



MY FLEDGE

SKILL DEVELOPMENT • COMMUNICATION • MEDIA SKILLS



FLEDGE

INSTITUTE OF MASS COMMUNICATION
& MEDIA STUDIES



Ideate. Imagine. Inspire

LIST OF COURSES

DIPLOMA COURSES

Diploma in Journalism & Media Studies - 1 Year

Diploma in Art & Graphic Designing - 1 Year

Diploma in Advertising & Marketing - 1 Year

Diploma in UI & UX Design - 1 Year

CERTIFICATE COURSES

Certificate in Content & Creative Writing - 3 Months

Certificate in SEO & SEM - 3 Months

Certificate in Film Making - 3 Months

Certificate in Travel & Tourism - 3 Months

Certificate in Social Media Marketing - 3 Months





Welcome

Whether you're looking to advance your career or start a brand new one, you've come to the right place. Enjoy a variety of learning opportunities at **Fledge Institute of Mass Communication & Media Studies**.

Fledge Institute of Mass Communication & Media Studies (a subsidiary of MyFledge Pvt Ltd) draws on the expertise of internationally-renowned media practitioners, including experts in strategic communication, media and communication theory, media ethics, photography and video production. Students are at the heart of everything we do: You will love our personalised teaching model, state-of-the-art infrastructure and small class tutorials that ensure every student is known by name and supported throughout their studies. We strive to discover students' hidden talents & skills and make them job-ready in the ever-changing media landscape.

About Us | MYFLEDGE

MyFledge is a National Skill Development Corporation (NSDC)- certified training provider under the Ministry of Skill Development, Government of India. All our courses are approved by NSDC and part of the Skill India Mission. As a Training Partner accredited by NSDC with all the Sector Skill councils, Myfledge has trained students, professionals, universities, and corporates through its three main streams Individual Training, Government's Training Projects, and Enterprise Training Programs. All the Fledge Institutes are self Sufficient and self-reliant to execute an Industrial Job role-based training program.

Today we have become the nexus of a nationwide movement of bridging the skill gap in the Indian service sector with our Vocational skill-based training programs in Aviation Management, Commercial Pilot License (CPL), Hotel Management, Mass Communication, Event Management, Banking Financial Services & Global Management. With the dream of educating and training the youth of India, we have our footprints in 12 cities, covering 6 states. Shortly we are increasing our footprints in 5 more cities covering 3 states. This is a feat achieved in 7 yrs. with the hard work and skill exemplified by our institute staff and teams.



MASS COMMUNICATIONS & MEDIA STUDIES



CAREER OPPORTUNITIES



ADVERTISING

- Social Media Co-ordinator
- Event Planner
- Graphic Designer
- Marketing Co-ordinator
- Market Researcher
- Account Executive
- Copy Writer
- Creative Director



MARKETING COMMUNICATIONS

- Social Media Content Creator
- YouTube Presenter & Creator
- Content Marketing Manager
- Communication Specialist
- Communications Manager
- Public Relations Manager
- Travel & Tourism Writer
- Advertising Manager



JOURNALISM

- Photo Journalist
- Broadcast Reporters
- Feature Writer
- Leader Writer
- Special Reporter
- Critic
- Presenters
- Columnist



FILM MAKING

- Cinematographer
- Director
- Screen Writer
- Production Assistant
- Casting & Talent Director
- Film Crew
- Video Editor
- Director of Photography

COURSE HIGHLIGHTS



Come as a Student, Become a Professional.



Creative Thinking

A Fresh Perspective & Different Angles, Brain Storming, Ideating



Problem-Based Learning

A Student-Centered Approach to Solve an Open-Ended Problem



Co-operative Learning

Group Discussions, Role Plays & Micro-Teaching, Classroom Activities



Discovery Learning

Radio Jingles & Broadcast Sessions; Review Literature, Write Precise, Executive Summary



Enquiry Based Learning

Preparing Research Proposals for Conducting a Project & Guiding Students to Write Reflective Essays



Exploratory Learning

Project-Based Like: Advertisement Designing, Newspaper Creation, Short Film, Documentary Making, Writing Articles, Narrative Sessions



Comprehensive Assessment & Grading



Accommodation Facility Available



Lifetime Alumni Connect



Interactive Classroom Activities



Industry Internship



Placement Assistance





IN PERSON ALONG WITH
AUDIO & VIDEO
CLASSES



CONVEY
WITH
WORDS

Ideate. Imagine.



OUR TEAM

EDUCATING FOR A BRIGHTER TOMORROW



Prof. Rani DSouza Product Head/Master Trainer

Certified Master Trainer and Lead Assessor at Management Entrepreneurship Professional Skills Council (MEPSC) & Media & Entertainment Skills Council (MESC)
NSDC - Ministry of Skill Development & Entrepreneurship

Product Head of Fledge Institute of Mass Communication.

She is an eminent writer, educator, trainer and motivator with 30 years of experience in Mass Communication from the University of Mumbai. She convened the BAMMC core syllabus core committee in 2013 & 2019 and was the key architect in setting up an Industry-based mass media curriculum. Guest Faculty in Institutes like Don Bosco, St. Andrews, Sies, St. Paul's, University of Mumbai Garware. A corporate trainer for Mass Media and Mass Communications, with travel vlogging/blogging & creative editing skills. A passionate environmentalist and a member of RAWW (Resquink Association for Wildlife Welfare).



Dr. Hanif Lakdawala Course Designer/Trainer

Performance coach. Trainer of Trainers
Trainer- Fledge Institute of Mass Communication
Director, Akbar Peerbhoy College





**SPEAK WITH
CONFIDENCE**



**CREATIVE
THINKING**

ne. Inspire

Dr. Sunder Rajdeep Master Trainer (MESC)

Associate Professor
Department of Communication & Journalism,
University of Mumbai
Chairman-Board of Studies in Communication &
Journalism, University of Mumbai
Coordinator- (PG Diploma in Media - Garware Institute
University Of Mumbai)
Sub editor in TARUN BHARAT
Sub editor in SAKAAL



TEACHING METHODOLOGY & QUALITY ASSURANCE

The FIMCMS team rigorously implements a teaching and learning approach that establishes learning outcomes for each topic, which are then evaluated through formative and summative work, in order to preserve this culture of learning excellence. Lectures, seminars, tutorials, and independent studies are all forms of instruction used in blended learning environments. Students are encouraged to speak up in class, deliver presentations, and work in groups to learn. Our ultimate objective is to help each student become an autonomous learner with excellent research and critical thinking abilities. Last but not least, a system of double marking and external inspection oversees and evaluates every student's work

Quality lies at the heart of all that Myfledge does. It is an essential part of the Vision and Mission statements, and of our goal as stated in our strategic vision. We are for a comprehensive and complete Quality cycle that is a part of all that we do. Each person who is a part of the team that constitutes Myfledge is an important and committed part of the quality control process.

A vital part of the quality process is the external quality control of the programmes offered at Myfledge and the Institute itself.

PRESENCE IN TOP CITIES



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India's fastest growing brand in SKILL DEVELOPMENT for service sector



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in Leading Companies*

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Live in a world you design



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