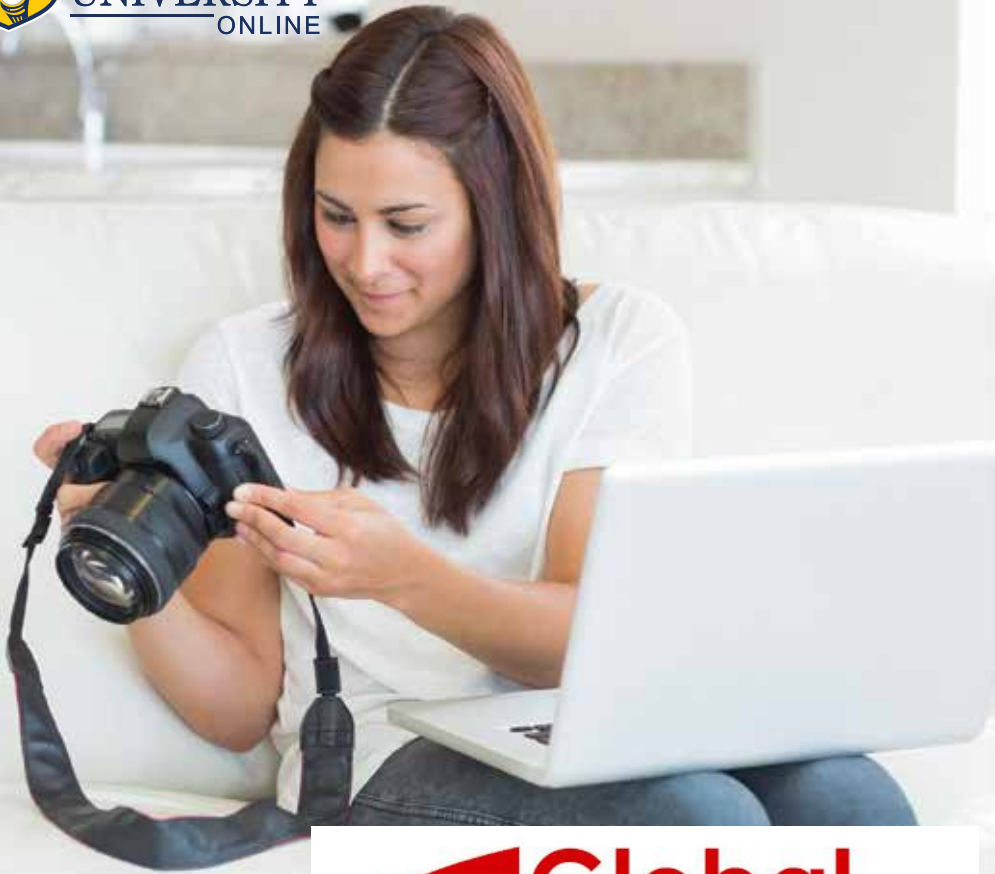




AMITY
UNIVERSITY
ONLINE



Bachelor of Arts - Journalism & Mass Communication

ACCREDITED BY:



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Mr. Ajit Chauhan

Chairman - Amity University Online

Amity University Online is devoted to creating a transformative learning environment, a digital classroom with true mobility and access to education from anywhere. Our career-oriented programmes are specially designed for working professionals offering futuristic learning experiences on our awarded LMS, along with face to face interactions, live online classes, webinars, video lectures & one-to-one sessions with faculty, designed and delivered by over 6000 eminent corporate experts and faculties. With a constant and sustainable rise in the need for highly-skilled professionals, it is becoming crucial for employers to develop and retain well-educated and motivated employees. At Amity University Online, we understand and create professionally strong individuals with higher education and training for meeting the evolving industry demands.



Message from Directors



Dr. Priya Mary Mathew

Director, Academics

This is the age of knowledge. And anyone who says “I do not know” at this age, will risk being labelled “outdated”. We at Amity Online Family have pledged to ensure no one faces that dilemma. That’s why you will find Amity University Online going to the depths, the widths, the lengths to ensure we serve as many humans as possible. Choices decide the fruits of your life. Taking up online programs with AUO is a wise decision to widen your opportunities to succeed.



Prof. Abhinash Kumar

Director

Amity University Online provides ‘Anytime, Anywhere’ education experience, intensive corporate interaction, industry-oriented teaching delivered by eminent corporate experts and world-class faculty. Designed to suit both graduate students and working professionals, our programmes adhere to UGC’s stringent criteria and we are at par with the campus programmes.

About Amity University Online

Bringing together pedagogy, content and technology, Amity University Online is home to a range of University Grants Commission (UGC) recognized programmes meant for anytime, anywhere learning. Amity University Online serves the educational aspirations of students across the globe through 24 programmes under Masters, Bachelors, Post Graduate Diplomas through its well-researched curriculum, renowned faculty, cutting-edge technology and close industry academic partnerships.



The country's first university to receive the prestigious UGC accreditations for its online programmes, Amity University Online is devoted to creating a transformative learning environment. In today's environment, when content is mobile and available anytime, anywhere, learning is truly a click away.



A LEADING GLOBAL EDUCATION GROUP

Amity Education Group is one of the largest education groups, established over twenty years ago, offering globally benchmarked education right From pre-school to Ph.D. level with over 400 UG & PG programmes across various disciplines in education.

