



SCHOOL OF
**JOURNALISM AND
MASS COMMUNICATION**

The Futuristic Media School for Millennials in Gujarat

[Established under the Gujarat State Private Universities Act, 2009 and approved u/s 2(f) & u/s 22 of the UGC Act and Regulations, 2003]



AURO
UNIVERSITY

Integral & Transformational Learning

SURAT, GUJARAT

SCHOOL OF JOURNALISM & MASS COMMUNICATION



Vision

To be a Premier University of Integral and Transformational Learning for future leaders.

Mission

AURO University is grounded in value - based education and provides:

To Students: An environment for self-development; an institution that nurtures their potential based on their aptitude and interests.

To Faculty: A platform to be mentors and guides who shape the country's future leaders by imparting knowledge and skills; opportunities for research on emerging trends and industry practices.

To Industry and Community: Students with intellectual competence, reality-based knowledge and personal integrity; students who strive for excellence and aspire to become socially responsible leaders.



THE MOTHER SRI AUROBINDO

“Let us keep flaming in our heart the fire of progress, higher always higher.”

Advisory Board Members

OUR TORCH BEARERS



Mr. H. P. Rama
Founder President,
AURO University, Surat



Mr. Dharmendra J. Rama
President & CEO
AURO Hotels, USA



Mr. Suresh Mathur
Chief Operating Officer,
Auro Hotels



Mr. Nayan Banker
Chief Finance Officer,
JHM International



Dr. Rohit Singh
Professor in Marketing
& Dean Academic,
AURO University



Prof. Amreesh Misra
Registrar,
AURO University



Dr. Dolly Awati
SoJMC,
AURO University



Dr. Mukesh Sharma
Former, Director General -
Films Division of India, Ministry of I & B
Former Additional Director General, Doordarshan



Mr. Ram K Jadhav
Director, Sanjeevani Advertising Co
INS Accredited
Multimedia Agency in
Mumbai, 30 Years



Ms. Anila Nair
Director &
Management Supervisor
Ogilvy India

About School of Journalism and Mass Communication (SoJMC)

It gives us immense pleasure to introduce and welcome you to the School of Journalism and Mass Communication (SoJMC) at AURO University.

SoJMC is all set to initiate an experiential journey; our aim is to create a center of excellence in the field of Journalism, Advertising, Brand Communication, Films and Content Creation contributing towards the Growth of Media & Entertainment (M&E) Sector.

The concept of Story Telling and Content Creation has witnessed change with the advent of multi-faceted media platforms and is contributing towards increased demand of skilled-based professionals in the M&E Sector.

The courses offered by SoJMC are designed by the media experts complementing the growing needs of the M&E industry. At SoJMC, the students get an opportunity to execute the theories and creative learnings with hands on projects and best industry interface.

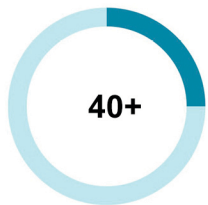
The future depends on what you do today, making the right choice is the mantra for success, which starts with choosing the right educational institute, facilitating learning, mentoring and ensuring best internship, training, placement opportunities.

We at SoJMC, inspire an era of education, which is connected, well communicated and believe in converging better with dynamic world.

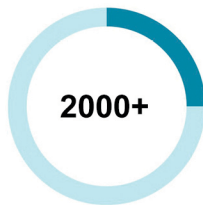


Media & Entertainment Landscape In India

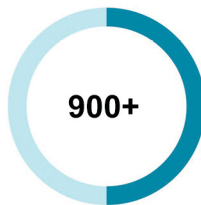
INDIA produces the maximum number of hours of content globally,



