



ADMISSIONS OPEN

FOR 2026

FULL-TIME POST GRADUATE PROGRAMME

DIGITAL MEDIA & COMMUNICATION

CRAFT THE MESSAGE. COMMAND THE MEDIUM. CREATE THE FUTURE.
GO VIRAL WITH VISION — YOUR DIGITAL MEDIA JOURNEY STARTS HERE!

www.indiatodaymediainstitute.in

In one line, the India Today Media Institute is about learning from the best.

The India Today Media Institute was established in 2005 under the aegis of India Today Group and the tutelage of the Group Founder Aron Purie – who is a leading light in the world of Journalism.

The Institute is commemorating 20 years of academic excellence. With a robust alumni network of over 1,200 students, the institute has made its mark with professionals creating success stories across many prestigious organizations.

We provide well-designed, relevant and comprehensive courses in the field of Journalism, Mass Communication, and Digital Media & Communication, in addition to short-term courses designed to fulfil the emerging training requirements of the industry. The students are nurtured to develop ideas, logical reasoning and critical analysis of content, and bring it all together through visuals and post-production elements, to tell a story – be it for broadcast, digital, social media or radio.

ABOUT ITMI



CHAIRMAN'S MESSAGE

My compliments to you on considering ITMI for admission. You are here, which means you already have the first half figured out by choosing the right training environment. We will take care of the second part by preparing you as best-in-class professionals. Our blend of academicians and practitioners as mentors will give you an enviable edge over your peers. They will make sure that you leave the institution industry ready.

We have been around for two decades – long enough for us to have traced the metamorphosis of the ecosystem for traditional to the new age media. While we pushed our boundaries in our business ventures, testing waters on everything from digital to social media to radio and events, the institute aptly enough, followed suit.

You will see a renewed focus on aligning the courseware with the requirements of New Media where the synergy between broadcast and digital ecosystems, is the new Normal. That has led us to widen the scope of our offerings. We have also trained our focus on related domains that constantly need a fresh stock of talent, including advertising, public relations, integrated market communication, experiential marketing, among others.

With the advent of Artificial Intelligence in Newsrooms, we have built it into all the relevant modules to make sure that you all are armed with the actual skill set and can step in to fill the expertise vacuum that the industry is facing in AI-related roles.

Over the next few years, ITMI will be the leader in media education in India. It will also continue to be our endeavour to understand the importance of gainful employment at the end of our rigorous programmes, and we will continue to forge formal and informal associations with the related industries. In our efforts to bring to you the best international minds to our campus, we are exploring global partnerships.

From here on, you are in the best of hands. I urge you to take full advantage of the innovative plans our Dean has for you and benefit from her myriad experience as a media practitioner, ranging 27 years. Her special focus on your grounding and inner wellness will stay with you for times to come. She and her energetic team are always available and willing to help with answers. Do not hesitate to connect with them!

We look forward to your joining the league of our ace alumni who are industry leaders out there, creating waves in a domain that is at the cusp of some of the biggest changes and challenges. Welcome to a great future in the world of media.

Mr. Aroon Purie

Chairman & Editor-in-Chief, India Today Group



DEAN'S MESSAGE

Dear Students

In media, we are always standing at the cusp of a transition. Where change is the only constant, agility and adaptation must be the norm. Our pursuit can only be to constantly rewrite and reinvent, to keep pace with the dynamic ecosystem. Traditional is meeting the new and we must synergies to draw upon the strength of each. You, being a part of a generation that thrives on practicality and innovation, best understand the perils of working on yesterday's logic. And we hear you.

Our first endeavour would be to make you unlearn and remove the biases that may have seeped into the understanding of your professional pursuits. From there shall begin the journey of self-discovery, where you arrive at your passion and device a strategy to pursue it.

Our focus, meanwhile, will be to look at your time here through a practitioners' lens to make you future-ready. You already have access to an information overload. We will give you access to tools and techniques that can hone your perception- they will sharpen your ability to connect dots, bring intensity, insight and coherence to your thought process. This will service you well in whatever domain you choose.

While mass communication and broadcast media remain our forte, we want to expose you to a buffet of new opportunities in digital media, advertising, public relation & communication, events, design, social media and futuristic technologies, including artificial intelligence.

Our sole job is to make sure that in the clutter of finding a career, we help you find your voice that is guided by your passion. As is said, if you work with what you love, you will never have to spend a day working.

We will work towards sending a competent and a well-grounded version of you into the world, for you to conquer.

It is our blessing that your personalities flower with knowledge and skills, and your persona blossoms with the fragrance of talent and compassion.



Ms. Perna Koul Mishra

Dean and Director, India Today Media Institute



ABOUT

DIGITAL MEDIA & COMMUNICATION

The 11+ months Full-Time PG Diploma in Digital Media Communication is designed to equip you with the cutting-edge skills and strategic insights required to thrive in the fast-evolving world of digital communication. From mastering digital tools to understanding audience behaviour, this program takes you from the classroom to the digital newsroom. Digital Media Communication course empowers you to navigate an ecosystem driven by algorithms, content, and credibility.

