



MASS COMMUNICATION ADMISSIONS OPEN



The Fusion



The Genesis

India Today Media Institute makes a valuable contribution in the field of Communication by offering a 22+ months Post Graduate Diploma in Mass Communication. The entire program has been divided into 4 semesters and 2 Internships. Mass Communication introduces the learners to an amazing world of communication and creativity. This program helps students to develop the power of thinking, creating and communicating.

The First semester is based on introducing the learners to three different areas of mass communication i.e. **Journalism, Audio Visual and Advertising and PR**. Depending on the batch size, from second semester onwards, the learners specialize in either one of the three areas as been mentioned.

After completing the third semester of the program begins the mandatory six month Internship with India Today Group. During this Internship all learners get the opportunity of being trained by experts of the media industry of the India Today group. This programme is being taught by the best of media giants from **Advertising, Event Management, Brand Communication, Media Planning, Digital Journalism, Audio Visual Production, Reporting and writing, Anchoring, Radio broadcast and programming, Adobe Photoshop, Print media production etc.**

The programme has 2 mandatory internships—One in the social sector and the other in The India Today Group.

1.

**India Today Group
6 MONTHS**

2.

SSI: 45 Days

ABOUT SSI- SOCIAL SENSITIZATION INTERNSHIP

India Today Media Institute's Mass Communication program aims at giving the learners an all round development. The social sensitization internship conceptually empowers the students to understand the social issues and the Society as a whole. The study also focuses into the Role of Mass Media in working as a change agent for the society as an attributed factor to inform, educate and entertain the Society for a better life.

The students will conduct the study through an internship in NGO's, Corporate Sector, PSU's, MNC's as well as International Organisations after completing the fundamentals in 1st Semester on the Role of Mass Media functions.

The duration of the training programme will be 4/5 weeks in an organisation in the area of CSR/Public Service Communication. The students will join there to understand and involve in various processes and campaign undertaken by the organisation in creating awareness in Society.

SPECIALIZATIONS

Audiovisual Production

Hands on training in studio and outdoor production in fictional and non – fictional film making, broadcast news and digital media production. Professional cameras, non-linear edit suites, still photography, studio floor, and unique exposure to the state-of-the-art resources will ensure that you are in a producer's Mecca.

Journalism

Learning the art of news gathering, assessing, creating and presenting for print, digital and broadcast media. You will be trained to gauge the role, scope and influence of news. What makes news?, the importance of a story, the basics of reporting an event of importance, structuring and writing a story etc. will be the main focus of your learning.

Advertising & Public Relations (Communication Management)

You will train in marketing communication (IMC), Public Relations, Advertising & Allied Fields, Management and Promotion of Events. Learning consumer psychology through in-depth analysis of consumer Behaviour and training in brand communication and management.

Students learn to produce news and reports for print, broadcast, and online media and have opportunities for internships with some of India's best known TV news networks—**Aaj Tak, Good News Today (GNT), India Today (English), Business Today TV** and **Print** and **Online platforms—India Today, Business Today, Mail Today**, and our radio network **Ishq FM, Digital areas like TAKs, Daily O, Lallantop** and other **Specialized Magazines**. Students have to be Persuasive, Persistent and promising towards the profession with ethical mindset to be successful as journalists. But don't be put off. At ITMI, we don't just train students to become good journalists: we ensure they become the best.

Application Process

1

For further details
you may log on to
indiatodaymediainstitute.in

2

Fill out the Registration form by
paying the application fee of INR
1200

3

We will send you the sample test
paper, and a detailed application form
in subsequent emails on your
registered email id.

About India Today Media Institute:

India Today Media Institute initiated its journey in 2005 offers well-structured and comprehensive courses in the field of **Journalism, Mass Communication, Media and Entertainment Management, Visual Communication and Digital Info Graphics, Digital Media & Communications**. Students here are taught how to gather information,

critically analyse it, boil it down, and then disseminate it effectively, accurately, quickly and ethically – all to make the society a better place. This institute excels at redefining the approach, methodology and outcome of education in the field of media.





ITMI – Branches of Learning ITMI Schools



ITMI has emerged as a preferred destination for media and entertainment education in India. The students from 72 cities have joined the institute even during pandemic time.

However students from 75 cities have chosen ITMI for their training and grooming needs. Contemporary time ITMI has changed the brand identity from media institute to multi-speciality media centre of excellence.

