

**UNIVERSITY SCHOOL OF MASS COMMUNICATION
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
EAST DELHI CAMPUS, SURAJMAL VIHAR
NEW DELHI – 110 032**

PLACEMENT REPORT – 2025

Guru Gobind Singh Indraprastha University (GGSIPU) is the first university established in 1998 by Government of NCT of Delhi under the provisions of Guru Gobind Singh Indraprastha University Act, 1998 read with its Amended in 1999. The university is recognized by University Grants Commission (UGC), India, under section 12B of UGC Act.

The Guru Gobind Singh Indraprastha University has been accredited with a CGPA of 3.56 on a seven-point scale at A++ Grade valid for a period of 7 years from February 14, 2023.

About USMC

The University School of Mass Communication (USMC), a premier school of studies established in 2006 as a Centre for Media Studies and rechristened in 2010, is an institute dedicated to nurturing the next generation of media professionals and researchers who make meaningful contributions to the society.

Our vision is to set global standards in media education by fostering a culture of excellence in teaching, research, and hands-on training. We aim to empower students with the latest skills in media and communication across various streams, including Journalism, Advertising and Public Relations, New Media, and Video Production.

USMC provides an inclusive and innovative learning experience, preparing students to navigate and excel in the rapidly evolving media landscape. We emphasize conceptual grounding, practical skill development, and real-world training through internships, live projects, full-fledged campaigns, and productions. This approach equips our graduates with the expertise needed to thrive in the challenging media ecosystems of the digital age.

Our unique curriculum structure distinguishes us, with the first year focusing on foundational knowledge and the second year offering specializations tailored to individual career aspirations. This comprehensive framework ensures that our alumni are not only adaptable and forward thinking but also highly competent professionals ready to make impactful contributions across diverse fields within the media industry.

Courses Offered @ University School of Mass Communication

At the USMC Placement Cell, our mission has always been to bridge the gap between talent and opportunity. This year, we have worked tirelessly to connect our students with organizations that not only value their skills but also nurture their potential. We take immense pride in presenting a cohort of dynamic, innovative, and industry-ready professionals. Their academic rigor, creativity, and adaptability reflect the values we uphold at USMC. We extend our heartfelt gratitude to our recruiters for their continued trust in our students and for creating pathways that empower future leaders. Your collaboration and support drive our vision forward, and we look forward to building stronger partnerships in the years to come.

- Bachelor of Arts (Journalism and Mass Communication) [BA(JMC)]
- Master of Arts (Mass Communication) [MA(MC)]

The MAMC program at USMC is designed to build upon foundational media knowledge while allowing students to specialize in high-demand areas during their final semesters. The specializations include:

- Journalism
 - New Media
 - Advertising and Corporate Communication
 - Video Production
- Ph.D. in Mass Communication

Placement Endeavours

To ensure students are well-prepared for the industry, the USMC Placement Committee focuses on Industry Engagement & Outreach, Branding & Visibility, and Skill Development & Training. By actively connecting with media houses, advertising agencies, and PR firms, we aim to build a strong network for internships and full-time placements. Strengthening our branding through social media, placement brochures, and alumni networks enhances our credibility among recruiters. Additionally, organizing workshops on résumé building, mock interviews, and soft skills ensures that students develop industry-ready competencies, positioning them as top candidates in the competitive media landscape.

Placement @ 2025

- ❖ ANI
- ❖ DENTSU
- ❖ Supreme Support Consultants
- ❖ Ativas Studio
- ❖ Burson
- ❖ Beams and Word
- ❖ Institute of Human Development
- ❖ Greymatter Communication
- ❖ S25 Company
- ❖ Manav Rachna International Institute of Research and Studies
- ❖ The Statesman
- ❖ News – X

Activities (Academic Year 2024-25)

Participation of student in News 18 India Diamond States Summit 2025 at Taj Hotel, New Delhi





Press visit of students at The Times of India Press, Sahibabad



Hosted The Times of India for Education Gateway, a seminar on AI in Media



TOP Recruiters @ USMC



McCANN

Archetype



ORACLE



Cheil



Placement Team @ USMC



Prof. (Dr.) Durgesh Tripathi
Dean, USMC



Dr. Kulveen Trehan, Associate Professor
(Coordinator)
Mobile No. – 9818441679



Dr. Riyaz Arshad Nazish
Producer – TV
(Member)



Dr. Sarveshwaram Krishnam
Editor – Print
(Member)