

PROSPECTUS



Make Your Passion
Your Profession

ABOUT SIMC

Sapphire Institute of Media & Communications is the India's leading Media House, powers brands by offering a spectrum of advertising services and crafting compelling stories. We deliver innovations in the outdoor space, National News Channel by creating out-of-the-box messages and we target and reach a broad audience and explore innovative solutions in the outdoor, Newspaper and TV. We cater to ever-evolving marketing needs, engineering real-world value for your brand and its products and services and offer branding expertise that shapes your brand and creates a high recall value. We offer complete solutions in experiential marketing through OOH, DOOH, Newspaper and TV Driven by passionate and creative experts, we craft experiences for all the brands and offering unique advertising propositions to advertisers is a part of our media bouquet. With an integrated communication approach, we deliver clear and consistent messaging. A specialized media house, we provide insight, planning, and value to advertising. Sapphire Institute of Media & Communications always forefront of creating state-of-the-art formats and smart Brand campaigns to create your premium set of display media. We are a full-service company with engineering-based manufacturing, printing, and installation services, plus additional capabilities i.e., Newspaper & National News Channel based in India.

ABOUT THE INSTITUTE



"Experience cutting-edge journalism and mass media education at our state-of-the-art institute. Our smart classrooms accommodate 30 students each, while our WiFi-enabled campus features a lab with 15 workstations, empowering students to thrive in today's fast-paced digital landscape.

Strategically located in Noida's most connected sector, our institute is surrounded by industry leaders, including India Daily news channel, Jan Bhavna Times newspaper, and 360-degree Outdoor Advertising. Our media centre, sound studios, and TV studios provide immersive hands-on training in sound, video, editing, and broadcast news.

Our commitment is to foster an exceptional learning environment, equipping students with the skills and expertise to excel in the ever-evolving media industry."

“Chairman’s Message

In today's fast-paced media landscape, adaptability and resilience are key to success. At Sapphire Media, we're committed to equipping you with the skills, knowledge, and determination to thrive in this exciting industry.

Our curriculum is designed to provide a solid foundation in the principles of media and communications, including originality, creative thinking, and engaging content creation. We emphasize the importance of staying grounded in these core values while embracing the latest industry trends and technologies.

Our Faculty comprises of seasoned professionals and scholars who bring real world insight to the classroom.

We believe that hands-on learning is essential for success in the media industry.

That's why we offer practical training through projects, internships, and creative content creation. This approach helps you develop a strong portfolio, gain valuable insights into industry dynamics, and cultivate the resilience needed to overcome challenges. Our goal is to create well-rounded media professionals who can balance intellect, creativity, and integrity in their work.

We recognise the rising demand for skilled communicators across news media, digital platforms, corporate communications, advertising, public relations and beyond.

At Sapphire Media, you'll become part of a vibrant community of media enthusiasts who are passionate about storytelling, creativity, and innovation.

"The power of youth is common wealth for the entire world. The faces of young people are the faces of our past, our present and our future" -PM Narendra Modi.



Shri Aditya Vashishtha

“ Vice President’s Message

"Sapphire Institute of Media & Communications is a reputable institution in higher education, rapidly gaining recognition for its commitment to excellence. We prioritize immersive learning, bridging the gap between academia and industry by providing hands-on experience. Through strategic partnerships with leading media organizations like India Daily News Channel, and Jan Bhavna Times newspaper, we stay abreast of the latest industry trends and technological innovations.



Smt. Shailja Naqvi

"Our institute boasts strong academic collaborations, knowledge partnerships, and impressive placement connections. By putting student success at the forefront of our mission, we empower graduates to become confident, competent professionals ready to make their mark in the world."

