

What is mass communication all about?

Mass communication largely refers to imparting and exchanging information on a large scale to a wide range of people. It usually relates to various forms of media used for dissemination of information. Mass communication differs from other forms of communication, like interpersonal communication or organizational communication, since it focuses on particular resources transmitting information to numerous receivers. The study of mass communication is chiefly concerned with how the content & format of mass communication impacts the behavior, the attitude, opinion, or emotion of the people receiving the information

Who should pursue graduation in mass communication?

Students who have a flair for creative writing, media & journalism, public speaking & have decent oral/written communication skills to complement their interests should pursue mass communication studies after class XII. During this program, they build good awareness of various mass communication streams like advertising, journalism, public relations, publishing and film making, among others

Career opportunities after mass communication graduation

Mass communication graduates can pursue exciting career options in publishing houses, entertainment industry, journalism, fine arts, film making and so on. Various roles they can play include & go beyond fashion photographer, film producer & director, screenwriter, sound engineer, media correspondent, news editor. Those interested in further studies can consider post graduation in mass communication or business management from reputed colleges.



Universities of repute to pursue degree in mass communication

Options in India

NORTH

University	Degree	Intake	Application cycle	Entrance test	Other rounds
IP College of Women	BA (Hons) Multimedia & Mass Communication	57	May-June	DU JAT	None
Delhi School of Journalism	5-year integrated program in journalism	120	July-July	DU FYIP entrance test	None
IP University	BJMC	2130	May-June	IPU CET (Mass Comm)	None
Bennett University	BA (Journalism & Mass Comm)	240	April-June	English language proficiency test	None
Jindal University, Sonapat, Haryana	BA (Media & Communication)	Not Available	9 rounds from January-July of academic year	JSAT/SAT/ACT/LSAT-India	SoP, PI
Ashoka University	English & media studies	Intake varies every year	Round 1 – Oct Round 2 – Jan Round 3 – April Round 4 – May	Ashoka Aptitude Test/SAT/ACT	Essay, LoR, spot-essay, PI

WEST

University	Degree	Intake	Application cycle	Entrance test	Other rounds
St Xaviers, Mumbai	BMM	60	June	St Xavier's entrance	None
Symbiosis, Pune	BA (Mass Comm)	120	May-June	SET (General)	PI-WAT
Flame University, Pune	BA (Hons) Economics	Intake count varies every year	Cycle 1 – Dec Cycle 2 - Jan Cycle 3 - Feb Cycle 4 – March Cycle 5 – May-June	FEAT/SAT	SoP, Essay, Personal Interview

SOUTH

University	Degree	Intake	Application cycle	Entrance test	Post-exam rounds
Christ College, Bangalore	(BA) in communication & media, English & psychology	Not available	April-May	Entrance Test	Skill Assessment, Personal Interview
Manipal University	BA (Media & communication)	Not Available	May-June	Manipal entrance test	None

EAST

University	Degree	Intake	Application cycle	Entrance test	Post-exam rounds
St Xaviers, Kolkata	BSc (Mass Comm)	40	June-July	Class XII board marks	None
Presidency College, Kolkata	B.Sc (Economics)	42	June-July	Class XII board marks	None
XUB, Bhubaneswar	BSc (Mass Comm)	Not Available	June-July	Written Test	PI

Legend:

- LoR - Letter of Recommendation
- Transcripts - Inventory of courses taken & grades earned by a student
- PI - Personal Interview
- SoP - Statement of Purpose



Options outside India

USA

University	Entrance test	Other rounds
Stanford	SAT / ACT, TOEFL / IELTS	PI, LoR, Transcripts
Harvard University	SAT / ACT, TOEFL / IELTS	LoR, Transcripts
MIT	SAT / ACT, TOEFL	PI, LoR, Transcripts

Canada

Canada		
University of Toronto	TOEFL / IELTS	Transcripts
University of British Columbia	TOEFL / IELTS	Personal profile, Transcripts
Mc Gill	IELTS / TOEFL	"Transcripts, LoR, Essay (For certain programs)"

UK

LSE	IELTS / TOEFL	LoR, SoP, Transcripts
University of Oxford	"Course Specific Admission Test, IELTS / TOEFL"	PI
University of Cambridge	IELTS / TOEFL	SoP, LOR, Transcripts, PI

