

Advertising  
TV & Film  
Journalism  
PR & Events

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TV & Film  
Journalism  
PR & Events  
Animation

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TV & Film  
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PR & Events  
Animation



**Join the classes to win the masses!**

★ **ADVERTISING** ★ **TV & FILM** ★ **JOURNALISM** ★ **PUBLIC RELATIONS & EVENTS** ★ **ANIMATION**



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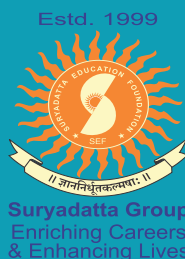


BE DOUBLY EMPOWERED

**SURYADATTA INSTITUTE OF  
MASS COMMUNICATION & EVENT MANAGEMENT (SIMCEM)**

• **ADVERTISING** • **TV & FILM** • **JOURNALISM** • **PR & EVENTS** • **ANIMATION**

PR & Events



The exciting field of Mass Communication offers innumerable lucrative career opportunities. The growth of print and television media in India has been exponential in the recent times, and it is only going to multiply in the coming years. **SCMIT's Suryadatta Institute of Mass Communication & Event Management (SIMCEM)** has been incepted to fill the void of quality media professionals.

**UGC / DEC Approved Courses offered by SCMIT's SIMCEM**

### **In the field of Media & Mass Communication**

**Bachelor of Arts in Journalism and Mass Communication (BAJM)**

**Duration** – 3 years

**Eligibility** – 10+2

**For Short Duration Certificate Courses**

**Contact us at : 020 24325840 / 8956932417**

**Master of Arts in Journalism and Mass Communication (MAJM)**

**Duration** – 2 years

**Eligibility** – Graduate in any discipline

### **In the field of Animation**

**Bachelor of Science in Animation & Film-Making (B.Sc.AFM)**

**Duration - 3 Years Eligibility - 10 + 2 / Equivalent**

**Bachelor of Science in Multimedia (B.Sc.MM)**

**Duration - 3 Years Eligibility - 10 + 2 / Equivalent**

**Diploma in Multimedia (DMM)**

**Duration - 1 Year**

**Eligibility - 10 + 2 / Equivalent**

**Master of Science in Multimedia (M.Sc.MM)**

**Duration - 2 Years**

**Eligibility - Graduate in any Stream**

#### **Uniqueness of Suryadatta**

- Extensive Industry Interaction
- Innovation and Knowledge Management
- Shaping a complete Human being
- Global Focus
- Value Based Education
- Enabling Sustainable Development

#### **Accolades & Applause**

The Suryadatta Group and its Directors are recipients of many prestigious awards, such as:

- Best Integrated Campus
- Entrepreneurship Excellence Award
- Asia Pacific's Most Promising Entrepreneur Award
- International Education Excellence Award
- Gurukul Jyoti Award
- Nisarga Paryavaran Mitra Award
- Swami Vivekananda National Award
- The Rajiv Gandhi Excellence Award

#### **Highlights of the BAJM & MAJM courses**

- Courses are recognized by DEC, UGC and Directorate of Distance and Continuing Education
- Preferred by professionals across various organizations in the country
- It helps students to realize dreams of enviable position in the ever evolving media industry
- In depth knowledge
- Exposure to national and international methods
- Inculcating new age skills
- Preparing for careers, not for jobs
- Making students wisdom rich

**Join the classes to win the masses**

## Career Opportunities

### Advertising

Advertising agencies in India with an estimated value of ₹ 13,200-crore has astonished many the world over with some astounding work that has emerged in the recent past. There are around 6000 advertising agencies in India employing around 60,000 professionals, and in the next two years, they are going to need an additional 14,000 professionals.

- Accounts Manager • Creative Director • Copy Writer • Visualiser
- Production Executive • Market Research Executive • Media Planner

### TV & Film

Film industry is projected to grow at a CAGR of 11.6% over the next five years, reaching to ₹ 185 billion in 2013. India makes approximately 900 films per year. There are 364 film studios which employ over 84000 professionals and they will need an additional 20,000 professionals in the next two years.

- Script Writer • Director • Cinematographer • Editor • Actor • Sound Designer
- Production Manager • Executive Producer • Anchor • Publicity Manager

### Journalism

Print journalism offers many exciting and lucrative career opportunities. Print media industry in India is projected to grow by 5.6% over the period 2009-13, reaching to ₹ 213 billion in 2013. Newspaper publishing is expected to grow at 5.6% for the next 5 years. There are over 3000 newspapers in India employing over 80,000 professionals in the print media. The industry generates ₹ 1600 crore business every year and will require 11,000 new professionals in the next two years.