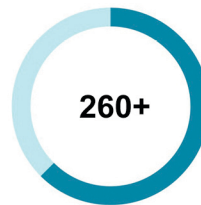
OTT



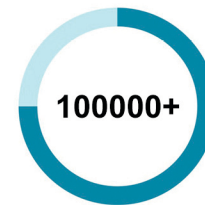
FILMS



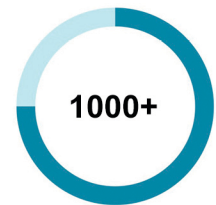
TV CHANNELS



**RADIO
STATIONS**

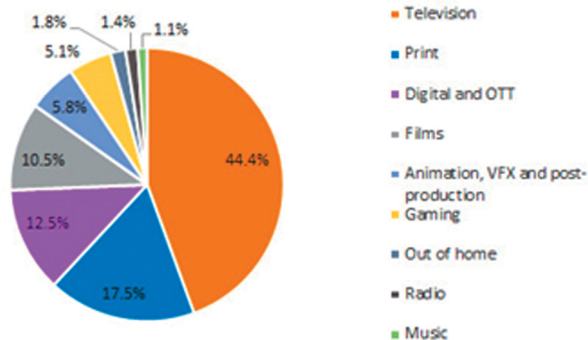


**NEWSPAPERS AND
MAGAZINES**



LIVE EVENTS

SHARE OF MAJOR INDUSTRY SEGMENTS
FY20



Indian Media & Entertainment (M&E) Sector is expected to grow at a CAGR of 13.7% to reach \$30.6 Bn by 2023.

The M&E industry is all set to lead with \$55-70 Bn by 2030 at 10-12% CAGR, led by OTT, Gaming, Animation and VFX. (Source: IBEF).

The above scenario presents a very fertile landscape for millennial to look aspire for jobs and career growth in the media and entertainment sector.

As estimated, the Media & Entertainment Industry in India will create nearly 4 million job opportunities by next year, including both direct and indirect employment.

Affiliations & Recognition

- There are more than 300 institutes of Communication & Media in India.
- Not all are formally recognized UGC degrees.
- Check the legalities & affiliations before enrolling in any media course.

Internships & Employability

- Look at the institute that focus on employability rather than just placements.
- The institute must offer internships, as it helps students to get an industry insight and hands on exposure facilitating absorption and employability.
- Check if the institute trains you for a career as an employee and entrepreneur both. Look out for companies that have visited the campus.

Pedagogy & Curriculum

- Check if the institute offers industry oriented curriculum and practical exposure to the students.
- The Curriculum must be dynamic in nature, bridging the gap of fulfilling the industry requirements when it comes to ensuring skill-based learnings.

Student's Engagement

- The institute must ensure holistic development by assuring enhance participation of students in various extracurricular activities, providing opportunities to participate at various platforms and by encouraging them through awards and recognitions.
- Prioritizing health while ensuring physical, mental & emotional wellbeing.
- Inspiring students to align their creativity and actions with their goals for holistic development.

Faculty & Mentors

- Check the Faculties that the Institute have on boasts of.
- Does the Institute have the right balance of Full-time (Regular) and Visiting (Industry Oriented) Faculties.
- The Visiting Faculties from the industry bring with them perspectives, experience and updated information thus enriching the student's experience.

**Which Media School Should You Enrol In?
Find Out Programmes To Offer By SoJMC**



Reinventing and rethinking on career opportunities in times of post pandemic is on priority by millennials. However, Media & Entertainment (M&E) sector yet being on top three categories of consumer preference there lies a huge scope for job and business opportunities.

The future of M&E industry will depend on several skills based viz., Content Creators, Story-Tellers, Engineers, Entertainers, Sound & Musicians, Event Experts, Media Planner & Buyer, Influencers, PR & Brand Managers, Journalists, Designers, Digital Innovators and more.



The entire program is designed to provide exposure to media practices, insights on strategic management and emerging trends at the Media & Entertainment sector. Emphasis on skills for creating and editing all types of media – writing, audio, video, virtual reality (VR) and augmented reality (AR) media.

To facilitate students an in-depth understanding of multi-faceted media industry, various guest interactions are organized along with providing hands on experience by Industry Experts.

SoJMC offers robust internship, placement opportunities and have successfully recruited its students in top most media firms.

The school annually holds a two-day media fest and several student created events. This inter-university media festival involves activities from panel discussions, conclaves, workshops and events around various topics extending from photography, film, theatre, advertising, marketing, print media, cyber security, animation and VFX.



The educational and industrial trips organized by SoJMC provides an insight into the real working environment of the M&E sector. It also encourage students to plan, organize and engage in active learning experiences both inside and outside the classroom.

The AURO University campus facilitates the state-of-the-art facilities ranging from centrally Air-Conditioned Classrooms, Conference Room, Shooting Floor & Green Studio, Library, and an advanced Mac Lab.

The campus also includes a professionally managed Sports Ground, Meditation Centre, Counsellor Cell, Gym & Fitness Instructor, 24X7 Food Court, separate Boy's & Girl's Hostel.

Where Vision Meets, Expectations of the Learner

- The School of Journalism & Mass Communication (SoJMC) aims at training the media aspirants to deliver responsible, creative and meaningful content addressing the citizens and consumers nationally and globally.
- It empowers students by facilitating an in-depth understanding of the multi-faceted media and entertainment industry to be future ready.
- It envisions creating media professionals, committed towards society, morally, ethically and intellectually.

