

IILM UNIVERSITY

COMMUNICATION 2026

The IILM Blueprint

OUR 'WHY'

Deep Purpose

To nurture **responsible leaders**, **compassionate innovators**, and **global citizens** who create inclusive, sustainable value for society. We do this by providing a **transformative, values-based learning** environment where human connection, entrepreneurial courage, and intelligent technology converge.

OUR 'WHAT'

Vision

To be India's most **innovative** university, preparing **leaders with purpose** for the opportunities of tomorrow.

OUR 'HOW'

Mission

To empower a **diverse community of learners** through **progressively AI-integrated education**, **emerging research capabilities**, and **real-world experiences**, fostering **innovation** and cultivating **human connection** to create **meaningful** solutions for India and **beyond**.

Meet Our Visionary Leaders



Nidhi Razdan
Director
Department of Communication
IILM University



Bhavneet Singh Aurora
Associate Dean
Department of Communication
IILM University, Gurugram



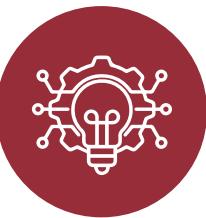
Dr Aswani R. S.
Associate Dean
Department of Communication
IILM University, Greater Noida

Department of Communication

The Department of Communication provides a comprehensive range of undergraduate, postgraduate, and doctoral programmes tailored to meet the rapidly evolving needs of the journalism, media, and communication industries.

Our curriculum is meticulously designed to align with the global media landscape, blending creativity, theory, and rigorous practice. We foster a hands-on, experiential learning environment that ensures students not only meet but exceed industry standards.

Key Features



Future-Ready Curriculum (AI-Driven)

Our programmes are thoughtfully infused with AI-driven concepts and tools, preparing students to navigate the new era of intelligent media, data journalism, and automated content creation.



Skill Mastery

Develop essential skills to excel in today's competitive industry, from compelling storytelling and critical analysis to modern production techniques.



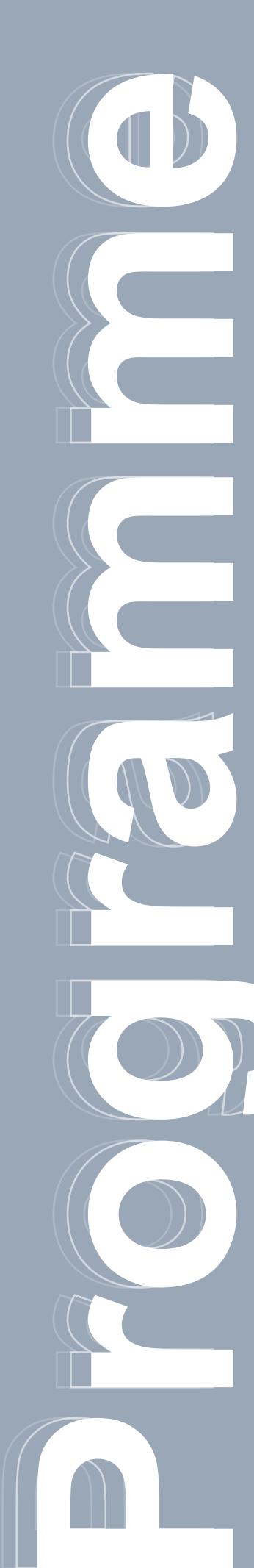
Real-World Exposure

Gain invaluable insights through immersive experiences such as visits to leading media houses, photography exhibitions, design studios, and art galleries.



Holistic Development

We cultivate professionals who can thrive in a rapidly changing media landscape, equipped with a strong ethical foundation and a deep understanding of media's societal impact.



Programmes Available

Greater Noida

- ▶ BA (Hons.) Journalism and Mass Communication
- ▶ MA Mass Communication
- ▶ PhD Journalism and Mass Communication

Gurugram

- ▶ Bachelor's in Journalism and Mass Communication
- ▶ Bachelor's in Corporate Communication
- ▶ BSc in Animation and UI/UX
- ▶ MA Mass Communication

Programme Description

Bachelor's in Journalism and Mass Communication

BA (Hons.) Journalism & Mass Communication at IILM University offers an AI-integrated, future-ready curriculum designed for the evolving media landscape. Students learn through real-world simulations, hands-on projects, and industry engagement in our state-of-the-art studio. Expert faculty and strong professional networks prepare graduates to lead across journalism, digital media, film, and communication sectors.

