



**DISCOVER
DELIVER
EMPOWER**

Where Every Story Matters



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**JOURNALISM &
MASS COMMUNICATION**

LIFE @ APEX



Message

From the Chairperson's Desk



Dr. Ravi Juniwal
Chairperson

Welcome to the Apex School of Journalism & Mass Communication at Apex University! Our institution is dedicated to nurturing future leaders in the dynamic field of media and communication.

We pride ourselves on providing a robust curriculum that blends theoretical knowledge with practical skills, ensuring our students are well-equipped for the challenges of the modern media landscape. Our faculty comprises experienced professionals and scholars who are committed to excellence in teaching and research. They bring a wealth of industry and academic expertise, fostering a learning environment that is both stimulating and supportive.

At Apex, we emphasize ethical journalism, critical thinking, and effective communication. We encourage our students to pursue innovative projects and internships that will prepare them for successful careers in journalism, broadcasting, digital media, and beyond.

Join us at the Apex School of Journalism & Mass Communication, where your passion for media meets endless possibilities. Together, we will shape the future of storytelling.

■ **Dr. Ravi Juniwal**
Chairperson

A Journey

REDEFINING EXCELLENCE

Apex School of Journalism & Mass Communication

Nurturing Excellence Since 2018

In the vibrant tapestry of educational institutions, the Apex School of Journalism & Mass Communication stands as a beacon of excellence, weaving together innovation, tradition, and a commitment to nurturing the finest talents in the field of media and communication. Established in 2018, this institution has swiftly ascended to prominence, becoming an integral part of the illustrious 60-year legacy of Sanjay Shiksha Samiti.

A Legacy of Excellence

As a part of the esteemed Apex University, the school steeped in academic distinction and a commitment to holistic education. This legacy serves as a cornerstone, infusing every aspect of the school's ethos with a spirit of excellence, integrity, and service to society.

Shaping Future Leaders

Beyond imparting technical skills, the school endeavors to instill in its students a deep sense of social responsibility and ethical integrity. Through experiential learning opportunities, internships, and industry collaborations, students are empowered to become conscientious communicators, capable of

navigating the complexities of the media landscape with integrity and compassion.

A Journey Forward

As the Apex School of Journalism & Mass Communication continues its journey of nurturing excellence, it remains steadfast in its commitment to shaping the future leaders of media and communication. With a blend of tradition and innovation, it aspires to inspire, educate, and empower the next generation of journalists, broadcasters, filmmakers, and communicators to make a positive impact on society and shape the future of media.



About

APEX SCHOOL OF JOURNALISM & MASS COMMUNICATION

Apex School of Journalism and Mass Communication offers Diploma UG, PG & PhD in journalism and mass communication. The courses offered a distinctive approach that combines theoretical knowledge of journalism studies and practical training in acquiring technical skills in our well-equipped studios. Field visits, workshops and seminars are organised often to have a close look at the working of the mass communication industry.

The courses are organised such that the students get a chance to interact with renowned academicians and media experts. During the later part of our courses, the students do internships and research work with known media organisations. Students thus have the opportunity to acquire extensive expertise in the area of their chosen study. Our programmes also offer the flexibility of study across subject areas.

For those interested in the development of communication skills, we provide extra training to them for overall personality development. Besides all these, to keep our students abreast with the latest, we organize in-house media quizzes, debates, discussions, photography excursions and film shoots from time to time.

WHAT MAKES APEX SCHOOL OF JOURNALISM & MASS COMM. UNIQUE?



HOLISTIC LEARNING EXPERIENCE



PRACTICAL TRAINING



ENRICHING GLOBAL



UNIQUE FOCUS ON STUDENT PLACEMENTS



PROGRAMME **HIGHLIGHTS**

05

**Campuses
in Jaipur**

04

**International
Research
Conferences**

08

**Centers of
Excellence**

35

**Global Thought
Leaders on Academic
Advisory Council**

20+

**Full Time
Faculty**

100+

**Industry Leaders
interacted with
students**

PROGRAMME **HIGHLIGHTS**

15+

**Global Visiting
Faculty from Industry
& major universities
of the globe**

252+

**Campus Placements
in a single day in
Pool Campus Drive
and still continuing**

5000+

**Alumni Network
spread over
10+ Countries**

50+

**Prizes won by
students at National
Level/State Level/
Inter College Fests.**

05

**Collaborations with
Leading Global
Institutions**

PROCEDURE - **ADMISSIONS 2024**



Step 1:

Visit the Official Website

Go to the official website of Apex University: www.apexuniversity.co.in.
Your first step towards a promising academic journey begins here.