The institute offers 5 different specializations in diverse areas in media and entertainment industry.

- 1. School of Media Convergence & Broadcast Journalism**
- 2. School of Media & Entertainment Management**
- 3. School of Visual Communication & Digital Info – graphics**
- 4. School of Digital Media & Communications**
- 5. School of Applied Mass Communication & Liberal Arts**

The philosophy of the institute is **Nurturing the Talent and Innovating Future** in a true sense to groom the young mind. We intend to supplement the prospective growth of M&E industry with multi skilled talent pool towards the furtherance of inclusive growth thus ITMI believes in building thought leaders and silent performers for India's today & tomorrow with a vision to nurture creative mindset blending with experiential insights of media trends.



Abhishek Thakur (2019-2021)

Hello Everyone. My name is Abhishek Thakur. I currently work as a Sub-Editor in the Editorial In-feed Department of the India Today Group Digital. For me ITMI is an institution which not only nurtured me but imbibed in me the skills to be not only a good media professional but a good human being as well. With ever-encouraging and motivating faculty members, my whole journey at ITMI was a pleasant experience where education was linked with the practical exposure with ensuing career as a future journalist. Here learning is an entertainment and understanding concepts a pleasure. Here you will find that ITMI's slogan of Nurturing Talent & Innovating Future truly makes it stand apart from rest of the institutions in-respect to training the young minds.

Meenal Giri - (2019-2021)

Hi, My name is Meenal Giri, an alumni of India Today Media Institute. I was looking for an institute where I can experience the practical nuances of mass media along with the theory, where ITMI came into the picture. After completing my two years of Post Graduate Diploma in Mass Communication and specialising in Communication Management, I learnt the professional aspects that can't be taught without the industry experts themselves. I am currently working as a Content Developer in Dalham Learning, Bangalore. Explore the endless opportunities at ITMI and be you. Best wishes :)



Vaishnavi Parashar (2019-2021)

My name is Vaishnavi Parashar, and I am a sub-editor at India Today Digital. I have always been a very introvert person. Only had a handful friends, barely spoke in school or during graduation, even when I had my share of doubts. No one could say I'll become a journalist one day. Then I joined ITMI in 2019. ITMI gave me confidence and taught me skills that every journalist requires. Being a part of ITMI proved to be the best decision for me as a student or as an individual. From being an introvert to taking several interviews today, I found my destination, and I will always be grateful for ITMI to help me achieve my goal.



Monaika Dash (2019-2021)

Hello! My name is Monaika and I was a student of PGDMC 2019-21 batch. Currently, I am working as an Account Coordinator with Deluxe Entertainment. My journey at ITMI was filled with self-awareness and self actualisation. ITMI helped me strengthen my real life skills and shaped me into a professional. Nevertheless, ITMI prepares you for the real world in the best way possible.



Sajag Raman Srivastava (2019-2021)

Hi, I am Sajag Raman Srivastava, a B.Sc. graduate from Kanpur, who is currently working as a Jr. Assistant Producer at Sports Tak, India Today group. To fulfil my dream of being a sports journalist ITMI has given me a conducive environment which has enabled me to improve my skills. I have pursued PG Diploma in mass communication with specialization in Journalism. Be it offline or online classes restricted by COVID, ITMI has nurtured me with their world class curriculum and have given me practical skills to excel in life. After completing my academics, I got an opportunity to work as an intern in Sports Tak department where I learned a lot and got the opportunity to work with the team as a professional. I thank ITMI for giving me a bright future.



Shyamendra Pratap Singh (2019-2021)

Hi I am Shyamendra Pratap Singh, currently working as a Junior Assistant Producer with India Today group. But before this, I have done my Post Graduate diploma in Mass communication from India Today Media Institute with specialization in Journalism. India Today Media Institute is an organisation in which anyone can enrol himself/herself in order to get into the media world. I am short of words to express my gratitude to my faculties at ITMI. I thank all from the bottom of my heart for never letting me down. I truly appreciate ITMI and the time they spent helping me in many occasions. ITMI gives you an opportunity to work with reputed organisations so If you want to have a shining career in journalism, you should consider ITMI.



Anubhav Dubey (2019-2021)

"My experience at India Today Media Institute is great and memorable. I am thankful to Training & Placement cell for providing a platform to enhance my skills and an opportunity to showcase them".

I am currently working in India Today Group as a Video Editor.