Greater Noida (Specialisations)

▶ Digital and Immersive Storytelling	▶ Film, OTT & Entertainment Media
▶ Advertising & Public Relations	▶ Corporate Communication
▶ Public Affairs & Political Communication	

Gurugram (Specialisations)

▶ Immersive Media & Visual Storytelling	▶ Film, OTT & Entertainment Media
▶ Advertising & Brand Communication	▶ Strategic Communication & Crisis Management
▶ Public Affairs & Political Communication	

Bachelor's in Corporate Communication

This undergraduate programme is your gateway to excelling in high-growth areas, including:



Public
Relations (PR)



Mass
Communication



Political
Strategy



Investor
Relations



Digital
Communication

You'll be fully immersed in an industry-aligned curriculum, learning essential strategy and practical skills from the real-world expertise of seasoned professionals and top scholars. This degree prepares you to manage organisational reputation, craft compelling narratives, and lead communication efforts in any sector.



BSc in Animation and UI/UX

This is an innovative BSc programme that seamlessly blends creative Animation Production with the crucial technical skills of User Interface (UI) and User Experience (UX) Design.

This dual focus prepares you for diverse roles in the digital economy.

In this programme, you will:

- ▶ Specialise in high-demand areas, including:



3D Modelling



Digital Design



Game Design

- ▶ Gain deep, practical skills through hands-on learning and mandatory internships.
- ▶ Build the vital industry connections needed to launch a successful career in animation, digital product design, and interactive media.



MA in Mass Communication

The MA in Mass Communication at IILM University is a practice-driven, hands-on programme that immerses students in real-world media production, digital storytelling, and communication strategy.

Through live projects, newsroom simulations, and industry internships, graduates emerge professionally trained and industry-ready for careers across media, entertainment, and corporate communication. The program deeply integrates:

Theoretical
Frameworks

Aesthetic
Approaches

Critical Inquiry

Technological
Processes of Media
Production



Focus Areas

Students will specialise and gain advanced knowledge in the following critical domains:



Advanced Journalism and Political Communication

Mastering in-depth reporting, analysis of political discourse, and media's role in governance.



Strategic Corporate and Brand Communication

Developing high-level strategies for reputation management, branding, and crisis communication.



Entertainment Media and Cultural Studies

Critically analysing the production, content, and societal impact of entertainment and popular culture.



Research Methodologies in Media and Society

Acquiring the skills to conduct and analyse significant research on media trends and their influence.



Exposure to International Practices

through collaborations and global case studies.

What Sets Us Apart?

Future-Ready, AI-Integrated Curriculum

We ensure you stay ahead of the curve with a curriculum that seamlessly blends Artificial Intelligence (AI), data analytics, and automation with core media and communication skills. You'll be prepared to navigate the digital future of journalism, public relations, and content creation.

Industry-Driven Learning

Gain essential practical experience through our commitment to real-world training. This includes:

Newsroom Simulations

Mandatory Internships

Collaborations and networking opportunities with 400+ leading companies

Interdisciplinary & Holistic Approach

Communication in the modern world is interlinked with every discipline. We offer an interdisciplinary approach that allows you to customise your learning:

- ▶ **Electives:** Choose from diverse fields such as Psychology, Design, and Management.
- ▶ **Value-Added Subjects:** Enhance your profile with cutting-edge modules, including AI, Music Critical Theory, Ethics, and Teamwork.

Entrepreneurship & Innovation

Dream of launching your own venture?

We provide the platform and resources to make it happen. You can develop and launch your own media or communication-based startup through IILM's dedicated Innovation Lab.

Global Exposure

Expand your horizons and build an international network through our global initiatives:

International Workshops

Guest Lectures from global experts

Collaborations with renowned **International Institutions**





Placements / Top Recruiters



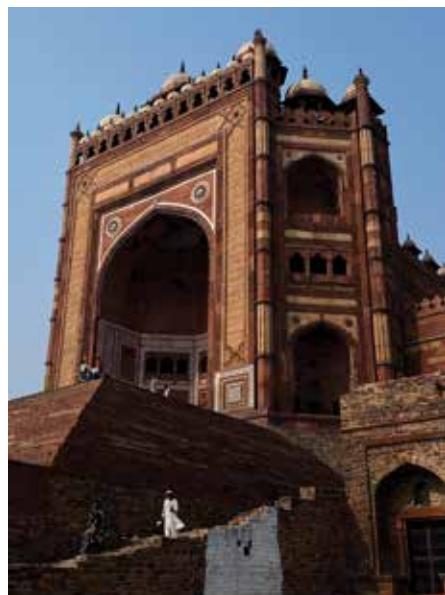
Student Clubs

- ▶ **Mediosphere:** The media and creativity club. Students organise panel discussions, debates, film screenings, and content challenges that encourage critical expression and creativity.
- ▶ **Logistics League:** A student-driven body managing events, fests, and conferences, ensuring seamless execution and professional exposure.
- ▶ **Nazariya:** The club reports on events in college and also outside, gives students opportunity to work in journalism and media activities. The club is also working towards organising workshops, field trips as well as creating short films and documentaries as part of the department's multimedia activities.