Inspiration Lies at The Heart of Sapphire Institute of Media & Communications



YOUR GATEWAY TO A BRIGHT FUTURE

BEGIN YOUR JOURNEY HERE

1

MAJMC

Masters in Journalism and
Mass Communication
Duration: 2 Years



2

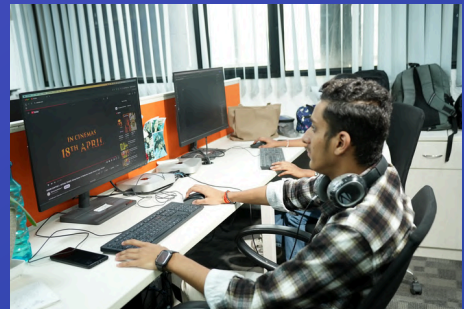
BAJMC

Bachelors in Journalism and
Mass Communication
Duration: 3 Years

3

OTT Production

(Diploma)
Duration: 1 year



4

Broadcast Journalism

(PG Diploma)
Duration: 1 year



5

Media Management

(Diploma)
Duration: 1 year

6

Social Media Marketing

(Certificate)
Duration: 6 Months + 2 Months Internship



7

Graphics and Animation

(Certificate)
Duration: 6 Months + 2 Months Internship

8

Anchoring and Reporting

(Certificate)
Duration: 6 Months + 2 Months Internship



9

Music and AI Tools

(Certificate)
Duration: 6 Months + 2 Months Internship



Frequently Asked Questions

What is the start date for this program?

Admissions are open Now.

Can I pay in installments

Fee is divided into semesters. Before the commencement of a new semester the fee needs to be paid in full.

Is it connected with the metro station?

Yes, the nearest metro is for sector 62, Noida, U.P.

Program type & duration?

Programme duration is mentioned in prospectus or you can check it on the website info@sapphiremediainstitute.com

Where is the campus located?

India Daily, Second floor, A154/A, sector 63, Noida



What level of knowledge will I get after completion of the course?

By the end of a media course, students will have:

- A comprehensive understanding of the media industry and its various facets
- Practical skills in journalism, media production, and visual communication
- Ability to analyze and critique media content and industries
- Understanding of media ethics, law, and social responsibility
- Preparation for a career in the media industry or related fields.

How to Apply?

Fill out the online Application form, Available on our website
www.sapphiremediainstitute.com

What is the admission process for this program?

Please refer to the website.

What documents are required to apply to this program?

Please refer to the website.

In what language is this program taught?

Bilingual (English & Hindi)



Do you provide corporate training?

Yes.

How do you assess the students?

The assessment of the student for each examination is done, based on relative performance. Maximum Grade Point (GP) is 10 corresponding to O (Outstanding). For all courses, a student is required to pass both internal and external examination separately. The University awards a degree to the student who has achieved a minimum CGPA of 4 out of maximum of 10 CGPA for the programme.

What are the career options?

Journalist	Documentary Filmmaker
Content Writer	Podcaster
Social Media Manager	YouTuber
Broadcasting and Media Production	Media Researcher
Public Relations (PR)	Teaching/Education
Digital Marketing	Advertising and Branding
Event Management	Digital Media Specialist



Study Under the Guidance of Experts



Key Features of Sapphire Institute of Media & Communications:

1. **Industry-Driven Curriculum:** All courses are designed in collaboration with India Daily News Channel, ensuring they align with industry demands.
2. **Practical Exposure:** Regular internships and live projects at India Daily studios and field assignments.
3. **Expert Faculty:** Renowned media professionals from the industry will serve as visiting faculty.
4. **State-of-the-Art Facilities:** Access to high-tech newsrooms, studios, and post-production facilities.
5. **Networking Opportunities:** Students will interact with media leaders, politicians, and corporate guests through India Daily events and shows.
6. **Placement Assistance:** Dedicated support to place students within the India Daily network or other leading media companies.

The logo graphic consists of three overlapping, curved shapes in magenta, orange, and blue, resembling a stylized flame or a feather, positioned above the letter 'i' in the word 'Sapphire'.

Sapphire

Institute of Media and Communication

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