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# BEST CREATIVE arts

COLLEGE OF INDIA



SCHOOL OF  
ADVERTISING,  
PR & EVENTS

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**30+**

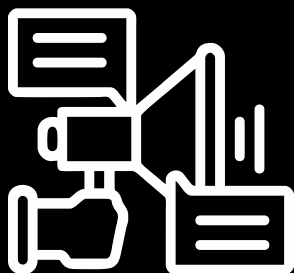
Years in  
Education

**10<sup>th</sup>**

in World  
Ranking

**250+**

Faculties



**ABOUT**

AAFT

**120+**

Countries'  
Students Enrolled

**19k+**

Alumni  
Network

**1000+**

Celebrity  
Interaction

# ABOUT

## AAFT SCHOOL OF ADVERTISING, PR & EVENTS

School of Advertising, PR and Events will equip students with core skills that are integral in transforming the landscape of event management, public relations and branding. Students get to work in close association with the industry experts who provide deeper insights in the field. They will learn to create advertisements for different platforms, devise PR strategies and organize successful events. Our courses will also provide them with an in depth knowledge of brand communication techniques.



# ABOUT

## AAFT SCHOOL OF ADVERTISING, PR & EVENTS

We put a great emphasis on creatively molding the minds of the young aspirants. An AAFT student is not merely a skilled technician, he or she is trained to build comprehensive skillsets. We have our own fully-equipped Chroma Studios, Editing Labs, Post Production Labs, Photography Labs, TV studios, Print labs, etc. where the students can gain mastery through hands-on projects. They shall gain in-depth knowledge about Print, Electronic, and Digital Media which includes Video, Print, Radio Advertisement, Logos, Typography, Taglines, Event Management, Photo Exhibitions, Documentary and Ad film making, Public Relation Strategies, Management skills, Client Relations and much more.



*Good Advertising forms  
the base for public  
opinion and belief.  
AAFT fosters training  
modules that provides  
the students hands-on  
experience of the present  
day market.*

**Ms. LAURA HOLMES**  
**Professor,**  
**University for the**  
**Creative Arts**



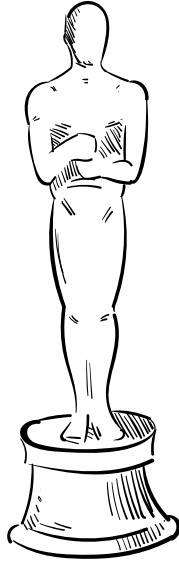
# AWARDS & ACCOLADES



**International Edu  
Conclave & Award - 2021**  
by Educació World



**Best Media School  
by ASSOCHAM at 12<sup>th</sup>**  
National Education  
Summit



**Dada Saheb Phalke Film  
Foundation Award**  
for Best Producer in  
Short Films (Mumbai)



**Lifetime  
Achievement Award**  
at Cannes Film  
Festival, 2019



**Delhi Gaurav Award**  
2015 by  
Dr. Harshvardhan



**Awarded International  
Media Person**  
at House of Commons in  
British Parliament



**PRSI Leadership Award –  
2020** (Public Relation  
Society of India) which is  
a National Award

A portrait of Dr. Sandeep Marwah, a man with dark hair, a mustache, and glasses, wearing a dark suit, white shirt, and blue patterned tie. He is smiling and looking towards the camera. The background is blurred, showing some colorful lights.

## MESSAGE FROM THE **PRESIDENT**

### **Dr. Sandeep Marwah**

Advertising, PR & Event Management is all about proliferating notions in the society that eventually reflects and runs public opinion. The industry is continuously evolving; extending greater career opportunities. On account of this thought, Asian Education Group is enthusiastically imparting professional education through its School of Advertising, PR & Events which acts as a training ground to many aspirants and professionals.

