

**MAFT**



SCHOOL OF

# **ADVERTISING, PR & EVENTS**

UG/PG Degree . Diploma . Certificate



## ABOUT AAFT

**30+**

Years in Education

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

in World Ranking\*

**500+**

Awards & Accolades

**30k+**

Alumni Network

**1000+**

Celebrity  
Interactions

**250+**

Faculty Members

**100+**

Multi-disciplinary  
Programs

**120+**

Countries' Students  
Enrolled

*\*as per Cine Premiere Hollywood*

# INTERNATIONAL ASSOCIATIONS

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## USC School of Cinematic Arts

USC School  
of Cinematic  
Arts  
USA

St. Petersburg,  
State University  
of Film and  
Television  
Russia



Accademia  
Costume & Moda  
Italy

University of  
Cape Town  
South Africa



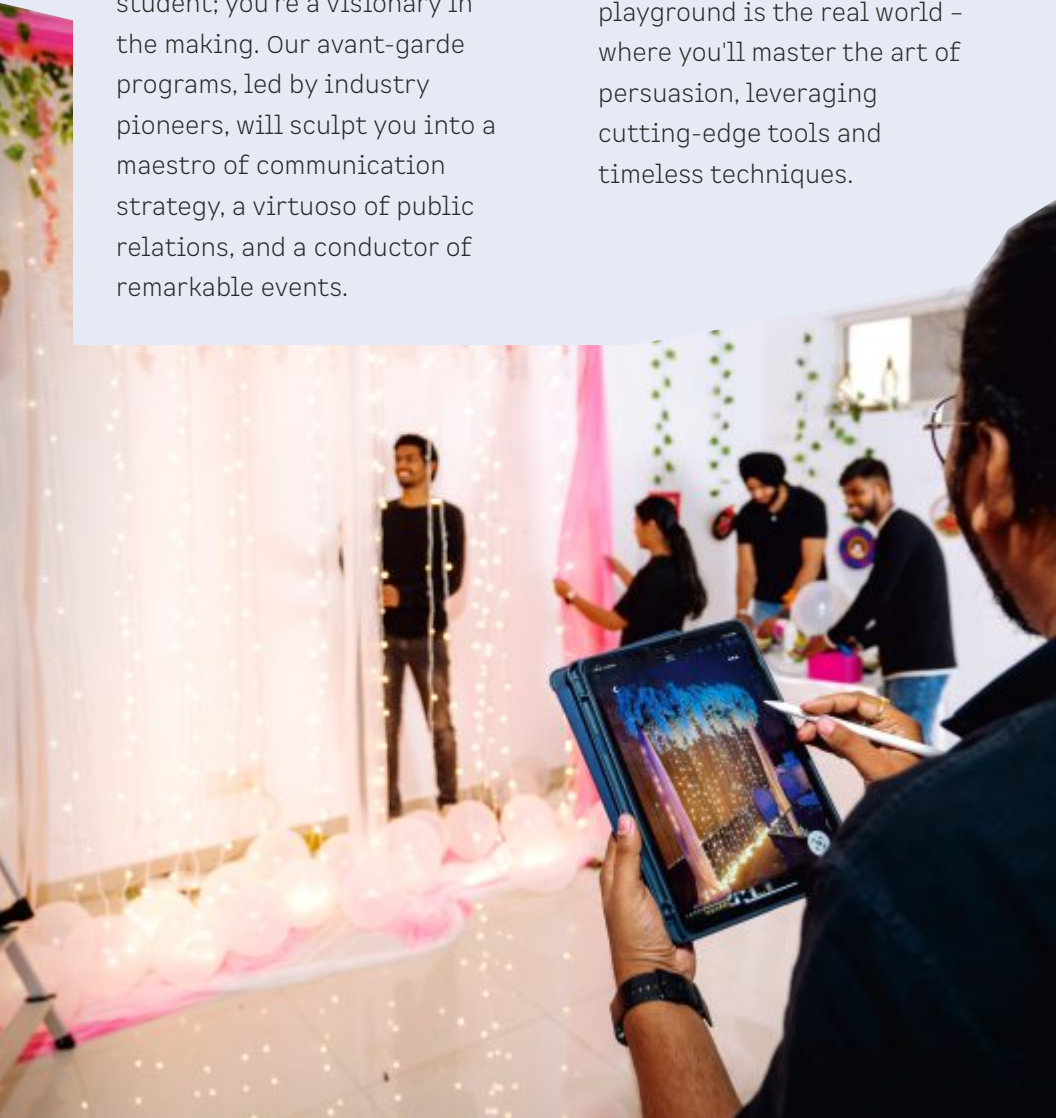
LEE Strasberg Theatre  
and Film Institute  
USA

# ABOUT **SCHOOL OF ADVERTISING PR & EVENTS**

Welcome to the beating heart of innovation and imagination - AAFT School of Advertising, PR & Events. Ignite your passion for communication and immerse yourself in a world where ideas turn into influential messages and occasions transform into unforgettable experiences.

