



Dr Sagar Mal Juniwal's
APEX[®]
UNIVERSITY
JAIPUR



**DISCOVER
DELIVER
EMPOWER**

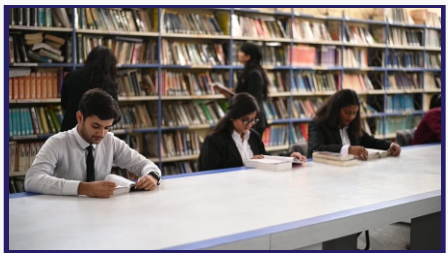
Where Every Story Matters



**B
R
O
O
C
H
U
R
E**

**JOURNALISM &
MASS COMMUNICATION**

LIFE @ APEX



Message

From the Chairperson's Desk

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 experience 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 Junival**
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 59-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**

PROCEDURE - **ADMISSIONS 2024**



Step 1 : **Online Application**

Commence your journey with Apex by completing the online application form on our website link www.apexuniversity.co.in Your first step towards a transformative education begins here.



Step 2 : **Selection Criteria**

Candidates will be assessed based on the merit list and personal interview.

Past Academic Performance :

A thorough review of your academic achievements.

Personal Interview: An opportunity for us to understand your aspirations and potential.



Step 3 : **Admission Offer Letter**

Successful candidates will receive an Admission Offer Letter, signifying the commencement of the next exciting chapter in their academic journey at Apex, along with crucial information about admission deadlines.

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**

COURSES OFFERED

B.A. (JMC) B.A. Journalism & Mass Communication

DURATION - 3 Years (6 Semesters)

ELIGIBILITY

**10+2 from any recognized Boards with
Minimum 45%**

FEE : ₹ 60,000 Per Annum

M.A. (JMC) M.A. Journalism & Mass Communication

DURATION - 2 Years (4 Semesters)

ELIGIBILITY

**Passed in Bachelor's degree
(any discipline) with minimum 40% marks**

FEE : ₹ 60,000 Per Annum

P.G. DIPLOMA (JMC) Journalism & Mass Communication

DURATION - 1 Years (2 Semesters)

ELIGIBILITY

**Passed in Bachelor's degree
(any discipline) with minimum 40% marks**

FEE : ₹ 40,000 Per Annum



CAREER PROSPECTS

- ▶ 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

APEX SCHOLARSHIP

Apex University offers a range of scholarships based on academic achievements.



Admission Criteria :

The selection of applicants for the programs shall be based on merit and personal interviews (as per the requirement). When evaluating students for admission, significant weightage is assigned to academic excellence, awards in sports/cultural events, participation in debates, quizzes, and other extra/co-curricular activities.

Right to Education is one of the fundamental rights of every Indian. Apex University believes that money should not be a roadblock for a student with innovative ideas and passion in their heart. We offer scholarships and financial assistance to meritorious students based on their academic achievements. Several scholarships are available to students depending on their academic credentials and achievements in the sporting and cultural arenas. The University grants full or partial waivers on tuition fees for such meritorious students.

Apex 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.



Scholarship for CRPF Personnel

Apex University, Jaipur has signed a Memorandum of Understanding (MoU) with the Central Reserve Police Force (CRPF) to enhance educational opportunities for CRPF personnel and their families. Recognizing the sacrifices and contributions of the CRPF in safeguarding our nation, Apex University is offering a scholarship covering 40% of the tuition fee per year for ward of CRPF personnel. Moreover, two seats are specifically reserved for the wards of CRPF personnel in Apex University's courses/programs.

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

PLACEMENT DRIVE



PLACED STUDENTS



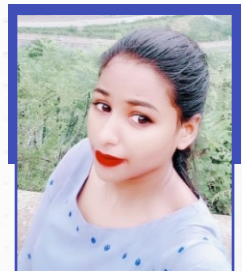
GAURAV SHARMA
BA(JMC)
Rajasthan Patrika



KAVITA GADRI
BA(JMC)
Rajasthan Patrika



VIJAY CHOUDHARY
BA(JMC)
Rajasthan Patrika



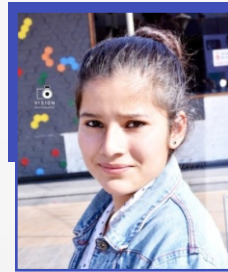
NEELU MISHRA
BA(JMC)
Samachar Jagat



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 CUET Means For You...

Apex University Made History By Becoming The Youngest University in India To Receive 5,90000 CUET Applications in UG & PG Programme.



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

CELEBS @ APEX

“Be it Taking Selfies or shaking a leg with students, Celebs know just what it takes to be hit it off with them.”