We are aware that rendering the industry-relevant exposure is equally necessary for preparing students to be excellent professionals. Hence, we always strive to impart first-hand industry experience to our students. The school facilitates a platform to the aspirants through which they can thoroughly understand the industry operations. We are committed to provide technical education to our students through various innovative ways of training. Wishing all the students great success for all their endeavors.











## CAMPUS

AAFT School of Advertising, PR & Events is a **spacious high-end design education platform located at the heart of Film City** which is the biggest media and film production hub in North India. We believe that as an academic discipline, Advertising, Public Relations and Event Management studies has become a vibrant area that incorporates creative, theoretical, historical and critical approaches to understanding communication. Thus, relevant practical exposure is required along with theoretical concepts to impart comprehensive understanding of this craft. We have a modern and professional campus which boasts of all vital facilities that are important for the overall growth of the students. It is equipped with state-of-the-art infrastructure and extend innovative facilities that allow students to gain first-hand experience of the industry operations.



Fully-equipped Editing labs, Chroma Centre, Radio Broadcast Studio, Interview Studio, Sound Editing labs with high-end equipment provide students an opportunity to learn and enhance skills in this craft. In-house activities, events, master workshops through industry experts and other hands-on activities are organized at the campus to provide real-industry experience to the students. They also get to work on Live Projects and participate in Global Fests. It also incorporates in-house production house and is associated with various forums & power houses like ICMEI, IFTC, Radio Noida, MSTV that are established to support the mission of imparting excellent education to the students at AAFT School of Advertising, PR & Events.





*Public Relations is the  
Persuasion Business.  
AAFT help in developing  
right skills to succeed  
in professional world*

**Dr. AJIT PATHAK**  
**National President,**  
**Public Relations Society of India**





# INFRASTRUCTURE



Infrastructure plays a pivotal role in facilitating practical apprehension and adequate industry exposure to the students. Our campus boasts of all advanced practical labs that any good interior design school must have to foster relevant hands-on experience. We have our own **fully equipped Editing labs, Chroma Centre, Radio Broadcast Studio, Interview Studio, Sound Editing labs** with high-end industry-relevant equipment. We also have a state-of-the-art Library with more than 4000 books and various magazines, newspapers, DVDs and eBooks on every aspect of Advertising, Public Relations & Event Management. We keep ourselves up-to-date with the latest developments in the interior design world to ensure that our facilities provide comprehensive growth to the students.



We have in-house PR and Events Agency, Film Studios, Online TV, Radio Station, Publications, Film Company, Film Clubs and many other facilities that help students to embrace the skills for becoming a proficient Advertising personality. We also conduct several festivals that embrace the magic of Advertising, PR, Event Management, Film, Television, Digital Technologies and Literature. All these facilities pose an opportunity for the students to create and exhibit their work in front of the industry experts and Advertising fraternity. It also stages opportunities through which the aspirants can find out more about the career prospects in the Advertising, PR & Event Management industry.





# COURSES



## UNDERGRADUATE PROGRAMS

- BA Event Management

## POSTGRADUATE PROGRAMS

- MA Advertising and Brand Communication
- MA PR and Events

## UG/PG DIPLOMA PROGRAMS

- Diploma/Pg Diploma in Event Management
- Diploma/ Pg Diploma in PR and Events
- Diploma/ Pg Diploma in Advertising and Brand Communication





organized in an acronym called STEPPS  
which stands for

- Social Currency – the better

something we have, the better we look, the

more likely we are to share it

- Top of mind – the top of mind

are more likely to be top of mind

## WORKSHOPS & WEBINARS



Workshops allow students to gain first-hand industry exposure, and thus, plays a pivotal role in imparting practical training. We continuously bring on board many renowned and award-winning industry experts who impart requisite hands-on knowledge to the students, preparing them for the future opportunities and challenges. It helps students to become capable for varied roles and responsibilities associated with the craft.