175,000

Students

225,000

Online Students

6,000+

Faculty

120,000

Alumni Worldwide

1,200

Acres of Campuses

28

Schools & Pre-schools

11

Universities in Noida, Gurugram, Greater Noida, Jaipur, Mohali Lucknow, Mumbai, Gwalior, Raipur, Kolkata, Ranchi & Patna

16

International Campuses including London, Dubai, Singapore, New York, San Francisco, Abu Dhabi, Mauritius, Sharjah, South Africa, Amsterdam, Nairobi, Tashkent

“

There is much more to the program than what I was expecting initially. It has been much more than an educational experience. It has been a phenomenal leadership training, personal growth and professional development experience as well. I think the entire program is very well designed and adds tremendous value to my long-term career aspirations. ”

Bashra Meher

RootShell Inc.

About the Programme

BACHELOR OF ARTS - JOURNALISM & MASS COMMUNICATION

Learning Efforts - 12/15 hrs a week | Duration - 3 Years | Credits - 126

An exhaustive three year (6 semesters) undergraduate programme offering in-depth study of theoretical concepts and functional areas in Journalism and Mass Communication.

From advertising, electronic communication, print media, news writing, public relations & corporate communication, editing, photo journalism, event management, reporting & writing, audio visual communication, cyber journalism, and press law & media ethics to TV production, Internet & new media, and media ecology – the course covers important concepts, trends, and practices in the subject area.

The programme provides high-quality academic and technical training using different teaching resources, including case studies, practical exercises, student meetings, screenings, and group readings. The programme includes technical skills in many areas of mass media and interaction, theoretical views on their existence and use, and historical and social knowledge of their dynamics.

Given its scope, the programme will benefit anybody (with 10+2 years of formal schooling) keen to gain deep knowledge in the subject area.

Programme Curriculum

SEMESTER 1

- Mass Communication Models and Theory
- Print Journalism
- Graphics and Visual Communication
- Business Communication

SEMESTER 3

- Advertising Concepts
- Introduction to Television Production
- Introduction to Media Research
- Global Media Scenario
- Individual Excellence and Social Dynamic

SEMESTER 5

- Event Management Concepts
- Film Making Techniques
- Client Servicing and Creatives
- Brand Management
- Professional Ethics

SEMESTER 2

- Introduction to Radio and Audio Technique
- Photography theory and Practice
- Media Ethics and Laws
- Environmental Studies

SEMESTER 4

- Online Journalism and Digital Media
- PR Concepts
- Communication for Sustainable Development
- Principles of Marketing-1
- Writing for Specialism

SEMESTER 6

- Major Project
- Camera Operations
- PR and Campaign Planning
- Digital Marketing and Content Development
- Ad. Production and Campaign Planning

Our Global Faculty



Asst. Prof. Brian Porter

MSc. Management - Boston University,
Online Facilitator - Boston University,
Adjunct Professor - Nicholas College,
Vice President of Strategic Partnerships at MGCC



Prof. Luke Pearce

M.A. in Education, University of Sheffield,
PGCE from Sheffield Hallam University,
Teaching fellow - University College London



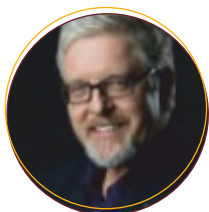
Prof. (Dr.) Ronald C Darnell

PhD, Organization Management - IT Management,
Capella University, USA,
Professor and Program Coordinator -
Amberton University,
Visiting Professor- DeVry, University,
Professor - Parker University,
Principal Consultant & Agile Coach- Vizient, Inc.



Prof. (Dr.) Julia Fallon

MBA from Cardiff University and PhD from the
University of Wales, UK,
Principal Lecturer, at Cardiff Metropolitan University, UK



Prof. Mike Berry

MSc. in Math and Economics -
Imperial College London,
Professor (Marketing) at
Hult International Business School, UK

Eligibility

- 10th Class Certificate (Completing 10 years of formal schooling)
- 12th Class Certificate (Completing 12 years of formal schooling)

Accredited. Respected. Trusted.



Programmes Recognised
by Distance Education
Bureau (DEB) UGC



Amity's Online MBA has been
ranked by **QS as #37 Worldwide**
In 2021 ranking.



Asia's only not-for-profit
university to get
US regional accreditation



Accredited by
National Assessment And
Accreditation Council (NAAC) Grade 'A+'



Amity's Online MBA
& BBA are the 1st and
only ECCS certified
programmes in India



Accredited Member of
Accreditation Council for
Business School and
Programme (ACBSP), USA



Association of
Indian Universities



Recognised by
World Education Services

“

It was good to take a online programme from Amity which helped me in excelling career growth in my current organization through theoretical knowledge. I was able to deliver much more based on the course which I opted for. Helped me in learning new terminologies and approaches.

”

Aman Gaur

PayTM

Amity University Online Advantage



Live & Interactive Lectures
by Expert Faculties



Web Proctored Mode for
the freedom to take
exams anywhere



World-class curriculum
designed by eminent faculty
and industry professionals



Learn from the leading
global faculties



Regular webinars
by industry leaders



Virtual job fairs and
career assistance



International collaborations
with Ivy League universities



Easy-to-use LMS accessible
anytime, anywhere



Strong alumni network



Exemplary employer rating
of various programmes

Alumni Working At





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