Samples of photos taken by BJMC



A Convenient Ride



Lavisha | Sem 2 | BJMC



Corridor of Light and Shade

Bani Rastogi | Sem 2 | BJMC



Mr Tall



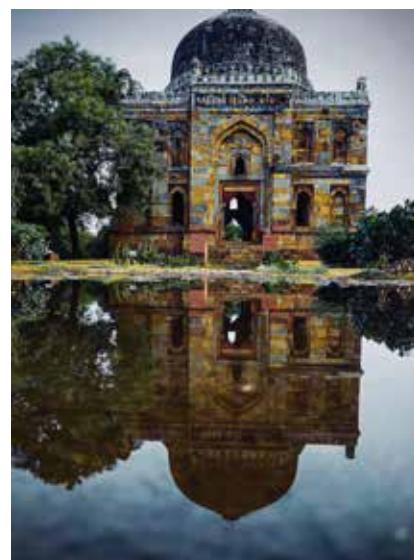
Mother and Calf

Ovi Patankar Basu | Sem 2 | BJMC



Iceberg

Nishtha Goel Jain | Sem 2 | BJMC



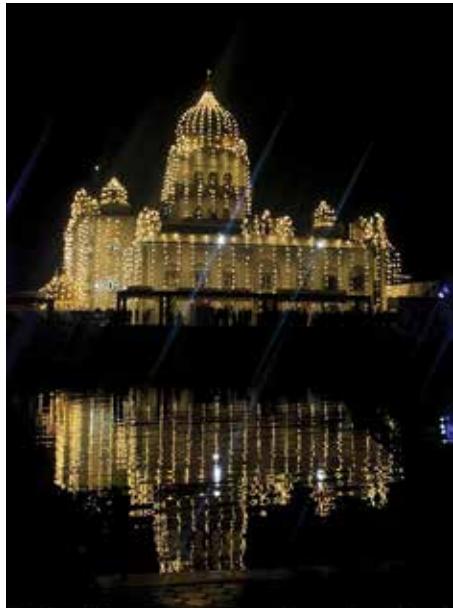
Lodhi Gardens

Riya Sharma | Sem 2 | BJMC



Framed History

Bani Rastogi | Sem 2 | BJMC



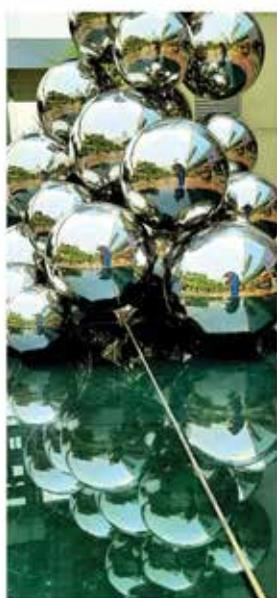
Reflected Glory

Prapti Ganguly | Sem 2 | BJMC



Joy Ride at Sunset

Bani Rastogi | Sem 2 | BJMC



Reflected Lives

Lavisha | Sem 2 | BJMC



Tomatoes, Still Life

Nishtha Goel Jain | Sem 2 | BJMC

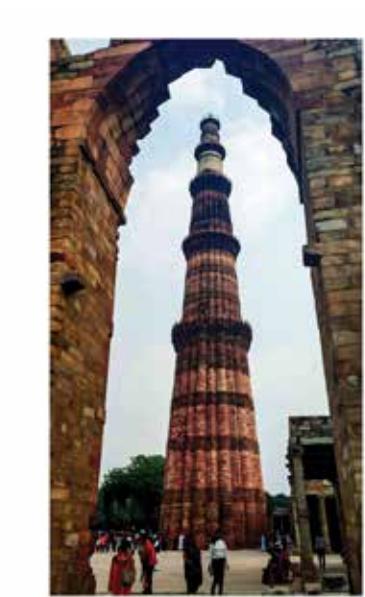


Quenching Her Thirst

Riya Sharma | Sem 2 | BJMC



Tree of Life



Framing the Qutub Minar Ovi Patankar Basu | Sem 2 | BJMC

Your Journey Begins Here

IILM University Gurugram

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Golf Course Road, Sector 53
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General Enquiries

admissions.iilmu@iilm.edu

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website, take a virtual tour,
and apply online.

www.iilm.edu

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Gurugram Campus



Greater Noida Campus



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