



ST PAULS INSTITUTE
OF COMMUNICATION EDUCATION

ABOUT US

Located in Bandra (West) in Mumbai, St Pauls Institute of Communication Education (SPICE) is a fast-growing media school, offering comprehensive courses in print, television, digital and photojournalism; advertising and integrated marketing communication; and public relations and corporate communication.

The year 2018-19, marked a new milestone for the institute, with the inaugural batch of Bachelor of Mass Media Degree course. This programme exclusively for women students, is offered by the newly established St Pauls Institute of Communication Education for Women, which is affiliated to the University of Mumbai.

With top-notch media faculty and excellent infrastructure, SPICE is the go-to destination for Gen Next Media Professionals.



OUR FACILITIES



Its spacious air-conditioned classrooms and facilities, designed in contemporary style include a state-of-the-art Broadcast Studio, Podcast Studio, professional Sound Recording Studio, a News Room, 2 Multimedia Labs for graphics and animation, video conferencing facilities, Wi-Fi internet access, a library, canteen, conference room and seminar hall.

With a popular bookshop, a coffee shop and a much-in-demand gym in the complex, the brand new SPICE building has already become a cultural hub and landmark in Bandra, the Queen of the Suburbs.





POSTGRADUATE COURSE IN ADVERTISING AND IMC

10 Months 

What is advertising?

Advertising is art and science, show business and just plain business, all rolled into one. It seeks to persuade someone who is in the market for a given product or service to consider a particular brand.

Postgraduate programme in Advertising and Integrated Marketing Communication at SPICE

Our 10-month, full-time course, comprises of coursework in business, consumer behavior and media combined with creatively focused classes in design, copywriting and camerawork, pre-production along with the business element of advertising media buying, planning and sales prepares students to develop effective ad campaigns while employed at agencies around the country.

Towards the end of the course, students are required to work on a Live Client Project which also includes the production of an 'Ad Film' which gives them a clear insight into how the industry functions. An internship, at juncture also prepares them to make a smooth transition, i.e. from students to advertising professionals.

Choosing a career in Advertising

As a process, advertising is putting together an ad campaign. This requires the work of creative talent to plan, design, and write copy and business experts to manage sales, track returns and results.

A bachelor's degree along with specializations in advertising, communications, marketing or a related field provides a foundation to the creative, management, interpersonal and analytical skills required to work in this exciting field.

Advertising careers, once limited to print, television and radio, have now expanded opportunities to online media as well, given the advent of technology, e-commerce and online marketing.

Career Opportunities

- Promotions manager,
- Advertising sales representative,
- Film and video editor,
- Marketing manager,
- Graphic designer.
- New Business Development
- Account Services
- Planning – accounts and media
- Creative
- Production
- Interactive (developing websites, online ads, games, blogs, and apps)
- Social Media
- Media Buying and Planning

The SPICE Advantage:

- 100% guaranteed internship
- Placement Assistance
- Live Group Projects and Ad Film Project



ST PAULS INSTITUTE
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APPLICATION PROCESS

ELIGIBILITY CRITERIA

- Graduates in any discipline from a recognized Indian University may apply.
- Students who are awaiting their examination (third year graduate level) results are eligible to apply for the courses.
- Applicants must be between 21- 35 years of age
- As English is the language of instruction at St Pauls Institute of Communication Education, Mumbai, proficiency in speaking, listening to, reading and writing English is essential.
- Candidates are expected to have a good academic record, creativity, problem-solving skills, lateral thoughts, sound writing skills and a deep commitment to advertising as a career.

HOW TO APPLY

Candidates who wish to apply for this course are required to fill in an Online Application Form

- Please use the online mode on the website www.stpaulsice.com to fill and submit the course related application form, upload the documents and make an online payment towards the application form.
- Please keep scanned copies handy: of your coloured Photograph, valid photo-address ID card (either: Passport Copy, Aadhar, Driving Licence), Third Year Degree Marksheet, to be uploaded.

SELECTION PROCESS

- Submission of application form
- Written test
- Personal interview
- Those selected for admission will be notified by the admissions committee within eight days of the interview

Please note:

Fees once paid will not be refunded. Upon commencement of the course, no refund of fees is permissible.

- The management reserves the right to review and revise the fees whenever necessary and the decision of the Management is final and binding and cannot be challenged.
- Financial assistance may be considered for outstanding meritorious candidates who have difficulty in paying the programme fees. A request for assistance should be made at the time of application.



POSTGRADUATE COURSE IN PUBLIC RELATIONS AND CORP. COMM.

COMMUNICATE AND ENGAGE

10 Months 

What is Public Relations?

From Communications to Relations

Public relations is a strategic communication process that builds mutually beneficial relationships between corporates, organizations and the general public. Public relations goes a long way in maintaining the brand image of an organization in the eyes of its audience, stake holders, investors and all others who are associated with it.

A PR specialist communicates with the target audience directly or indirectly through media with an aim to create and maintain a positive image and build a strong relationship with the audience.