Students also get exposed to the historical and contemporary work across varied cultures, thus, getting the opportunity to learn different aspects of the advertising industry. These workshops are conducted on varied topics that are integral to the comprehensive development of Advertising, PR & Event Management students. During the workshops, experts demonstrate and endorse the actual processes and practices pertaining to the craft. The students enthusiastically attend these workshops as the industry experts share their knowledge and experiences with them.

We believe that the Seminars and Master Classes by popular industry experts are a great way to foster academic excellence and industry insights. In today's digital era, Webinars have immensely changed the way knowledge is being shared, making it possible to facilitate ideas, information and opinions in an engaging manner to the global audience.

We have organized numerous Seminars as well as Webinars with renowned national and international experts and celebrities such as Dr Ajit Pathak, Prof Laura Holme, Deepshika, Lalita and many more. This provides students a relevant exposure to the broad spectrum of work, philosophies, ethos and culture in fashion across the globe. These sessions help students to acquire in-depth knowledge of a particular topic, latest industry developments and new skills associated with the subject. This also escalates their networking opportunities. Industry insights and motivation by renowned experts can play a crucial role for students to embark their journey and sustain in the Advertising industry.

Master Class with  
**Dr Ajit Pathak**  
National President of the Public  
Relations Society of India



Master Class with  
**Prof Laura Holme**  
University for the  
Creative Arts




Master Class with  
**Deepshika**  
Digital Marketing Expert



Master Class with  
**Lalita**  
PR Expert





*Good thoughts, good words,  
good deed-3 principles of life -  
AAFT fulfils it all*

**Meher Sarid**  
**Renowned Event Planner**

# RECENT PLACEMENTS



SHUBHAM BALIYA  
27 Incorporation



TRIBHUWAN BARTH WAL  
Fervent Group



AKASH SHARMA  
Karmatech Mediaworks



SRISHTI SHARMA  
Bizgurukul



TANUSHREE GOSWAMI  
Elects Media



KAANCHI CHAWLA  
Elects Media

## OUR TOP RECRUITERS



# ADMISSION PROCEDURE

## ELIGIBILITY

### **Bachelors degree program and Diploma courses**

Students who have passed or will appear for higher secondary (10+2) from any recognized Board of Education such as CBSE / ICSE / IGCSE / IB and State Board, can apply for admission.

### **Masters degree program and PG diploma courses**

Applicants must either have appeared or passed or will be appearing in any of the following:

- Bachelor's degree in any discipline under the 10+2+4 (or more) system, from any university or institute, recognized (by law) in India.
- Diploma in the related field of study under the 10+2+4 system, from any university or institute, recognized (by law) in India.

*If a Degree/Certificate has been obtained from a University / Board of any other country, then an equivalent certificate must be obtained by the candidate from Association of Indian Universities (AIU), New Delhi, prior to admission.*

## PROCEDURE

### **Step 1: Application Form**

The duly filled Application Form needs to be submitted along with the mandatory documents.

### **Step 2: Entrance Test & Interview Process**

AAFT Admission process includes written test and interview for selection in the interested academic program.

### **Step 3: Result Declaration**

The assessment report will be conveyed via applicant's registered email-id with the Admissions Department, within 3 days.

### **Step 4: Admission Confirmation**

Successful candidate will be provided with Admission Letter from Admissions Department confirming his/her admission to the opted program.

### **Step 5: Original Documents Submission**

All Original Certificates/Documents, along with one set of attested true copies of the documents will have to be presented to the Admissions Department



FC- 14/15, Sector-16A, Noida Film City, Uttar Pradesh, India

Phone: 09811014536, 09811013654, 09109112056

Email : [help@aaft.com](mailto:help@aaft.com) Website : [www.aaft.com](http://www.aaft.com)



**ABS**  
ASIAN BUSINESS  
SCHOOL

**MARWAH  
STUDIOS**  
a creative enterprise

**ASB**  
ASIAN SCHOOL  
OF BUSINESS

**AAFT  
ONLINE**

**ALC**  
ASIAN LAW  
COLLEGE