In an era where misinformation spreads faster than facts, this course empowers you to be a responsible digital communicator. You'll learn to identify and counter fake news, understand the ethical implications of digital storytelling, and explore how Search Engine Optimization (SEO) and Search Engine Marketing (SEM) shape online visibility and influence. Guided by digital media professionals and experts from the industry, the curriculum blends theory with extensive hands-on training. Students gain expertise in content creation, digital branding, platform-specific strategies, and analytics—while developing strong skills in research, writing, and multimedia production. Training is conducted in a studio-model setting with a focus on mentorship and individual growth. From learning how to craft powerful social media campaigns to designing content strategies that go viral, students are encouraged to experiment, innovate, and think critically.

FULL-TIME POST GRADUATE PROGRAMME
DIGITAL MEDIA & COMMUNICATION

Students also benefit from internships and potential job placements with India Today Group (ITG)'s vast network of digital platforms—Lallantop, DailyO, TAK, Aaj Tak Digital, Business Today Digital, India Today Online, and many more. These opportunities provide exposure to the industry's best practices and open doors to careers in digital marketing, social media management, digital journalism, content strategy, online branding, and media analytics.



FULL-TIME POST GRADUATE PROGRAMME
**DIGITAL MEDIA &
COMMUNICATION**

COURSE MODULES

APPLIED COMMUNICATION

MARKETING MANAGEMENT

CONSUMER BEHAVIOR

INTRODUCTION TO DIGITAL ECOSYSTEM

DIGITAL CONTENT CREATION

BRANDING & ADVERTISING

DESIGN: PRINCIPLES & BEST PRACTICES

DIGITAL MARKETING

EMERGING TECHNOLOGIES & AI

DATA JOURNALISM

DATA ANALYTICS

VIDEO DOCUMENTARIES & OTT

MOBILE JOURNALISM

SOCIAL MEDIA & INFLUENCER MARKETING

ADVANCED GRAPHICS



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COMMUNICATION**

INTERNSHIP

Internships serve as a critical bridge between academic learning and professional practice, offering students first hand exposure to the industry they aspire to join. For students of the India Today Media Institute (ITMI), internship with the India Today Group is not just an opportunity but a transformative experience that significantly shapes their career trajectory.



FULL-TIME POST GRADUATE PROGRAMME
**DIGITAL MEDIA &
COMMUNICATION**

NOTABLE PLACEMENTS

2024-25



PRIYAL MISHRA
ITTV PRODUCTION
INDIA TODAY GROUP



SHUBH MATHUR
SOUTH ASIAN NEWS
ANI



ADITI KAPUR
SOCIAL MEDIA & CONTENT SERVICE
INDIA TODAY GROUP



RASHI PANDEY
MEDIA PLANNING - DIGITAL
WPP (GROUP M)



PRASANT KR. JHA
GOOD NEWS TODAY SOCIAL MEDIA
INDIA TODAY GROUP



MITALI RAJ
TV SALES
NEWS NATION



SARA SINGH
AAJTAJ DIGITAL
INDIA TODAY GROUP



DIVYA BATRA
CLIENT SERVICING
DDB MUDRA



KANISHKA KUMARI
THE LALLANTOP
INDIA TODAY GROUP



CHANDANA S
OUTPUT
PTI



VICKY KUMAR
INDIA TODAY GLOBAL
INDIA TODAY GROUP



TANISHA SINHA
OUTPUT
PTI



PRAFUL VERMA
YT VIDEOS
INDIA TODAY GROUP



SHRUTI SUKUMAR
LIVE SERVICES
ANI



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**DIGITAL MEDIA &
COMMUNICATION**

NOTABLE PLACEMENTS

2024-25



BHAVYA TIWARI
GOOD NEWS TODAY SOCIAL MEDIA
INDIA TODAY GROUP



JAGADISH BABU
SUB-CONTINENT
ANI



RAPHAEL JOS C
CREATIVE UNIT TODAY (AI)
INDIA TODAY GROUP



KRITANJALI KSHTRIYA
PODCAST
ANI



ALISHA NEHAL
GOOD NEWS TODAY SOCIAL MEDIA
INDIA TODAY GROUP



KHUSHI GOENKA
OUTPUT
REPUBLIC WORLD



SANKALP GUPTA
SPORTS TODAY
INDIA TODAY GROUP



CHAHAT ARORA
MULTIMEDIA VIDEOS
NETWORK 18



SUNNY PATHAK
INDIA TODAY TV PRODUCTION
INDIA TODAY GROUP



ANSH RAJ SRIVASTAVA
MEDIA SALES
KORSHINE LLP



SAURABH PAL
THE LALLANTOP
INDIA TODAY GROUP



SAYED SHABIH IMAM
REPORTER
ANI



SHREYA BOSE
INDIA TODAY TV PRODUCTION
INDIA TODAY GROUP



TANISHA VERMA
REPORTER
THE EDGE



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**DIGITAL MEDIA &
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NOTABLE PLACEMENTS

2024-25



TEJAL JAIN
EVENTS
INDIA TODAY GROUP



TUSHAR NATH
VIDEO EDITING
NAARIVO CREATIONS



PRATEEK SACHAN
DATA INTELLIGENCE UNIT
INDIA TODAY GROUP



ARJU SHARMA
DIGITAL MARKETING
THE BOMBAY SEEDS SUPPLY CO.