Nikhil Gupta (2019-2021)

I am currently working as an Account Manager at Collectcent Digital Media. Studying at ITMI was a great experience, and played a pivotal role in nurturing my skills. My teachers put in every possible effort. They made sure my basics were crystal clear, and patiently cleared even the silliest of doubts. They gave me valuable tactical advices regarding any topic to study when, from, and where, and gave me the full support to do so that I can do it. They understood my pattern of learning and taught me accordingly.



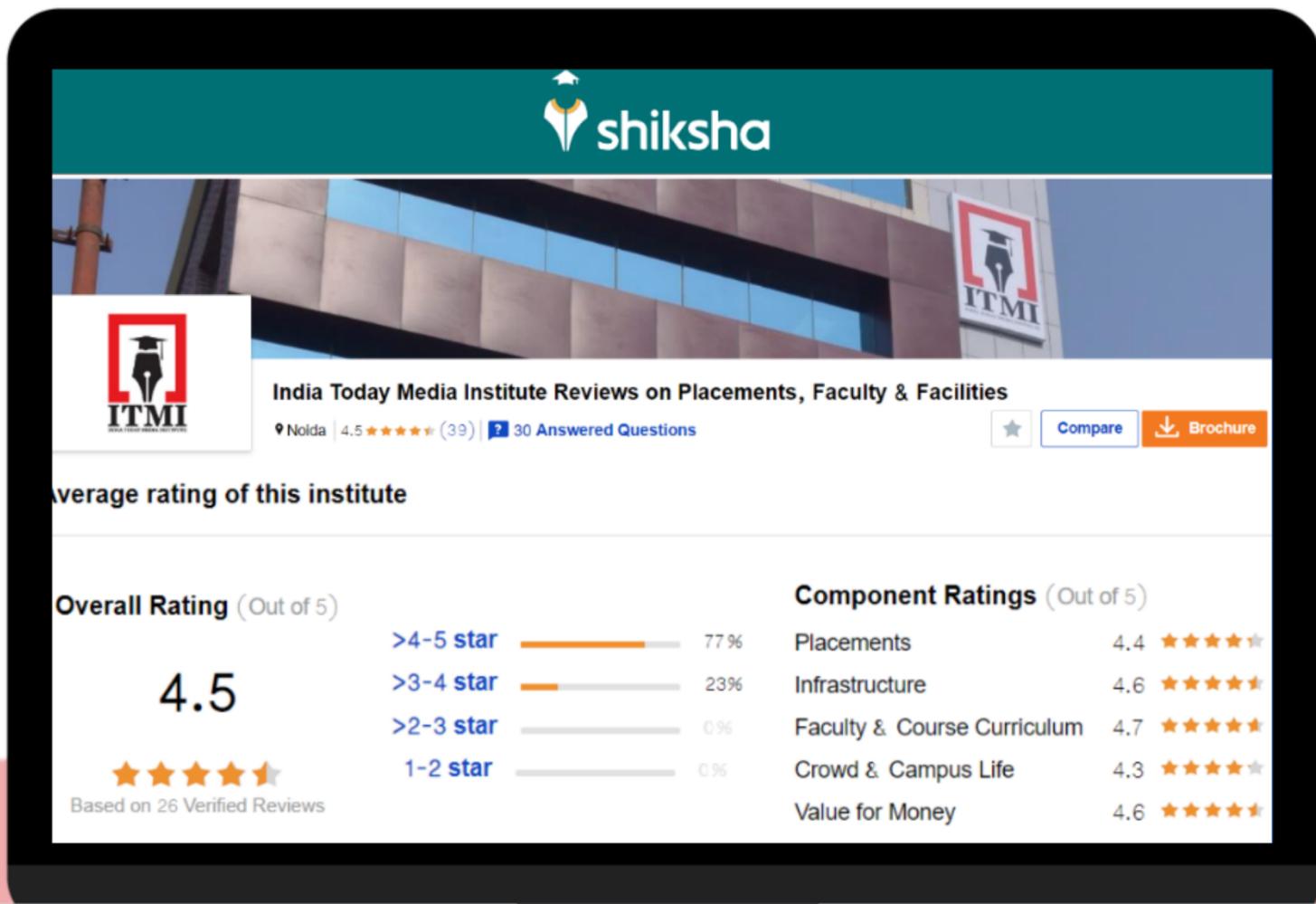
Mayank Tiwari (2019-2021)