At our school, you're not just a student; you're a visionary in the making. Our avant-garde programs, led by industry pioneers, will sculpt you into a maestro of communication strategy, a virtuoso of public relations, and a conductor of remarkable events.

Imagine conceiving brand campaigns that resonate globally, crafting narratives that captivate minds, and executing events that leave an indelible mark. Our playground is the real world - where you'll master the art of persuasion, leveraging cutting-edge tools and timeless techniques.







# SIGNATURE STRENGTHS

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**Immersive  
Learning via  
International  
Events**

**Media-  
Integrated  
Approach**

**Industry  
Partnerships  
for Holistic  
Learning**

**Technology-  
Enriched  
Learning**

**Driving  
Change through  
Social  
Responsibility**

**Cross-  
Disciplinary  
Collaborations**

*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**



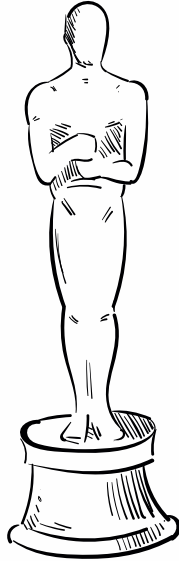
# AWARDS & ACCOLADES



**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 middle-aged man with dark hair, a mustache, and glasses, wearing a dark suit, white shirt, and patterned tie. He is smiling and looking towards the camera. The background is blurred, showing what appears to be an indoor setting with some lights.

## MESSAGE FROM THE **PRESIDENT**

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### **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.



# PRESTIGIOUS RECOGNITIONS

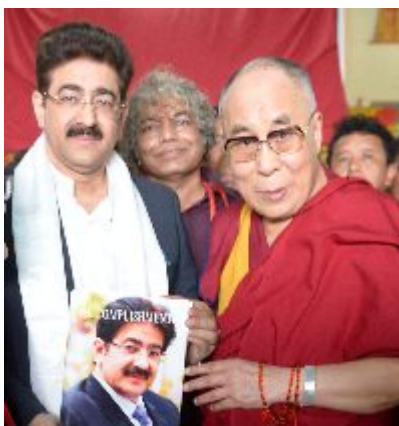
Hon'ble Former President of India,  
Shri Ram Nath Kovind Ji



Hon'ble Former President of India,  
Shrimati Pratibha Patil Ji



Minister of HRD, Govt. of India  
Shri Ram Shankar Katheria



His Holiness - Dalai Lama



Former Minister of Health & Family Welfare  
Govt. of India,  
Dr. Harshvardhan



Member of Parliament,  
Bhartiya Janta Party (BJP)  
Dr. Mahesh Sharma

*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**



# CAMPUS

AAFT School of Advertising, PR & Events is a spacious high-end educational institute 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, PR & Events has become a vibrant area that incorporates creative, theoretical, historical and critical approaches. 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 extends innovative facilities that allow students to gain first-hand experience of the industry operations.





Fully-equipped Photo Editing Lab, IT Lab, and Exhibition Hall having high-end equipments provide students with an opportunity to learn and build confidence and enhance skills in their respective chosen disciplines. In-house activities, events, workshops through celebrities 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 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.





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

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



# PROGRAMS OFFERED

**2 YEARS**

## MASTER'S DEGREE PROGRAM

- ▣ M.A. in Advertising & Brand Communication
- ▣ M.A. in Public Relations & Events

**3 YEARS**

## BACHELOR'S DEGREE PROGRAMS

- ▣ B.A. in Event Management

**1 YEAR**

## DIPLOMA PROGRAMS

- ▣ PG Diploma in Public Relations & Events
- ▣ PG Diploma in Advertising & Brand Communication
- ▣ Diploma in Event Management



# INFRASTRUCTURE

Event Hall 1



Event Hall 2



IT Lab



lobby area



library



amphitheatre





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 school must have to foster relevant hands-on experience. We have our **fully-equipped IT lab and photography studio having high-end industry-relevant equipments**. We also have a state-of-the-art Library with more than 4000 books and various National & International magazines, newspapers, DVDs and eBooks. We keep ourselves up-to-date with the latest developments to ensure that our facilities provide comprehensive growth to the students.



auditorium



classroom



canteen

Our advanced in-house practical labs along with facilities like online TV, student clubs, etc. help students to embrace the skills for becoming proficient professionals. We also conduct several festivals that embrace the magic of photography. All these facilities pose an opportunity for the students to create and exhibit their work in front of the industry experts. It also stages opportunities through which the aspirants can find out more about the career prospects.