Mission to Achieve Excellence Together

- To develop effective communication skills for enhancing personal and professional growth.
- To design innovative Media & Mass Communication programs which ensure readiness for all traditional and new media platforms.
- To create a conducive academic environment for enhancing the quality of teaching, learning and research.
- To encourage innovation, entrepreneurship and creativity in the field of media and communication.
- To foster relationships with alumni, industry and parents.



The School of Journalism and Mass Communication (SoJMC) offers several under graduate and master's programs. It also offers specialised online/ offline certificate courses and short-term courses.

School of Journalism & Mass Communication offers	Course Duration	Annual Fee Structure
Bachelors in Journalism and Mass Communication	3 Years	1,75,000.00 (INR)
Integrated Bachelors in Journalism and Mass Communication	1 Year (After Graduation)	1,75,000.00 (INR)
Masters in Journalism and Mass Communication	2 Years	1,75,000.00 (INR)
Ph.D. in Journalism and Mass Communication	3 Years	1,00,000.00 (INR)

Eligibility:

- BJMC - Successful completion of Class XII (10 + 2) or equivalent examination in any stream with 50% aggregate marks or equivalent grade. Students expecting their results by July 2022 may also apply for provisional admission.
- Students appearing for their Class XII examination will be given provisional admissions based on their Class X performance.
- In case the student has received the class XII certificate from abroad or has been an IB student and has received IB diploma an equivalent certificate issued from Association of Indian University (AIU) must be attached with the application form.
- MJMC - Successful completion of Graduation or equivalent examination in any stream with 50% aggregate marks or equivalent grade. Students expecting their results by July 2022 may also apply for provisional admission.

Specialization:

- Journalism & Content Creation
- Strategic Brand Communication

School of Journalism & Mass Communication

MASTER OF JOURNALISM AND MASS COMMUNICATION COURSE STRUCTURE

Semester - I

- Introduction to Journalism, Media & Mass Communication
- Mastering the Media Skills - English Writing For Professionals
- Theories of Communication & Co.
- Decoding the Society - Philosophy and Psychology
- Mastering the Media Skills - The Audio - Visual content - 1
- Writing / Research Project
- Internship
- Science of Living

Semester - II

- Great Power, Greater Responsibility: Media Laws, Ethics and Best Practices in Media
- Decoding the Society - Sociology & Political Science
- Advanced Digital Film Making
- Media Entrepreneurship 1
- Issues in Media
- Writing OR Audio-Visual or Research Project
- Internship
- Science of Living

Semester - III

- Specialisation: The Advanced Craft - Data Journalism, Fact Checking and more
- Understanding AI, Immersive Media and VR
- Advertisements, Media Planning and Buying
- Advanced Editing and Editorial Skills
- Capstone Project - Documentary Film
- Major Project - Publishing text
- Internship
- Science of Living

Semester - IV

- Digital Marketing and Strategic Communication - Influencers, PR, Corporate Communication, Reputation Management and beyond
- Professional Media skills - Opinions - Opinion and Reviews - Videos and Writing
- Media Entrepreneurship 2: Monetising Content & Literature
- Masters's Thesis / Dissertation
- Final Internships
- Science of Living



School of Journalism & Mass Communication

BACHELOR OF JOURNALISM AND MASS COMMUNICATION COURSE STRUCTURE

Semester - I

- Basics of Photography & Production
- NEWS, Current Affairs & Analysis
- Introduction to Journalism
- Introduction to Advertising & Agency Management
- History of Mass Media: Understanding the Traditional & New Mass Media Platforms
- Communication Skills: Speaking, Writing, Editing Repackaging & Presentation
- SoL
- CBCS

Semester - II

- Basics of NEWS Reporting, Writing & Editing
- Print Journalism
- Graphic Designing & Print Publishing
- Introduction to Cinema & Film
- Fundamentals of Digital Marketing
- Media Economics
- Science of Living
- CBCS

Semester - III

- Basics of Post Production: Video Editing and Sound
- Introduction to Public Relations & Corporate Communication
- Broadcast Journalism: Television Journalism & Production
- Understanding the Genres & Production Process of Film, Television & Web series
- Media Ethics & Law
- SoL
- CBCS

Semester - IV

- Media Planning & Buying: Print, Electronic & New Media
- Theories & Models of Communication
- Radio Journalism & Program Production
- Mobile Journalism
- Fundamentals of Cinematography
- The Art of Event Management
- Science of Living
- CBCS