Step 2:

Apply Online

Click on the Apply Now button.
Fill out the application form and pay the application fees.



Step 3:

Appear for AUCET

Take the Apex University Common Entrance Test (AUCET) as part of the admission process.

Step 4:

Document Submission

Submit all necessary documents, including academic records, ID proof, and other required paperwork.



Step 5:

Admission Confirmation and Fee Payment

Upon successful selection, confirm your admission by paying the required fees.

Step 6:

Join Apex University

Once your admission is confirmed, become a part of Apex University and begin your academic journey.

PROGRAMS **OFFERED**

B.A. (JMC)

ELIGIBILITY

10+2 or its equivalent examination in any stream conducted by a recognized Board/University/ Council. Obtained at least 50% for General, 45% for SC, ST, OBC & SBC.

DURATION - 3 Years (6 Semesters)

FEE : ₹ 60,000 Per Annum

M.A. (JMC)

ELIGIBILITY

Bachelor's degree (any discipline) or Equivalent. Obtained at least 50% for General, 45% for SC, ST, OBC & SBC.

DURATION - 2 Years (4 Semesters)

FEE : ₹ 60,000 Per Annum



- » Journalist /News Reporter
- » Fashion Photographer
- » TV Correspondent
- » Producer
- » Writer
- » Television & Film Director /Producer
- » Content Writer
- » Event Manager
- » Public Relations Officer

- » Digital Marketing
- » Expert Journalist
- » Radio Jockey
- » Broadcaster & Producer
- » Reporter /Editor
- » Proof Reader
- » Columnist
- » Cartoonist
- » Photo Journalist

SCHOLARSHIP

@ APEX



100% SCHOLARSHIP

Offered to those who loose their earning parent during the due course of study.



40% SCHOLARSHIP

TO THE WARD OF CRPF PERSONNEL



UPTO

100% MERIT
SCHOLARSHIP



10% EXTRA
EARLY BIRD
SCHOLARSHIP

EASY PAY

Apex University offers a unique scheme of Apex Easy pay to give students an ease to deposit their course fee in two equal installments.

Admission Criteria :

The selection of applicants in the programs shall be made through merit and personal interview (as per the requirement). While evaluating students for admission, due weightage is given to academic distinction, award in sports /cultural events, debates, quizzes and other extra / co-curricular activities.

Right to Education is one of the fundamental right of every Indian. Apex University believes that money should not be a road block for a student with innovative ideas in his mind and passion in his heart. We award scholarships and financial assistance to meritorious students based on their academic achievements. Several scholarships are offered to students depending on the academic credentials and their achievements in sporting and cultural arena. The University grants full to partial waiver on tuition fees payable by such meritorious students.

Percentage in qualifying examination	Percentage of tuition fee waiver
100%	100
95% to 99.9%	50
90% to 94.9%	30
75% to 89.9%	20
60% to 74.9%	10



YOU CAN ALSO BE AMONG OUR ALUMNI WORKING AT THE WORLD'S TOP ORGANIZATION

PLACEMENT DRIVE



PLACED STUDENTS



GAURAV SHARMA
BA(JMC)
Rajasthan Patrika



KAVITA GADRI
BA(JMC)
Rajasthan Patrika



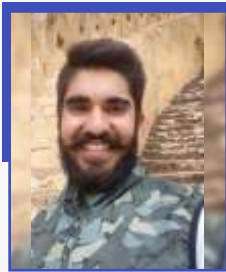
VIJAY CHOUDHARY
BA(JMC)
Rajasthan Patrika



NEELU MISHRA
BA(JMC)
Samachar Jagat



VISHESH KUMAR
BA(JMC)
Rajasthan Patrika



RATAN SHERAWAT
BA(JMC)
Rajasthan Patrika



KINJAL SHUKLA
BA(JMC)
Samachar Jagat



SHWETA KUMAR
BA(JMC)
Rajasthan Patrika

STUDENT'S TESTIMONIALS

The activities organized by ASJMC is very good and helpful for students. Faculty members are very well experienced. I am thankful to ASJMC for providing me such great platform and recommend everyone to join ASJMC.

