



## SHUBANG COMMUNICATIONS

### Shubang Institute of Communications & Media

**Our Vision:** *To be the Pre-eminent Media & Communications Institute.*

**Our Mission:** *To develop innovative professionals in the practice, development and management of communications to serve the needs of the industry and society through education, research and advocacy.*

*Started in 2006, Shubang Communications is an established & leading advertising, communications & media agency based out in Hyderabad. Shubang Institute of Communications & Media, is a non-profit institution. Shubang complements the role that professional education plays in modernizing and professionalizing communications-driven businesses. The Shubang Brand assures the delivery of current, reliable and cost-effective communications media skills.*

*The single, most important aspect that makes Shubang stand apart from the other institutes is the strength and design of its curriculum. The courses are structured and taught with the intention of creating communications media specialists who are able to understand the multiple requirements of business, specifically of those organizations that are communications-driven in realizing their business strategy and effectiveness.*

*Shubang is contemporary. Freshness of spirit is characteristic of this institution. It believes in facilitating learning and sharing ideas and experience rather than merely teaching, and encourages experimentation and innovation.*

*While encouraging each individual to develop his/her potential, Shubang also helps students understand and imbibe the value of teamwork. The course will be exacting, demanding the highest levels of discipline and enterprise from students who aim to be on the front page of communications & media.*

*Candidates will be offered internship opportunities in the area of their specialisation & interest at the various Media Centres as part of the course apart from providing key references for job opportunities.*

## *Commencement of short-duration certificated programmes*

### **Certified Professional Courses: Communications & PR**

#### **Principles, Scope & Dimensions of PR**

- *Organisation, Management & PR*
- *Employee Relations & Communication*
- *Producing House Journal*
- *Spoken Word Communication*
- *Press & PR, Advertising & PR*
- *Crisis Management in PR*
- *Corporate PR, Techniques in PR*

#### **Journalism & Mass Communications**

- *Mass Communication in India*
- *Print, Broadcasting, Audio Visual Media*
- *Communication with Press*
- *News Agencies*
- *Opinion Pieces*
- *Interview for News & Features*
- *Oral Press Briefings*
- *Newspaper Organisation*
- *Press & Law*

#### **Advertising & Marketing**

- *Role of Advertising*
- *Functions of an AD Agency*
- *Departments & Role*
- *Branding & Marketing*
- *Marketing Communications*
- *Advertising Agencies, Associations*

#### **Film, TV, Radio Production & Programming**

- *Broadcasting in India-Radio & TV*
- *Film as a Mass Medium*
- *Careers in Broadcasting*
- *Radio Production & Programming*
- *TV Programming*

- *Video*
- *Opportunities*

### **Creative & Copy Writing**

- *Skill sets*
- *Creative Writing*
- *Copy Writing*
- *Opportunities*
- *Scope of Creative & Copy Writing*

### **News Reading, Anchoring, Radio Jockeying, Public Speaking**

- *Techniques*
- *Voice modulation*
- *Opportunities*
- *News reading, Anchoring, Compering*
- *Art of Presentation*

### **Soft Skills:**

- *Communications Skills*
- *Assertiveness training*
- *Business networking*
- *Advanced Presentation skill*
- *Business & Executive coaching*
- *Negotiation skills*
- *Creativity & Innovation*
- *Developing the Leader in you*
- *Crucial Conversations*
- *Public speaking*
- *Creative Business writing*
- *Customer service*
- *Personal impact*
- *Management Skills*
- *Sales Skills*
- *Personality Development Skills*

### **Courses in Book Writing**

- *Successful Self Publishing*
- *How to Write a Break-through Novel*
- *Writing A Novel Proposal*

**Fees Structure:**

*Registration Fees: Rs 500/-*

**Course Certification Fees**

- 3 months Rs 15,000/-

**Fees Payable by Cheque to 'Shubang Communications'.**