

AMITY UNIVERSITY
— UTTAR PRADESH —



Amity School of Communication

Presents

21ST CENTURY MEDIA SKILLS

**CHANGING LANDSCAPE IN
SKILLS ECOSYSTEM**

(VALUE ADDED CERTIFICATE COURSE)

**APRIL
04TH - 16TH
2022**

**GAIN KNOWLEDGE TO WORK IN
MEDIA INDUSTRY**



PROGRAMME CHAIRPERSON

Prof. (Dr.) Balvinder Shukla

Vice Chancellor,
Amity University Uttar Pradesh

JOINT PROGRAMME DIRECTORS



Dr. Ruhi Lal

Associate Professor
Head Student support
Amity School of
Communication



Prof. (Dr.) Dharmendra Kumar

Professor
Head Assessment & Examinations
Amity School of
Communication

WHAT IS COURSE ALL ABOUT?

OVERVIEW

Department of Advertising & Marketing communication and Department of New Media Design & Visual Communication of Amity School of Communication aims to conduct a 30-session Value-Added Certification Course. The aim is to expose young students to the real-world experiences and varied workplace contexts. New Age skills are also known as "21st Century Competencies," are the skills which are extremely important to a person to know and learn in the media industry. 21st Century competencies have recently taken a central role as critical components for the individual's personal and professional progress. We intend to equip and educate the budding media professionals about various nuances of the evolving media-industry landscape.



ABOUT THE ORGANISATION

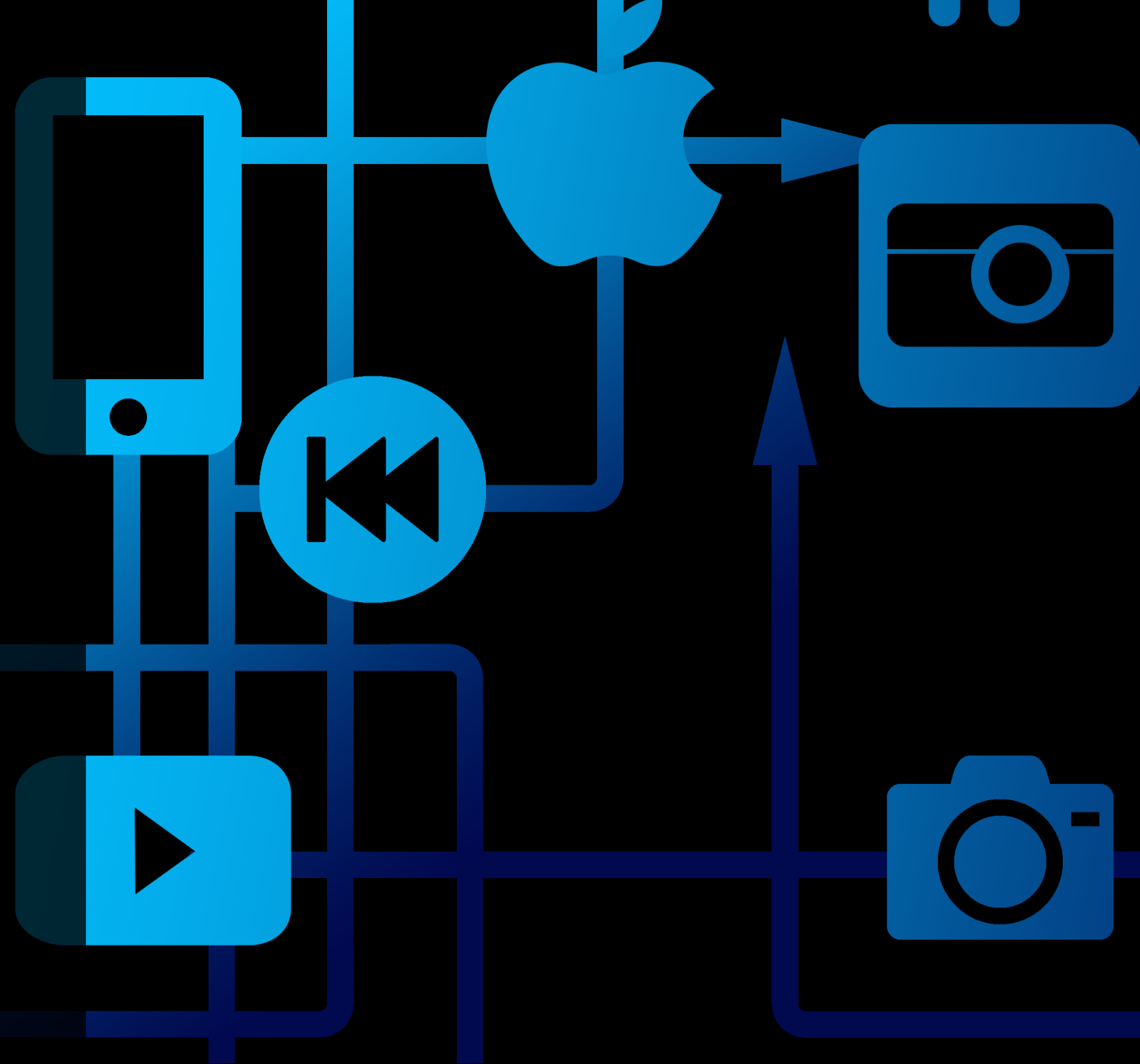
AMITY UNIVERSITY

Amity is India's largest education company, with over 1.5 lakh students enrolled in its 250+ programmes across 11 international campuses, as well as 4500 teachers and scientists. The institution is one of India's premier private research and innovation universities, having been classified among the top 3% of universities worldwide.

AMITY SCHOOL OF COMMUNICATION

Amity School of Communication (ASCO) Uttar Pradesh is one of India's most prestigious Media Studies institutions. ASCO has over 1000 students enrolled in a variety of industry-specific courses. It provides comprehensive development to aspiring media professionals. ASCO, which was founded in 1999, is known for its exceptional academics and industrial participation. The institute has cutting-edge facilities and is directed by a group of highly trained and enthusiastic academicians and staff.

WHAT IS THE AGENDA OF COURSE?



OBJECTIVES

- To groom participants about the new trends in the media industry.
- Extensive learning of Social Media Advertising (SMA) & Social Integrated Marketing Communication (SIMC).
- To develop balance between the content and coordination on developing employability skills among students.
- To identify factors which impede skill development and performance.
- To acknowledge the understand of complete digital advertising landscape.
- To understand Brand Management Diversity and learn the common things in successful brands
- The workshop will give an in-depth insight of the Event Management Industry

LEARNING OUTCOMES

Participants will be able to:

- Learn the skills required for Advertising, Brand and Client servicing as a wholesome approach towards business management. It will be better understood by the participants related to various fields.
- Build team relationships to support organizational and team priorities
- They will be able to develop content for social media & craft headlines which can create sensation through new media.
- The Certificate course will help to enhance the flow of writing and developing content for new media.
- In case of marketing all the three approaches - Advertising, Brand and Client servicing is essential and a significant requirement. The participants will be able to use fruitfully all three perspectives through skill building after attending the course.



FACULTY COORDINATORS



DR. ZAKIA T RAHMAN

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PROGRAMME DETAILS

**DATE:-
4TH - 16TH APRIL, 2022**

**TIME:-
1PM - 5PM**

**VENUE:-
ZOOM
([HTTPS://AMITYUNI.LI
VE/82751096154](https://amityuni.live/82751096154))**



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