ISHITA SHARMA
SOCIAL MEDIA
INDIA TODAY GROUP



SHIREEN MATHEW
CREATIVE DEPARTMENT
WILLOW AND BOOTS BRAND
SOLUTIONS PVT.LTD
WILLOW & BOOTS



SHASHANK SAWARN
TEEN TAAL
INDIA TODAY GROUP



SHUBHAM CAIRAE
MULTIMEDIA VIDEOS
DIGISTREET MEDIA PVT LTD.



RASHMI GUPTA
FACT CHECK
INDIA TODAY GROUP



DAKSH RAJ SINGH
EVENTS
CRYSTA CRAFT EXPO



AMAR KR. SRIVASTAV
MULTIMEDIA
INDIA TODAY GROUP



APOORVA SINGH
COORDINATION
ANI



ARMAAN AGARWAL
EMERGING TECH
INDIA TODAY GROUP



SAAKSHI
ANCHOR
THE EDGE



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**DIGITAL MEDIA &
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NOTABLE PLACEMENTS

2024-25



SHASHVAT PATEL
MOBILE TAK
INDIA TODAY GROUP



AASTHA MISHRA
COORDINATION
ANI



YASHNA CHOUDHARY
DIGITAL BUSINESS
INDIA TODAY GROUP



SHREYA SHARMA
INDIA TODAY TV OUTPUT
INDIA TODAY GROUP



ARUJA MAITHANI DUGH
MO
INDIA TODAY GROUP



TEJASVINI SHARMA
MERGED ENTITY
INDIA TODAY GROUP



AMRITA SINHA
GOOD NEWS TODAY TV WEBSITE
INDIA TODAY GROUP



AANCHAL TAK
INFLUENCER MARKETING
INDIA TODAY GROUP



AARYA TANDON
EVENTS
INDIA TODAY GROUP



SUDESH SAINI
YT VIDEOS
INDIA TODAY GROUP



GAURAV KR. CHATURVEDI
IN FEED
INDIA TODAY GROUP



SALONI VERMA
YOUTUBE VIDEOS
INDIA TODAY GROUP



SRISHTY CHAUHAN
SOCIAL MEDIA
INDIA TODAY GROUP



RAJPREET KAUR
SOCIAL MEDIA
INDIA TODAY GROUP



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NOTABLE PLACEMENTS

2024-25



RAHUL RAJBHAR
BTTV
INDIA TODAY GROUP



LAVANYA AGRAWAL
MOBILE TAK
INDIA TODAY GROUP



ADHISHTHA GAUR
INDIA TODAY MERGED ENTITY
INDIA TODAY GROUP



ALIZA NOOR
YT VIDEOS
INDIA TODAY GROUP



AKSHYA PANDEY
CAMERA (DIGITAL)
INDIA TODAY GROUP



ANURAG JHA
GOOD NEWS TODAY SOCIAL MEDIA
INDIA TODAY GROUP



DIYA MUKESH JAIN
TV ASSIGNMENT
INDIA TODAY GROUP



TOP RECRUITERS



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APPLICATION PROCESS

- For Further details, you may log on to www.indiatodaymediainstitute.in
- Fill out the Registration Form by paying the application process fee of **INR 1200**
- We will send you the sample test paper, and a detailed application form in subsequent emails on your registered email id.

KEY USP OF ITMI :

- 20 Years of Academic Excellence in providing Education & Training.
- 06 Months Internship in various specialized domains.
- Assured 06 Months Internship in various specialized domains.
- A mix of in-house, visiting industry faculty, professors of practice and trainers from India Today and AajTak.
- Excellent Placement Records.
- Corporate Connect Program with Industry Specialists in M&E sector.
- Additional courseware for inculcating soft skill, life-skills, and personality grooming.
- State of the Art studios for training.
- Training Facility in News Service feeds and online streaming news.
- Fully air-conditioned and Wi-Fi enabled campus.
- World Class infrastructure and logistic support.
- Smart Classroom.
- Safe and Secured ambiance for learning.
- A dedicated library.
- A dedicated computer lab.
- Hygienic Cafeteria.
- Camera Training and practice sessions.
- Training on latest software used by top media houses (e.g. Octopus, Audacity, India Today's digital CMS).



GET IN TOUCH



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