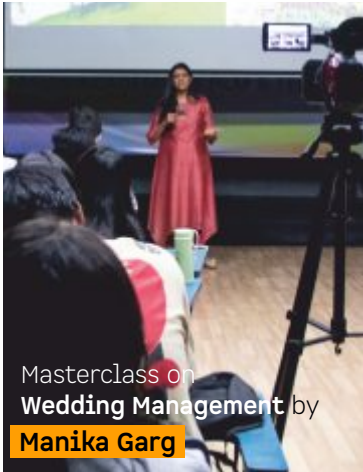
A man with a beard and glasses, wearing a pink shirt and a dark blue checkered vest, is speaking into a microphone. He is pointing his right index finger upwards. He is standing behind a dark podium. The background is dark and textured.

# MASTERCLASS

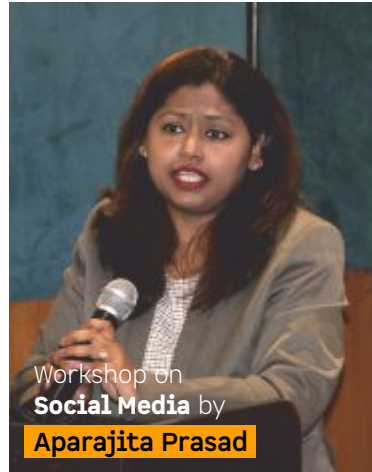
BY CELEBRITIES /  
INDUSTRY EXPERTS

Rajat Mishra, Content Head  
& PR Strategist at Art-E Mediatech  
Pvt. Ltd. sharing his expertise  
with AAFT SOAPRE students  
on the intriguing topic of the  
'Future of Political PR  
in India'.





Masterclass on  
**Wedding Management** by  
**Manika Garg**



Workshop on  
**Social Media** by  
**Aparajita Prasad**



Workshop on  
**Event Management** by  
**Dr. Suhani Mendosa**



Masterclass on  
**Personality Development** by  
**David Nair**



Masterclass on  
**Travel Campaign** by  
**Amarjeet Singh Chawla**

Masterclasses and 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, PR and Event Management industry. These workshops are conducted on varied topics that are integral to the comprehensive development of Advertising, PR and 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 artists and celebrities. This provides students a relevant exposure to the broad spectrum of work, philosophies, ethos and culture in Advertising, PR and Event Management 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, PR and Event Management industry.