My experience at ITMI was great and memorable. The mentors helped in enhancing my academic and interpersonal skills. I am thankful for the Training & Guidance I received at ITMI that helped shape my overall personality into a professional media personnel

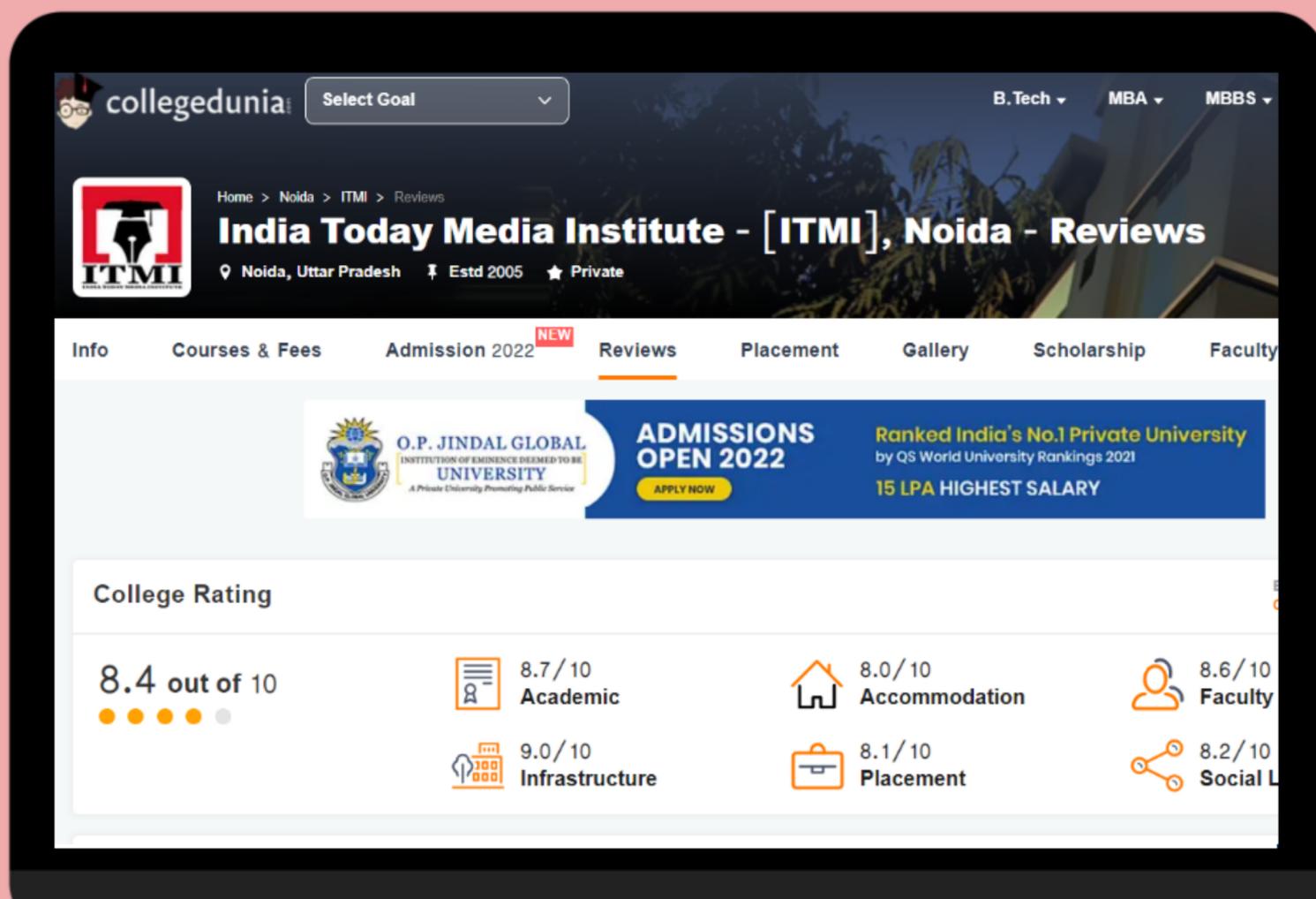




Reviews of Shiksha.com



Review of Collegedunia.com



Facebook And Google Review



India Today Media Institute ✓

@IndiaTodayMediaInstitute · ★ 4.8 (39 reviews) · University



Manish Kumar ★ recommends India Today Media Institute.

24 April 2019 · 🌐

Great place to learn and get hands on experience...

👍 Like

💬 Comment

➦ Share



Write a comment...



