. Use of various digital platforms to create a brand image and maximize the market reach is also included in the program.

CORPORATE COMMUNICATIONS

The image of brand needs to be established through effective PR practices and the holistic approach to this forms the corporate communication. Crisis management, image makeover, changing market strategies and venturing into new areas all is dealt in Corporate Communication



PG DIPLOMA (CREATIVE COMMUNICATION)

1 Year full-time program | 20 Seats

Fees: Rs. 80,000 + University fees

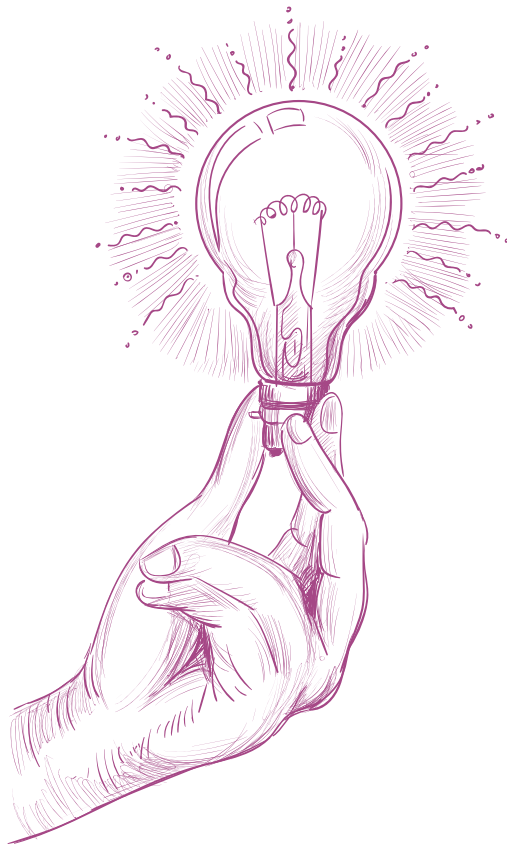
ELIGIBILITY

- i) Any Graduate from UGC recognized University/College with minimum 45% or equivalent grades.
- ii) Proficiency in English language, intermediate Computer knowledge and an aesthetic sense of creativity.
- iii) Should qualify MGM- Common Entrance Test (Current Affairs, Language Skills & Translation Skills)

PROGRAM OVERVIEW

PG Diploma in Creative Communication enables students to prepare a foundation for a lucrative career in the ever expanding media content industry. The emphasis of this program is on developing creative publicity content for various media outlets viz. Print, Television, Radio and Internet. The program trains students to understand and apply creativity to the content of respective domains. The students will learn to design and develop promotional material for advertisements, television commercials, radio and online advertisings etc. The course also introduces the students to the marketing and branding aspects of the content. Pursuant of this program carry good prospects to work for corporate houses, media houses, public relations agencies, production houses, and also as freelance entrepreneurs. PG Diploma in Advertising and PR is a one year programme comprising of two semesters with mandatory Internship, projects and dissertation.

PD Diploma in Creative Communication is a one year programme comprising of two semesters with mandatory Internship, projects and dissertation. The different phases of learning include:



IDEATION

The most important aspect for any type of content is the uniqueness of idea. The communication industry is hungry for ideas and the best of them ends up to be successful. This phase equips the graduates to think out of the box to convey the best message to the targeted audience as per requirement.

ILLUSTRATION

Once the free-flow of ideas starts gushing in the second important aspect the student needs is the illustration or presentation of ideas in a creative manner. The graphics and photographs are one of the most successful means to convey the ideas and that is where the real creativity needs to be harvested for visual story telling. Copywriting is the key to a good illustration.

CERTIFICATE COURSES

RADIO JOCKEY

2 Months full-time course | 20 Seats

Fees : Rs. 10,000 + Application Fees

ELIGIBILITY

10th Std from any recognized board

COURSE OVERVIEW

For people with the good gift of voice, radio jockey course imparts the proper training in voice modulation, pronunciation and building an image with the use of words. Even for people who are not naturally gifted, this course provides opportunities of developing their speaking skills which in turn would help them to become successful radio jockey.