Europe

University of Amsterdam	IELTS / TOEFL	Resume, Essay, Transcripts
Bocconi University (Italy)	SAT / ACT / Bocconi Selection Test, IELTS / TOEFL	Resume, motivational letter, Transcripts
Erasmus University Rotterdam (Netherlands)	ESE mathematics entrance exam + TOEFL / IELTS	Resume, motivational letter, Transcripts

Australia/New Zealand

University of Melbourne	IELTS / TOEFL	–
Australian National University	IELTS / TOEFL	Transcripts
University of Auckland	IELTS / TOEFL	Transcripts

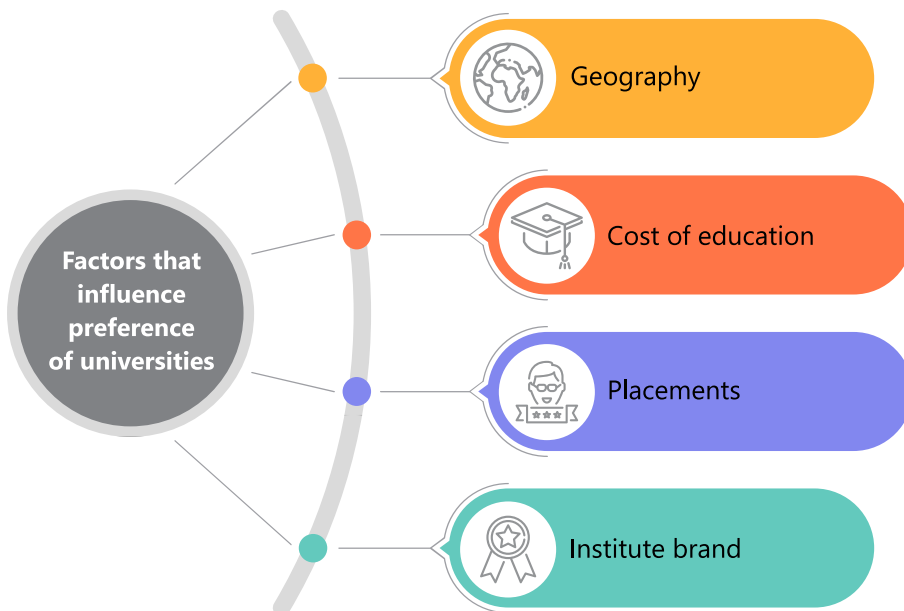
Rest of Asia

National University of Singapore	"SAT / ACT (Only for State Board Students)"	Transcripts
Peking University (China - Mainland)	"Entrance Test (Chinese language, Mathematics & English), SAT/ACT"	Transcripts, PI, LoR, SoP
Hong Kong University of Science & Technology	SAT / ACT, IELTS / TOEFL	Transcripts

Legend:

- LoR - Letter of Recommendation
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Factors that influence preference of universities



Admission process to above programs largely tests one or more of the following skills

	Scholastic aptitude	Oral communication skills	Writing skills	Clarity of thought
Indian Universities	Institute specific test/SAT	Personal Interview	Written ability test	Statement of Purpose/Essay
Global Universities				

IMS programs for entry into the most coveted institutes

Over past forty plus years, IMS has established itself as mentor, motivator, guide to assist aspirants to make inroads into these prestigious institutes. The multi-faced IMS program extends beyond test prep & covers multiple stages of admission process

1.	India – Test Prep
2.	India – Admission consulting
3.	Study abroad – Test Prep
4.	Study abroad – Admission consulting

Program details

1. India – Test Prep

(a) Many universities accept SAT scores		
University	Test	No. of hours
All universities accepting SAT	SAT	74
(b) University specific tests		
University	Own Entrance Test	No. of hrs
IP College of Women	DU JAT	110
Delhi School of Journalism	DU FYIP entrance test	
IP University	IPU Mass Comm CET	
Ashoka University	Ashoka Aptitude Test	
Jindal University	JSAT	
FLAME University	FEAT	
Symbiosis University	SET – General	
St Xaviers	St Xaviers ET	
Christ University	Christ ET	
Manipal Univ	MET	