Recommendations and reviews

★ 4.8 out of 5 ⓘ

Based on the opinion of 39 people

Do you recommend India Today Media Institute ?

Yes

No

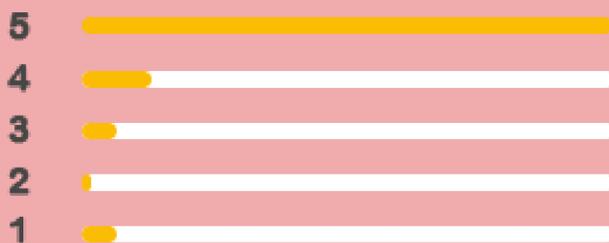
GOOGLE REVIEW



4.7



100 reviews



Best Place for enhancing your media skill.

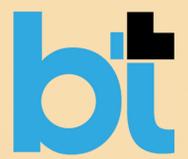


Very Good institution owned by India Today Group.



Innovative and professional environment of ITMI provide opportunity to explore.

Internship & Career Advancement Programme



Money Today

INDIA TODAY
HOME

COSMOPOLITAN

INDIA TODAY
ASPIRE

Reader's
digest

Auto Today
TV PRINT TIMES

Robb Report
INDIA

BAZAAR
Harper's

NEWS



भारत



UP



MP



SPORTS



CRIME



दिल्ली



ASTRO



LIFE



BIZ



मुंबई



साहित्य



बिहार



हरियाणा



राजस्थान



पंजाब



FIT



गुजरात





Career Opportunities in:



Eligibility Criteria

The basic eligibility criteria to pursue Diploma courses are as mentioned below:-

Aggregate of 45% in bachelor's degree in respective discipline or equivalent (10+2+3) from a recognized university. The students appearing in their final semester/year exams are also eligible to apply.

Maximum age limit to take admission in Diploma Courses is 30 years on the date of admission. Candidates with a strong hold on English/ Hindi may be preferred at the time of admission.

Curriculum and Academic Programmes

Comprehensive and constantly evolving to meet industry needs. ITMI has the benchmarks of global education with a system that matches the best of practices, theories, resources and standards all over the world. A systematic curriculum integrating the traditional syllabus with the latest trends across disciplines to suit current professional requirements also keeping in mind the enhancing globalization, cultural exchange and multiple flows of information. Evaluation and achievement of course-objectives based on feedback reports on the placements, employability of graduating students.

Every year the curriculum is upgraded through constant feedback from industry specialists and experts. With an emphasis on critical thinking, ethical reasoning, a global perspective and robust communication skills, ITMI offers largest menu of academic programs to choose from.

WHY ITMI?

- Multi-specialty academic institution with world class edu-training facility with involvement of industry stalwarts.
- Guaranteed Internship in India Today Group along with work exposure & mentoring support by industry leaders.
- 17 Years old industry owned Institute of Excellence in M&E.
- Corporate Interface Process with All India level opportunities in all Specialized domain areas.
- TRP Software training.
- Access to BARC software.
- Fully air-conditioned and Wi-Fi enabled campus.

- World Class infrastructure and logistic support.
- Smart Classrooms.
- Safe and Secure ambience for learning.
- A dedicated library.
- A dedicated computer lab.
- Hygienic Cafeteria.
- Industry- level softwares (IRS, BARC, RAM ,TAM & TGI).
- Medical insurance for all enrolled students.

Dear prospective applicant,

The mass media are seen today playing a key role in enhancing globalisation, cultural exchange and multiple flows of information and images between countries through news Broadcasting.

DR. DHRUBA JYOTI PATI

DEAN AND DIRECTOR



Meet some of the Renowned & Distinguished Trainers and Instructors

The Instructors use their professional experience to guide their teachings. Faculty comprises distinguished academicians and experts, leading professionals from the corporate world with rich industry experience. Besides carrying out industry oriented consultancy and applied research. They encourage the students to look beyond than books and explore the subject with experiential learning.