The Course Incorporates the Following Modules :

Module 1

Introduction to radio industry
Anchoring and its importance
Voice modulation,
Diction & Pronunciation

Module 3

Introduction to: radio software,
effective use of microphones,
mixers/consoles and sound
editing equipments.
Radio Production Techniques

Module 2

Radio formats and Interview Techniques
Writing for Radio : Radio Links,
Promos and Commercials etc.

Module 4

Live demos (Programming & Technical)
Recording for radio and production packaging
Outdoor Broadcasts
Different On-Air, On-Ground Assignments

Final Project

Internship at Radio MGM 90.8 FM



TREATMENT

This phase demands meticulous handling of the best of ideas otherwise many best ideas have faded away due to improper treatment. The students here are exposed to the best treatments of audio and visual productions. Finicky Treatment imprints can turn a simple idea into a memorable one.

FINISHING TOUCH

The finishing touch is the real representation of all the phases that are applied in creative communication. The latest editing software's enable the students to magically enrich the existing content into visual delight.

PROMOTION & BRANDING

The gradual growth from an idea to a brand needs the vision that is inculcated in the graduates to compete in the market based on research and application of appropriate tools of promotion. The use of modern digital marketing strategies makes it possible to attain the expected goals in the limited period. Making the idea audience centric with demanding treatments and then designing the promotional strategies gives way to a brand identity.

DIGITAL MARKETING

3 Months full-time Course | 20 Seats

Fees: Rs. 10,000 + Application Fees

ELIGIBILITY

Any Graduate from UGC recognized University/College (Students of Final Year can also enroll)

COURSE OVERVIEW

Digital Marketing is the modern way of promoting products or services and brands through various forms of electronic media such as internet marketing, mobile marketing, also display ads etc. Needless to say, online marketing is an effective way of reaching a large number of customers in less time. And comparatively, it incurs the low cost of investment. To tap into this exponential field and grab this opportunity MGM College of Journalism and Mass communication (CJMC) offers a 3 month certificate course in Digital Marketing. The course includes: SEO, Google Adwords, Display marketing, Remarketing, Social media marketing and Email Marketing.

The course incorporates the following modules :

MODULE 1 : INTRODUCTION

Email Marketing
Content Writing

MODULE 2 : BASICS OF DIGITAL MARKETING

Search Engine Optimization
Google Webmaster
Google My Business

MODULE 3 : SOCIAL MEDIA MARKETING

Facebook
Twitter
Linked In
YouTube

MODULE 4 : ANALYTICS AND MONITORING

Google Ads
Google Analytics



FULLY INTEGRATED INFRASTRUCTURE

INTEGRATED DIGITAL NEWSROOM



CJMC has an Integrated Digital Newsroom to turn out news stories and integrating, text, video and audio in the broadcast news bulletin. The state-of-the-art newsroom has updated software and hardware for processing text, photographs, audio and video clips into an integrated multimedia project. The work in progress can be accessed on an interactive screen.

The newsroom is equipped with cutting-edge production equipments, including 360 degree cameras and all the indispensable equipments like teleprompter, microphones, cameras, professional lights, editing bay and production control system to provide hands on training for anchor shoots and to report 'live' from anywhere and everywhere, in the shortest possible time.

RADIO

MGM 90.8 FM

Radio MGM 90.8 FM is an ardent and enthusiastic community radio station that nurtures educational fields and society within a 35-km radius in and around Aurangabad. It is a voice of a local mode that defines itself as an autonomous entity and relies on the community for its survival without any commercial aims or objectives driven by the community wellbeing. It is a platform for students of CJMC to experience as well as learn through live demonstrations of actual working at a Radio station.



KNOWLEDGE RESOURCE CENTER (KRC LIBRARY)

Resource Center (KRC Library) at CJMC has a huge collection of more than 6000 volumes of books and bound research journals on the various realm of Journalism & Mass Communication. Apart from this, the library has a subscription of over 20 National & International research journals, 30 magazines, and 25 leading newspapers. The library is computerized and fully automated with the facility of e-library. KRC also offers a newspaper clipping service, reference & research sections with access of e-resources for students and faculty members.

COMPUTER LAB

Pagination and layout concepts for a newspaper are taught at the computer lab which is extremely well equipped and highly specialized with technically updated computers of high configuration along with Wi-Fi facility. The computers have licensed and up to date softwares like Adobe Photoshop, Adobe In Design and Corel Draw for the students to improvise their pagination skills and layout concepts of a newspaper.