2. India – Admission consulting

Admission consulting	Sessions
University selection	11
Application planning	
Interview prep	
Financial assistance	

3. Abroad – Test Prep

Test Prep	No. of hrs
SAT	74
IELTS/TOEFL	14

4. Abroad – Admission consulting

Admission consulting	Sessions
University selection	20
Application planning	
Interview prep	
Scholarship application	
Visa & financial assistance*	
Pre-departure assistance*	

*Additional services for admission to foreign universities



Detailed look at test prep & admission consulting elements

Test Prep – IMS test prep program is a highly flexible, hybrid program, that is a combination of online & offline components. It takes students through systematic Learn-Practice-Test stages of preparation

(a) University specific tests

Stage	Offline component		Online component
	In-class	At Home	At Home
Learn	130 hours of concept classes	Basic reference material (5 books)	130+ Concept videos 45+ Class recap videos
Practice	30 hours of Workshops	Practice Module (1500+ Questions)	80 Topic wise tests
Test	20 hours of Mock test solving Test strategy sessions	10 workshops 25 Full length mocks	Test analysis webinars by experts

(b) SAT preparation

Stage	Offline component	
	In-class	At Home
Learn	34 hours of concept classes	Basic reference material (3 books)
Practice	20 hours of in-class practice	Practice Module (300+ Questions)
Test	20 hours of 4 full-length Mock test solving Test strategy sessions	6 full-length mock tests

(c) IELTS/TOEFL preparation

Stage	Offline component	
	In-class	At Home
Learn	8 hours	Basic reference material (1 book)
Practice	3 hours	Practice Module (2 tests)
Test	3 hours of 1 full length Mock test solving Test strategy sessions	2 Full length mocks



Admission consulting

Application Planning (6 sessions)

- Resume Planning & Editing
- Essay/SoP Planning & Editing
- Recommender Selection
- LoR Planning & Editing
- Application Form Filling Assistance
- Application Review

Scholarship application (3 sessions)

- Scholarships Identification
- Scholarship Application Guidance
- Scholarship Essay Planning & Editing

Pre-Departure sessions (*) (2 sessions)

- College readiness orientation
- Country specific orientation

(*) Only applicable to foreign universities



University Selection (2 sessions)

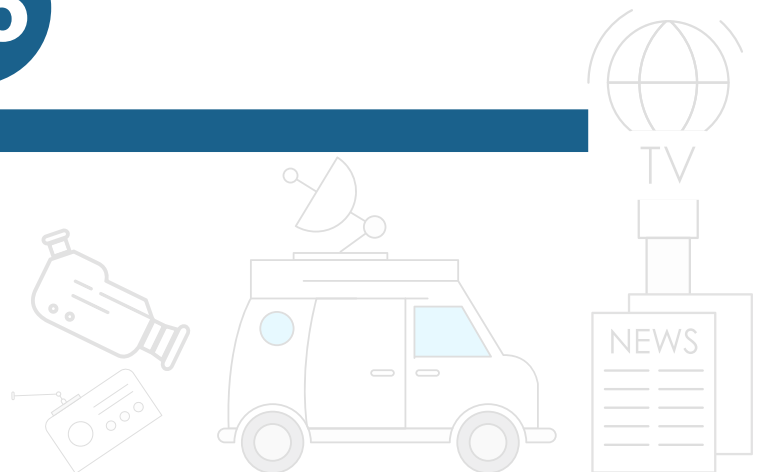
- Information research & geographic selection
- University Short listing & Selection

Interview (5 sessions)

- Interview Questions repository
- Confidence Building
- 3 Mock Interviews

Visa & Financial assistance (*) (2 sessions)

- Financial Planning Assistance
- Visa Form Filling Assistance
- Mock Visa Interviews



Fees

	Economics – Study in India (Mock tests for 3 institutes)	Fees	Economics – Study abroad	Fees
Test Prep	SAT	50000	SAT+IELTS/TOEFL	50000
Institute specific Test Prep#	DU-JAT, DU FYIP, Ashoka Aptitude Test, JSAT, FEAT, St Xaviers ET, SET (General), IPU Mass Comm CET	50000		
Admission consulting	Admission consulting for India	20000	Admission consulting to study abroad	55000

#Program covers mock tests at any 3 Indian universities





Trusted for Success

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