Anjana Kashyap
Senior Executive Editor,
Special Projects, Editorial AajTak



Sweta Singh
Senior Executive Editor,
Programming, Editorial AT



Sayeed Ansari
Executive Editor
Special Projects, Editorial AT



Shweta Jha
Associate Executive Producer
India Today Group



Chitra Tripathi
Editor, Special Projects,
Editorial AajTak



Vikrant Gupta
Senior Executive Editor,
Sports and Managing Editor,
Sports Tak, Editorial AT



Mr. Shams Khan
Editor (Crime Bureau)
TV Today network Ltd



Pooja Shali
Senior Special Correspondent
Editorial India Today



Sona Jha
Executive Editor, TV Today



Milind Khandekar
Managing Editor, Tak Channels,
India Today



Kumar kunal
Editor Editorial,
India Today Group



Parvez Sagar
Senior Assistant Editor –
Editorial, India Today Group



Parminder Sharma
Associate Senior
Cameraman Production,
India Today Group



Sanjay Sharma
Deputy Editor Editorial,
India Today Group



Shailaja Manocha
Faculty, Trainer, Consultant in
Marketing & brand
Management since 1999



Suman Sarkar
Director General – EMPI



Asif Shakeel
asifCollective|Founder,
Experiential Marketing Head – Group M



Jhum Jhum Shirali
Advisor,
Corporate Communications & PR,
Eveready Industries Pvt. Ltd.



Tanisha Sangha
Multimedia Director,
ITGD – Editorial



Parul Mehra
13 years of experience in communication
recipient of DR SATYA JANGHID women
achiever awardin



Hemant joshi
Ex Director Indian Institute
of Mass Communication(IIMC)



Sanchita chakraborty
Assistant Professor in the Department
of Journalism and Mass communication
at Delhi Metropolitan Education



Shaheen Nazar
Formerly of Times of India,
Khaleej Times, Arab News etc



Mohammad Waqas
Senior Editor, India Today Group



Achint Jain
Film Director /
Editor, Ex- National Institute of Design,
Ex Associate prof. World University of Design



Priya ranjan vaid
Consulting Director –
Business Communication &
Process Integration



Sanjay sethi
Founder and CEO Matrix Publishing Group,
Global Amenity Consultant,
Content Creator &
Publisher of Customized Books



Manoj Raut
Former Executive Editor, NDTV, Former HOD,
Manav & Rachna
Institute of research and studies



Dharam Arora
Director, The Source,
Dermasource India, LLP



Zoya Ahmad Husain
Senior Assistant Professor

Career Options after Completion

Career Prospects: Career prospects are bright after pursuing 22+ months post graduate diploma in Mass Communication program. It brings great amount of satisfaction to an individual as a media professional. One can explore job opportunity in following areas



Advertising Professional



Audio Visual or Print Producer



Book Publisher



Cameraperson



Client Servicing Executive



Content Writer



Event Manager



Film Making



Media Planner



News Anchor



News Reporter



Radio Programmer



Studio Manager



Video Editor

Meet our Distinguished MC Alumni



Nishtha Berry
Junior Assistant Producer
Crime Tak ITG



Salonee Priya
Brand Manager
Brand Catapult



Ananya Agarwal
Executive
Prime Focus Technologies



Amol Thakore
Auto Today
Living Media India Limited



Shirley Cruze
Techno Creative Writer
Ennoble IC



Deepali Jena
Sub Editor
Education.in ITG



Diksha Bisht
Junior Assistant Producer
GNT,ITG



Dinesh Yadav
Junior Assistant Producer
Dilli Tak, ITG



Banhishikha
Lodestar, Gurgaon, IPG Media brands
Planning Executive - Business



Aishwarya Radhakrishnan
India Today Group
Assistant Producer



Akriti Anand
Editorial India Today TV
Sub Editor



Shreeshree
ESP Films
Assistant Producer



Mayank Pasricha
India Today Group
Assistant Producer



Rakta Papneja
ITGD Multimedia & You Tube
Assistant Producer



Aditi Tyagi
Times Internet
Anchor/Video Producer



Karan Yadav
ITGD Multimedia & You Tube
Consultant, ITGD_Editorial - IT.in- Education



Sakshi
India Today Group
Assistant Producer



Ajit
India Today Group
Assistant Producer



Rumi Sharma
Brand Imprint
Sr. Content Developer



Vikas Mavi
IPG mediabrands
Business Manager

MC students from current batch



Abhishek Kumar Arya



Akshat Trivedi



Anushka Singh



Avantika Joshi



Keerti Singh



Mayank Kumar



Muskan Dheer



Naina Singh



Pranjali Sethi



Pratishtha Dutt Sharma



Reetika Bali



Renu



Rishabh Vij



Shreedhu



Shreya Jha



Sonam



Vaarija Agnihotri



Yashika Sehgal



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THANK YOU