EDITING STUDIO

Alfred Hitchcock Edit Bay is a visual editing studio comprising of five individual studio suites with the setup of licensed software like Final Cut Pro X in the highly configured systems.



KEKI MOOS

PHOTOGRAPHY STUDIO

This master studio is a state of the art setup with complete ready to shoot facilities. The size of 30 ft. X 40 ft. along with Makeup room gives ample opportunity for students to explore various angles and to apply different photography techniques to achieve the perfect frame. All types of lenses (10mm to 800mm, tilt-shift lenses), basic entry level to D-5 Cameras, Mirror less Z6 Camera are available to learn and master the skills of Photojournalism.



SOUND STUDIO

For acquiring a seamless audio recording, voice over and other sound related components, CJMC has Amadeus Symphony Studio, a sound recording studio with Protocols, Logic pro X software and technical facilities such as on location sound, dubbing and Foley.

PREVIEW THEATRE

For previewing the process you've been through while making your news bulletin, there has to be a perfect place that will help you to spot the corrections or insert any desired changes into the bulletin. Chitrapati Dr. V. Shantaram Theatre is a preview theatre with 4k projection and 9.2.1 Dolby sound system to enhance the experience of the students in previewing their Audio Visual practicals.

COLOR LAB

Da Vinci Color Lab is well versed with DI & Mastering facilities as well as Da Vinci's Resolve Color Grading Panel for achieving desired blend of colors in the final working template acquired by the students.



VFX & ANIMATION LAB

CJMC has a special Lab for VFX and animation with Maya, After-effect and 3D max software for a seamless experience in practical training.



A large, textured orange brushstroke that serves as a background for the text.

EVENTS & ACTIVITIES @ CJMC

GUEST LECTURE



MEDIA & INDUSTRIAL VISITS



ABHIRUP YUVA SANSAD



STUDENT PUBLICATIONS



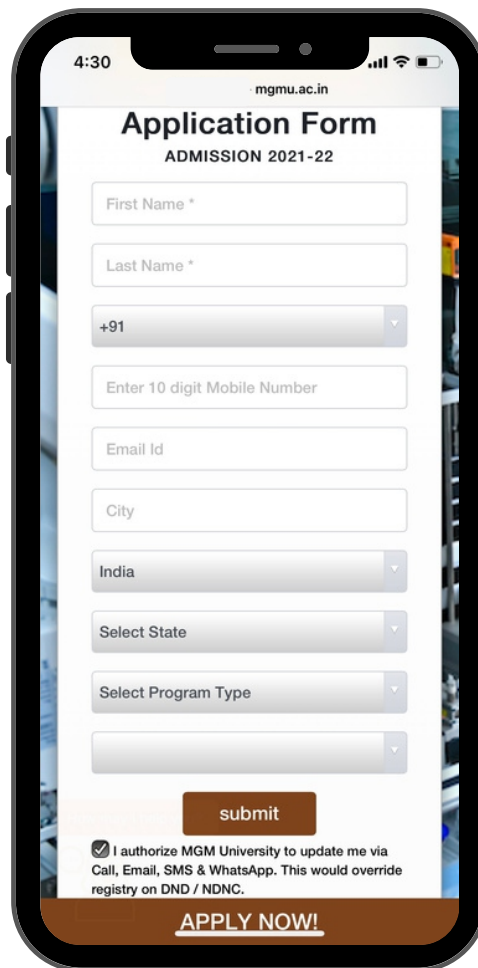
ADMISSION PROCESS (ONLINE)

TO SEEK ADMISSION IN UG OR PG PROGRAMS



Apply on <https://mgm.ac.in/admission/>

Follow eligibility criteria and other guidelines > duly fill up your Personal Details > Pay Application Fee www.mgmu.ac.in >



4:30 mgmu.ac.in

Application Form

ADMISSION 2021-22

First Name *

Last Name *

+91

Enter 10 digit Mobile Number

Email Id

City

India

Select State

Select Program Type

submit

☒ I authorize MGM University to update me via Call, Email, SMS & WhatsApp. This would override registry on DND / NDNC.

[APPLY NOW!](#)



Proceed to pay the Tuition Fee online

Submit all necessary original documents



Upload the fee payment receipt

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APPLY NOW

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