Postgraduate programme in Public Relations and Corporate Communication at SPICE

Our 10-month, full-time programme is designed to nurture and train budding public relations covering major disciplines like Communications and Media, Public Relations Theory and Application and Writing for Mass Communication

Spanning topics on the fundamentals of PR, the course covers areas of written and verbal communications skills, consumer behaviour & marketing, but also technical areas such as media engagement, digital media, political communications, data analytics, client management and event management.

To increase their competitive advantage, students work on a 'Live Client Project', to experience working in PR and understanding 'the job at hand' as it's actually accomplished. Students' internships as consultants will prepare them for careers as PR practitioners.

Choosing a career in Public Relations

A PR specialist is required to have a bachelor's degree, additional specializations in the field of communication, media, and journalism are encouraged to hone certain skillsets. Excellent verbal and written communications and the ability to work under pressure are hallmarks of a PR specialist.

Career Opportunities

- Content Creation
- Media Relations
- Social Media Community
- Community Relations
- Financial Communications
- Spokesperson
- Reputation Management
- Crisis Management
- Internal Communications

The SPICE Advantage:

- 100% guaranteed internship
- Placement Assistance
- Course endorsed by Public Relations Society of India, Mumbai Chapter



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POSTGRADUATE COURSE IN JOURNALISM

10 Months 

What is Journalism?

It is the role of the Journalism to spread information about every relevant happening in the world. The core purpose of journalism is to inform, educate and enlighten the general public on various issues that concern them and the world they inhabit.

Journalism is largely divided into two categories - Print and Digital and this calls for more specialization and professionalism in journalistic practices.

As an aspiring journalism student, keen insight, deep curiosity, inquisitiveness and an ability to work under pressure is sought.

Postgraduate programme in Journalism at St Pauls Institute

Our 10-month, full-time course trains budding journalists with an in-depth understanding of the field. Designed expertly by veteran journalists, the course caters to the ever-changing landscape of media, across platforms- print, broadcast and digital.

Students learn competencies that every journalist requires such as writing, reporting, editing, media law, journalism history, and ethics. The course also includes subjects like Design and Digital Editing, Digital Media Production and Media Culture.

A 'Journalist' today means writer, editor, photographer and social media expert. Photography, videography, podcasts, learning the use of applications, such as InDesign, Photoshop, Premier Pro (for editing), to the final result in print, audio or television.

Choosing a career in Journalism

Journalists are involved with information gathering for public consumption in a variety of media. While some journalists work in field such as researching, reporting, and writing newsworthy topics, there are those who take on responsibilities in the business side of journalism in positions like editors and publishers.

After a bachelor's degree, a specialization in journalism is required, while further educational double degrees/ qualifications in for e.g. science, history, politics etc., will make render an aspiring more knowledgeable and is likely to provide them with a competitive edge when applying for jobs.

Career Opportunities

- Reporter/Correspondent
- Broadcast News Analyst
- News anchor
- Content marketer
- Copywriter
- Editor
- Technical writer
- Social Media and PR specialist
- Public affairs
- Entrepreneurial journalism
- Columnist
- Magazine writers
- Critic

The SPICE Advantage:

- 100% guaranteed internship
- Placement Assistance
- Series of Live Projects for broadcast and print media modules



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B.A. in MULTIMEDIA AND MASS COMMUNICATION

3 Years 

The B.A. in Multimedia and Mass Communication (B.A.M.M.C.) is a three year degree course affiliated to the University of Mumbai. It is a sought after media program within the undergraduate student community. This course provides students with a perfect platform to showcase their projects, presentations and creativity, women students to pursue further studies or excel in their chosen arena i.e Advertising, Journalism or Mass Media.

St Pauls Institute of Communication Education for Women introduced BMM (Now BAMMC) in the academic year 2018-2019. This course is exclusively for women students only.

Choosing B.A.M.M.C.

The BAMMC degree has become one of the most popular courses for undergraduate women students. At SPICEFW, the mission of the Dept. of Mass Media is to enable students to think about the intricacies of the media business, the diversity of media disciplines and the impact and influence media exerts on society.

Here, across six semesters, students receive curricular and extra-curricular experiences, as required by the University of Mumbai, and that includes many opportunities to learn from media luminaries who also visit as guest lecturers. Students learn the importance of practical lessons coupled with interactive in-class learning for subjects such as current affairs, cinema, content writing, culture studies PR, agency management, etc. In the final year, students choose between specializing in Advertising or Journalism.

The degree also provides a foundation for entry into professional courses and postgraduate graduate programmes.