Semester - V

- Digital Short Film Making: Content Creation & Production
- NEWS Media Management
- Media Entrepreneurship
- Brand Management
- Mass Media Research
- Writing Research Project:
 - ii. Advertising & Brand Management (Ad, PR, Corporate Communication, Social Media Management & Brand Management or
- Writing Research Project:
 - ii. Journalism & Content Creation
- Foundation of Indian Culture
- CBCS

Semester - VI

- Specialization: Journalism & Content Creation:
 - Magazine: Editorial, Design & Production(Elective)
 - Digital Journalism (Elective)
- Specialization: Advertising & Brand Management:
 - Strategic Brand Communication (Elective)
 - Digital and Social Media Marketing & Campaign (Elective)
- Compulsory
 - Content Marketing & Management
 - Documentary Film Making
 - Internship
 - Dissertation
 - Foundation of Indian Culture
 - CBCS



School of Journalism & Mass Communication

CREATING LEARNING EXPERIENCES



School of Journalism & Mass Communication

CREATING LEARNING EXPERIENCES



Former PR Head of Doordarshan Mumbai Kendra and Corporate Communication Incharge for the World Trade Centre Mumbai, Dr. Dolly has more than 20 years of professional experience in the field of Education, Broadcasting, Events and Marketing, Advertising, Trade Promotion, Public Relations and Corporate Communication, Film Making, Content Creation and Execution.

Copy Editor for the International Trade Journal "On Trade" by MIVRDC. A certified professional in Digital Marketing, Anchor, Voice-Over Artist, have conceptualized and Directed Films on Social Issues, Educational Trainings and Corporate Films.

Dr. Dolly, is also on the panel of International Jury for "Exhibition Excellence Awards" and have executed ATL & BTL activities, events for more than fifty existing brands.



Dr. Dolly Awati

Dr. Deokar served as a senior journalist from Maharashtra having 30 years extensive experience of Multimedia (Print , radio, TV and Web) .

Former editor of Sakal media group , a premier media company where in he has served for more than 18 years, with various responsibilities as news editor , resident editor , regional editor , magazine editor , research and development editor at Pune, Mumbai , Jalgaon and Nashik .

He shouldered the responsibilities as director editor of Gavakari and Deshdoot newspapers , Nashik. He was News Reader for All India Radio. He contributed in broadcast journalism as Chief editor of Maharashtra 1 news channel (Mumbai), Editorial coordinator at Saam Marathi NEWS (Mumbai) and Channel In charge for ETV Marathi NEWS at Hyderabad.



Dr. Vishwas Deokar

Ms. Roy, Mphil, Ph.D. having more than 9 years of teaching experience. Her area of expertise includes nonviolent communication, media management, communication theories and research, media literacy. She holds several national, international publications and book chapters in her research basket.

Ms. Roy sits on the advisory and editorial board and regular reviewer of some national and international referred journals. She has published three books and had convened many national and international conferences, seminars and workshops. She had achieved with the title "Asian Youth Leader 2013' by Commonwealth Youth Programme.

She is actively involved in designing media education curriculum for various universities.



Ms. Sayantani Roy

Experienced Program Chairperson with a demonstrated history of working in the Higher Education Industry. Skilled in designing, TV Programming , TV Broadcast, Media Management, Film Production. Strong Media Professional holding a Diploma from Harvard Business School, PGDM in Media & Communication specialising in Journalism & Communication from NSHM Knowledge Campus - Kolkata and also a Master Degree in Marketing from University of Mumbai.

He was also the Chairman - Examiner and Moderator for the course MA in Film Television New Media Production at University of Mumbai. He was also the Academic Chairperson of International School of Business & Media - Pune and Audio Visual Faculty of Symbiosis Institute of Media & Communication - Pune.

He has made Advertisement, Documentary & Corporate films for reputed brands and production houses.



Mr. Partha P Samanta

Passionate for creating independent films, having experience in corporate films, educational films, commercial productions, documentaries, event coverage, ad films and short films. Nearly, 17 years of experience in diverse frontline with different types of roles. Strong skills set in Filmmaking, managing pre and post production work set-up. Video editing with software such as Final Cut Pro, Adobe Premier, After effects & Photoshop. Expertise in handling all sorts of Digital cameras and knowledge of the latest camera, video, and audio equipment and editing software.