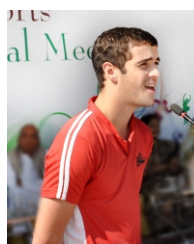
Abishek Bachchan
Bollywood Actor



Karan Johar
Director & Producer



Sunburn Concert
DJ Teri Miko



Spencer Johnson
Football Player



Khayali Sharan
Actor & Laughter Champion



Prasen Kumar
Sa Re Ga Ma Pa
Litil Champs Fame



Raja Murad
Bollywood Actor



Teejan Bai
Padma Vibhushan



Rashmika Mandanna
Bollywood Actress



Varun Dhawan & Alia Bhatt
Bollywood Actor & Actress



Arjun Rampal & Vidyut Jamwal
Bollywood Actors



Sidharth Malhotra
Bollywood Actor



Ragini Tandan
Singer



Vilen
Artist



Balveer
Star Cast



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 Bhangang Artists



BHAPANG ARTISTS
Journalism Session



MR. AMIT KUMAR
Journalism Workshop

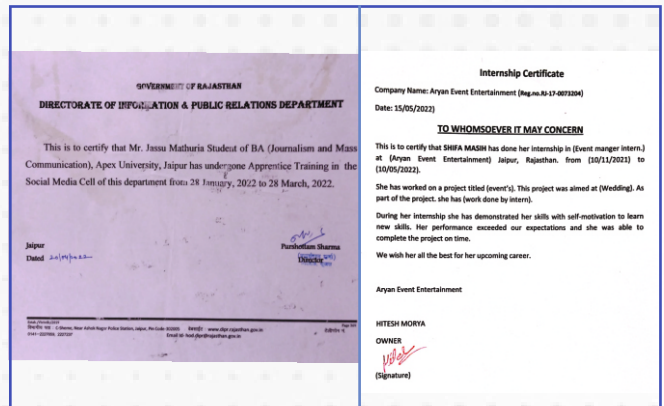
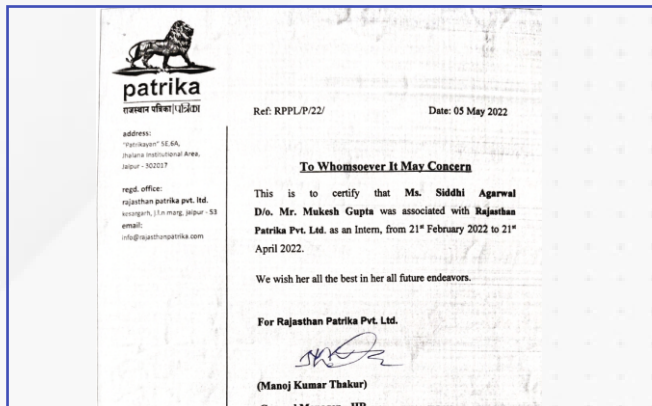


MAMTA AGARWAL
Makeup & Hair Artist
Journalism Workshop



ASHOK RAHI
Bhangang Artists
Journalism Session

INDUSTRIAL CERTIFICATE & FELICITATION PROGRAM



JOURNALISM TALK SHOW



APEX VOICE

Digital Newspaper Launched by Sudhir Bhandari



LAUNCHING THE DIGITAL NEWSPAPER

APEX VOICE

आज-विज्ञान सांस्कृतिक रूढ़िवादी स्वभावों का समन टेक्नोआगाज

आज-विज्ञान सांस्कृतिक रूढ़िवादी स्वभावों का समन टेक्नोआगाज... (Text continues with details about the digital newspaper launch and its mission to bridge traditional and modern values.)

A NIGHT TO REMEMBER

The new batch of the University enjoyed the party... (Text describes a social event held by the university.)

02 APEXVOICE THINKING ALOUD

EDITORIAL
Language: The Most Powerful Tool

Language is the most powerful tool... (Text discusses the importance of language in communication and education.)

Are you a go-getter?

Are you a go-getter?... (Text provides advice on career and personal growth.)

पारदर्शिता और पारदर्शिता

पारदर्शिता और पारदर्शिता... (Text discusses transparency in governance and society.)

Students' Dream: Corruption Free India

Students' Dream: Corruption Free India... (Text talks about the impact of corruption on students and the need for a clean India.)

PROFESSOR'S FEAT

APEXVOICE03 BULLETIN BOARD

Yoga is the Key to Success: Swami Maheshwaranand

Yoga is the key to success... (Text features an interview with Swami Maheshwaranand on the benefits of yoga.)

Elevating the Inclusive Potential

Elevating the inclusive potential... (Text discusses strategies for social and economic inclusion.)

Learning the Skills of Taping

Learning the skills of taping... (Text reports on a workshop for students to learn taping techniques.)

Digitizing Fashion

Digitizing fashion... (Text explores the intersection of technology and fashion.)

Achiever's Corner

Achiever's corner... (Text highlights the achievements of students and faculty.)

04 APEXVOICE PEAKS

Powerful Pictures Tell Stories

Powerful pictures tell stories... (Text discusses the impact of visual media in journalism.)

Talent of Apex shines at Chandigarh University

Talent of Apex shines at Chandigarh University... (Text reports on a talent show held at Chandigarh University.)

सिद्ध पत्तनर पदमे मानी परकार

सिद्ध पत्तनर पदमे मानी परकार... (Text discusses the importance of hard work and perseverance.)

Magic of Block Printing

Magic of block printing... (Text explores the traditional art of block printing.)

APEX NEWSPAPER LAUNCH

CELEBRITY INTERVIEWS



Launching Apex Today newspaper



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



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



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

APEX UNIVERSITY

Ph.: 0141-6660999 | 1800-200-7000

Email : info@apexuniversity.co.in, Web: www.apexuniversity.co.in

Admn. Office :
Sector -5, V.T. Road, Mansarovar
Jaipur (Rajasthan) 302020

Delhi Office :
203, Second Floor,
Bhikaji Cama Bhawan, New Delhi-110066