Career Opportunities

- Journalist
- Advertising
- Copy writers
- PR officers
- Film/Video editors
- Branding & Marketing
- Social Media Specialist
- Publicists
- Photography

The St Pauls Institute Advantage:

- Dedicated institute exclusively for media disciplines | Master classes by industry luminaries
- Excellent Media Centric Infrastructure | Internship and Placement Assistance
- Media Industry Connect | Conveniently located | Bandra West



ST PAULS INSTITUTE
OF COMMUNICATION EDUCATION
FOR WOMEN
(AFFILIATED TO UNIVERSITY OF MUMBAI)



APPLICATION PROCESS

B.A.M.M.C. UNIVERSITY OF MUMBAI

Eligibility:

A candidate to be eligible for admission to the FY of B.A.M.M.C. Degree Course will have to have completed the H.S.C. Examination (Class XII) of the Maharashtra Board of Higher Secondary Education or its equivalent examination from any stream i.e. Arts, Science & Commerce.

Assessment:

- Theory Examination: 75 marks, semester – end examinations
- Internal assessment: 25 marks includes assessment seminars, case studies and unit tests.

Application Process:

Fill in the application form on the website & upload the following:

Website - <https://mum.stpaulscollege.edu.in>

- 2 passport photographs
- Photo ID proof (with 2 photocopies)
- S.S.C & H.S.C Marksheet / Passing Certificate
(Original & Attested 2 sets)
- School / Junior College Leaving Certificate or Transfer Certificate (Original & Attested 2 sets)
- **Imp:** Candidates seeking Admission to the First Year, of B.A.M.M.C. must fill up the registration form of the University of Mumbai available online

<http://mumoa.digitaluniversity.ac/>.

*While selecting St Pauls Institute of Communication Education for Women, select Mumbai suburbs in the options provided in the drop down box.

CERTIFICATE COURSES

We offer our students a rich experience in the field of media by offering hands on training in developing media skills. The institute's acknowledgement of communication media coupled with creativity and innovation, as being vital to enrich human value is paramount in its philosophy.

We now introduce you to our short-term courses that are offered at different entry levels.

CERTIFICATE COURSE IN BUSINESS ENGLISH SKILLS

Duration - 40 Hours

Eligibility - Students who have passed their H.Sc. examination OR Graduates with a minimum of 50% score.

CERTIFICATE IN DOCUMENTARY FILM MAKING (CDFM)

Duration - 60 Hours

Eligibility - Passed the Class 12 exams of Maharashtra Board of Higher Education or the equivalent of any recognized board

CERTIFICATE COURSE IN LEGAL JOURNALISM

Duration - 40 Hours

Eligibility - A journalist – either working or a freelancer OR A student currently pursuing a journalism course OR A law graduate OR A Graduate (from any discipline)

CERTIFICATE IN RADIO JOCKEYING (CRJ)

Duration - 32 Hours

Eligibility - Graduates with a minimum of 50% score OR students who have passed their H.Sc. examination with a percentage of atleast 60%

CERTIFICATE COURSE IN SOUND AND FILM EDITING

Duration - 48 hours which will include theory lectures and practicals. 3 months, 2 classes per week

Eligibility - Passed the 12th Standard Examination of Maharashtra Board of Higher Education or its equivalent examination from other Boards

DIPLOMA COURSE IN SOUND ENGINEERING

Duration - 80 hours that will include theory lectures and practicals

Eligibility - Passed 12th Standard Examination of Maharashtra Board of Higher Education or its equivalent examination from other Boards

Admission Open To All!

Visit mum.stpaulscollege.edu.in to apply online

SHORT TERM COURSES

GRAPHIC DESIGN PROFESSIONAL COURSE

We offer this course for students who want to make their career in this field or related fields. It is a part-time professional programme and has been designed for those who want to enhance their knowledge and fine-tune their skills in graphic design.



ADOBE PHOTOSHOP CC
ADOBE ILLUSTRATOR CC
ADOBE INDESIGN CC



3 MONTHS
2 HOURS A DAY
3 DAYS A WEEK

BROADCAST FOR DIGITAL

The Broadcast for Digital Journalism Live Online Course is perfect for those people who have an interest in journalism and want to learn the basics of what it takes to enter the dynamic field of broadcast journalism.

You will get trained by experienced broadcast journalists, Live Online, and apply what you learn practically with assignments as well. Whether you're a beginner with no experience in journalism or have been in the field and want a refresher, this course is suitable for you.



10 HOURS
90 MINUTES A DAY
EVERYDAY EXCEPT SATURDAY & SUNDAY



LEARN FROM INDUSTRY
EXPERTS

THIS IS JOURNALISM

This is Journalism' Live Online Course is perfect for all those individuals who want to learn the basics of what it takes to enter the dynamic field of journalism.

This is a 10-Day Course with Certification on completion, where you will get trained by experienced journalists. Whether you're a beginner - with no experience in journalism - or have been in the field and want a refresher, this course is suitable for you.



10 HOURS
90 MINUTES A DAY
EVERYDAY EXCEPT SATURDAY & SUNDAY



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EXPERTS

Admission Open To All!

Visit www.stpaulsice.com to apply online

LOCATION



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OF COMMUNICATION EDUCATION

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