Satish Raj
MA(J&MC)
2nd Year
2022-2024



ASJMC is a great choice I made when I was searching for an institute that can help me to build my skills and furtherance in my career for anchoring and radio jockey. I'm glad that I choose ASJMC for my education and a step towards my future.

Jayaa Singh Naruka
MA(J&MC)
2nd year
2022-2024



Studying Journalism at Apex has been an eye-opening journey. The faculty's expertise combined with hands-on experience has honed my skills in investigative reporting and storytelling. The dynamic curriculum prepares us for the rapidly evolving media landscape, equipping us with the tools to make a real impact in the world of journalism.

Deepak Kumar Sukariya
BA-JMC 1st year,
2023-2026



As far as I know, as a second year student, AU offers a promising result when it comes to placements. Many students get placed, minimum package being 5L per annum. They provide a placement training before the students get places are usually in the race of getting placed at a higher salary package.

Lokendra Meena
BAJMC
3rd year



A GUARANTEE OF THE FINEST QUALITY IN EDUCATION

Is Your Future Secure With Us ?

Well, These Marks of Excellence Speak For Us !



This is What AUCET Means For You...



Best Quality Infrastructure &
Digital Resources



Quality in Teaching & Student
Development



Relevant Curriculum on a
Local, National & Global
Levels



Highest academic degree
value upon Graduation



Top quality research and
innovation Initiatives

PROMINENT FIGURES

Get Inspiration From Your Icons Who Have Changed The World



PURUSHOTTAM DIWAKAR
Senior Photojournalist



PROF. (DR.) SANJEEV BHANAWAT
Former Head Centre for
Mass Communication
University of Rajasthan, Jaipur



DR. TABINA ANJUM
Journalism Photography Seminar



YUSUF KHAN
Singer
Journalism Session Bhapang Artists



BHAPANG ARTISTS
Journalism Session



MR. AMIT KUMAR
Journalism Workshop

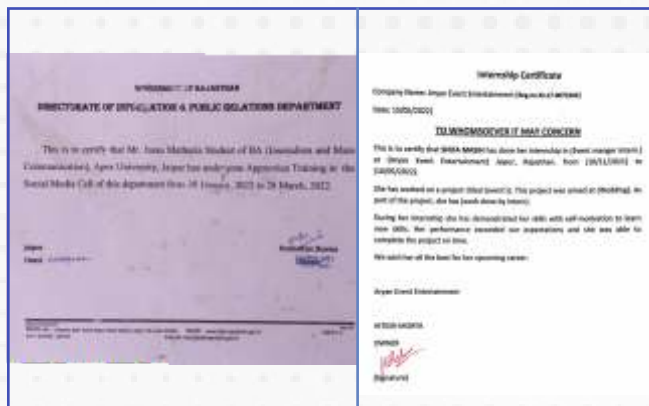


MAMTA AGARWAL
Makeup & Hair Artist
Journalism Workshop



ASHOK RAHI
Bhapang Artists
Journalism Session

INDUSTRIAL CERTIFICATE & FELICITATION PROGRAM



JOURNALISM TALK SHOW



APEX VOICE

Digital Newspaper
Launched by
Sudhir Bhandari



APEX NEWSPAPER LAUNCH



Launching Apex Today newspaper



MLA and Padmashree awardee Dr. Krishna Poonia released Apex Today Newspaper

CELEBRITY INTERVIEWS



Bollywood Singer Rohanpreet interviewed by students



Padma Shri Anuradha Paudwal interviewed by students



MLA Dr. Rajkumar Sharma interviewed by students



Mr. Dharmendra Jha, News Editor, Dainik Bhaskar interviewed by students

CELEBRITY INTERVIEWS

WORKSHOP & GUEST LECTURE



INDUSTRIAL VISIT



LIFE OF JOURNALISM **STUDENTS**



CELEBS @ APEX



Apex South Campus - I



Apex West Campus - I



Apex Kota Campus



Apex South Campus - II



Apex West Campus - II



Apex South Campus - III



Apex North Campus



Dr Sagar Mal Juniwal's

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