- Reporter / Correspondent • Sub-Editor/Copy Editor • Features Writer • Columnist
- Liner and Stringer • Photo Journalist • Web Journalist • Fashion Journalist • Sports Journalist

### PR & Events

In the Public Relations sector, opportunities are many and varied, and not all focused on celebrity status, such as in the areas of mass communication, content development, animation, production and event management.

- Public Relations Officer • Social PR • Content Writer • PR Agency Owner
- Client Servicing Executive • Event Manager • Corp. Communications Manager

### Animation

Indian animation industry though a late starter is on the threshold of a boom period and so has a great career potential. India has great mythological stories and characters, good artists and technicians. Numerous job opportunities are available in India as well as abroad in the exciting field of animation. It opens the door to film industries such as Hollywood, which is the world of special effects and imagery for films. Specialized computer knowledge and skills are essential for various jobs in the field of animation. It is a booming industry with wide job openings and one can work on full length animation movies or any other related fields like television, advertising industry etc. An Animated feature film, which offers considerable employment prospects, is a combined talented effort of a wide variety of artists.

### Our Inspirators



**Prasoon Joshi**  
Advertising



**Preeti Vyas G.**  
Advertising



**Gajendra Singh**  
Producer



**R. Sardesai**  
TV Journalist



**Barkha Dutt**  
TV Journalist



**Ram Mohan**  
Animation



**Bhimsain Khurana**  
Animation



**V.G. Samant**  
Animation

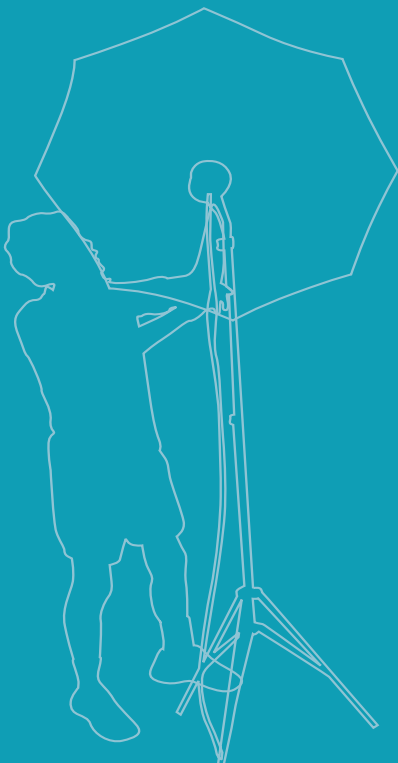


## Uniqueness of SIMCEM

- Professional Training
- Extensive Practical Exposure
- Qualified and Experienced Faculty members
- Media Industry Mentors
- Workshops and Seminars
- In House Events
- Interaction with Eminent Personalities
- Interaction with reputed Media Agencies

## Advantage @ Suryadatta

- Centrally located in Pune city
- State-of-the-art infrastructure
- Enlightening academic ambience
- Rigorous academic process through regular classroom teaching
- Training by hardcore media professionals
- Library with a wide range of books and CD's
- Regular students performance monitoring
- Personal counseling and motivation
- Field work and projects
- Hands on experience in organizing in-house events
- Cultural programs, Events, Sports Activities to enhance overall personality
- Artistic & creative inputs like dance, singing, painting, acting.



## Exclusive Modules on Make over & Presentation Skills

### Dress sense and make over

- Role of dressing in enhancing personal skills
- Role of dressing in improving marketing skills
- Dressing etiquettes
- How to create an image
- How to break an image
- Self improvement – a key to success
- How to be what you want to be
- Dressing up for presentations
- Posing out the best
- Applying fashion skills for marketing yourself
- How to follow trends without breaking your image
- Power dressing
- Corporate dressing
- Capsule wardrobe
- Practical makeover

### Presentation Skills

Presentation is an integral part of today's modern professions. How much ever the content may be good but unless presented skillfully cannot cast impression. We try to improve presentation skills through various techniques that involve lots of activities and role plays to enhance confidence and improve body language. The module comprises of :

- How to target audience for best results
- Making maximum out of minimum time
- How to prepare short, crisp and precise presentations
- Impressing the audience through best performances
- Understanding psychology of audience