Mr. Monish Kaushal

With over 15 years' experience in the field of Marketing, Content Creation, Communication and Management. Ms. Deepti has worked with brands like AIR India, Doordarshan, SACO, MVIRDC and Titan Watches. She has been associated with the academic industry since last five years and have been teaching in various institutions and universities at Mumbai. Professionally worked as Script Writer for Mumbai Doordarshan Programs. Creating Digital Content for events like Global Economic Summit, World Trade Expo and NAYIKA, honouring women achievers.



Ms. Deepti Dutt

Mr. Painter is a creative thinker, poet and young Graphic Designer. With more than five years of industry experience in working as Brand Executive with International Advertising Agencies like Leo Burnett, and Ogilvy India. He has executed creative campaigns for popular brands Amazon, VIACOM 18: Colors, Asian Paints, Vodafone Idea Limited and many more. He is associated with our school for sharing his expertise and facilitate hands-on training to our student making them understand the entire process of defining requirements, visualizing and creating graphics including illustrations, logos, layouts and photos. Which helps the students to shape the visual aspects of websites, books, magazines, product packaging, exhibitions and more.



Mr. Parth Painter



Mr. Saifuddin Kachwala

Mr. Kachwala works as the mass communication lab and equipment incharge for AURO University. He is a full time professional contributing towards studio maintenance, accompanying students for video shoots, editing assignments, photography and post-production is his forte. He is a trained professional with Diploma in VFX for Films from Anibrain VFX India, School of Media Design. In his earlier capacity, he has worked for first NEWS Digital Platform of Gujarat "KhabarChhe.Com". Apart from this, he has worked in many advertising agencies. film production houses and print publications. A go getter and passionate in training students to get handy with digital cameras, sound equipment's and editing software's, he serves as the strongest pillar of SoJMC.



Dr. Mukesh Sharma
National Award Film Director
Former Director General -Films Division of India



Ms. Kajal Oja Vaidya
Famous Author & Screenwriter



Mr. Bhargav Purohit
Bollywood Lyricist & Advertising Expert



Mr Jayaram Mohan
Popularly known as
RJ J Man (Radio Jockey)



Mr. Abhishek Jain
Indian Film Director



Ms. Sheela Bhatt
Senior Journalist

Alumni Stories:



Ms. Sahiba Bhojwani, Alumni,
SoJMC - BJMC (Batch 2018-2021)

"My experience at AURO University is great and memorable. My mentors at School of Journalism and Mass Communication helped me a lot to enhance my academic and interpersonal skills. I am thankful to AURO University for providing us so many opportunities to participate actively in various events and for the wonderful industry and academia interface"



Mr. Sumitkumar Mishra, Alumni,
SoJMC - BJMC (Batch 2018-2021)

"AURO is truly a world class university in Surat offering students the best campus, clean and best infrastructure. The industry experts guided us to get the best placement opportunities. It was great to be a part of this beautiful and progressive university. At AURO, we thoroughly enjoyed our campus life, having friends in different schools and studying so many new things apart from regular curriculum was interesting and exciting both".

Students Testimonials:



Mr. Kavish Deasi, Student,
SoJMC - BJMC (Batch 2019 - 2022)

"At AURO, we got the opportunity to work on the best editing and sound machines with a fully operational Media Lab. The Industry driven faculties are supportive in providing deep insights on every topic from both technical and theory aspects. The Faculties have vast experience and are very helpful. Today, I am working as an influencer and creating content for various brands. I love to be a part of SoJMC."



Ms. Ishita Desai, Student,
SoJMC - BJMC (Batch 2020 - 2023)

"As an active, sports person I always wanted to join an educational institute which offered the best sports infrastructure and activities for the students, as I am an aspiring Chess Player. At AURO university we are always motivated towards holistic development, I not only enjoy my academic activities but also regularly participate in the tournaments and physical activities organized by AURO".

Internships and Training



The Hindu

DivyaBhaskar.com

DivyaBhaskar.com

दैनिक भास्कर

Dainik Bhaskar



Aaj Tak



94.3 MY FM



Radio Mirchi 98.3 FM



TOP FM



ADR (Association for Democratic Reforms)



GLF



Ciceroni



The Solutions



Ashish Taj
Photography



Geek connects
Technologies



Saarthi Events



Ro Tech Systems



The Dessert Jar



Vibrant Zone



Moh Maya Studios



Child Line



Uttam Glow Sign



Traveller Café



Earthspace, Hazira Road, Opp. ONGC, Surat-394510, Gujarat, India.
Ph.: +91 261 4088100/102 | Mob.: +91 9081 049049, 9081 059059
Email: admissions@aurouniversity.edu.in | Website: aurouniversity.edu.in