# IN-HOUSE EVENTS

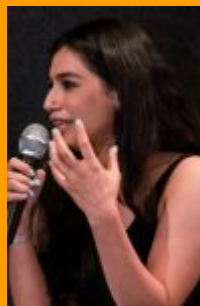
## MOCK PRESS CONFERENCE



## PR CAMPAIGN LAUNCH



## DARPAN



## SHORT FILM EXTRAVAGANZA



## 90S REWIND SUMMER FIESTA



## WORLD ENVIRONMENT DAY



## ORIENTATION CHRONICLES



DR. SANA SAMEER



KATHERINE BOXALL



SAMEEP VED



## GHOSTLY GALA



## FRESHER'S PARTY



## GLOBAL FILM FESTIVAL



## GLOBAL FASHION WEEK





## GLOBAL LITERARY FESTIVAL



## GLOBAL FESTIVAL OF JOURNALISM



## NAVRANG



## ALUMNI MEET



# EVENTS COVERED BY STUDENTS

## NATIONAL FILM AWARDS



## MEDSCAPE INDIA @Vigyaan Bhawan



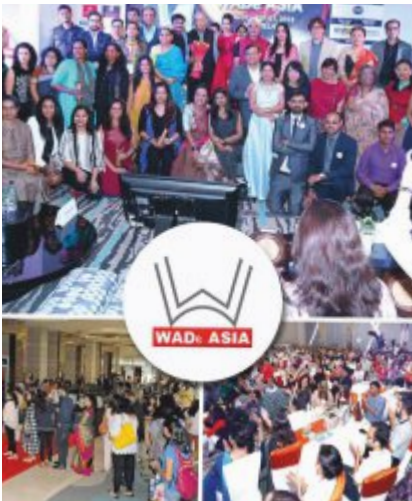
CHAMPIONS OF CHANGE



ABHYUDAY



WADE ASIA



6<sup>TH</sup> CHITRANJALI 2023





# CELEBRITIES AT AAFT







# COMPETITIONS

## ATHLEMA'23



## ANHAD 2.0



## UNSUITED



## SPORTS STAR LEAGUE 2023



# INDUSTRY VISITS

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Visit to News 18 Channel



Visit to Art-E Mediatech



Visit to India International  
Hospitality Expo



Visit to 16<sup>th</sup> Auto Expo Components 2023



Visit to Sanskar TV Studio



Visit to CommsCredible, Gurugram



Visit to India TV



# STUDENT PROJECTS

## AASTHA SINGH - Diploma (Advertising & Brand Communication)

Print Advertisement



Logo

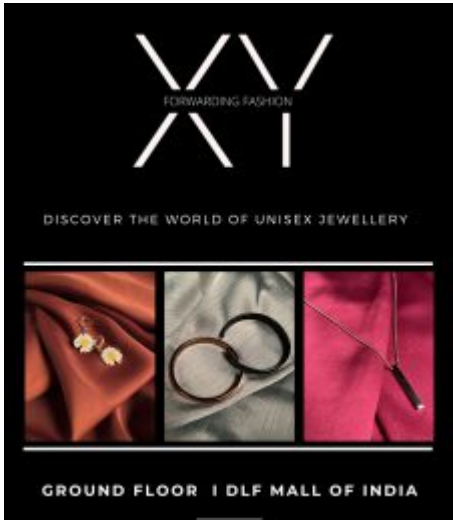


Print Advertisement

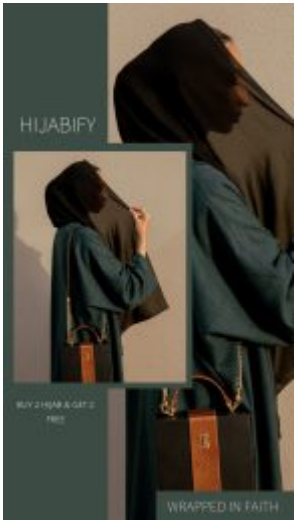


Print Advertisement

## AANCHAL ARORA - MA (Advertising & Brand Communication)



Print Advertisement

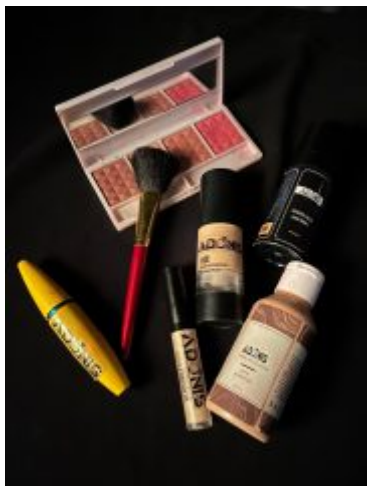


## BUTOOL RIZVI - Diploma (Advertising & Brand Communication)



## DEEPIKA - MA (Advertising & Brand Communication)

Print Advertisements



Product Shoot



Product Shoot

## PRAGATI YADAV - BA (Event Management)

Event Management



Event Management

# PLACEMENT PARTNERS

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**TIMES INTERNET**



**percept**  
Entertainment • Media • Communications

• **HAKUHODO** •



**EVENTILATORS.com**

**BW BUSINESSWORLD**

**e4m**



# RECENT PLACE- MENTS

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Ishita Jain  
**Primär Partners**



Rashi Jain  
**Primär Partners**



Tanushree Goswami  
**Knowledge Resource Group  
Elects Media**



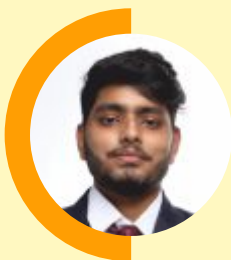
Abhilasha Mahalle  
**Winspark Innovation**



Harika Bondala  
**Hakuhodo Sync Pvt Ltd**



Kajal Sahani  
**Emoha**



Sourabh Negi  
**Smart Agri Post**



Kaanchi Chawala  
**Knowledge Resource Group  
Elects Media**



Arihant Sharma  
**CP World Lines Pvt Ltd**



Akash Sharma  
**Karmatech Mediaworks**



Divyam Chanda  
**INCL**



Vaibhav Sharma  
**INCL**



Shivani Gupta  
**Venue Look**



Srishti Sharma  
**Bizgurukul**



Sarthak Tyagi  
**Bizgurukul**



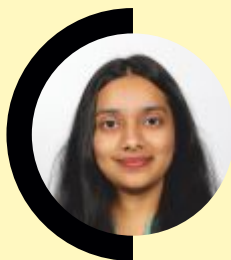
Nitanshi Mittal  
**Sangarsh Foundation**



Bhanu Kakkar  
**Elects Media**



Vanshika Manuja  
**Bloom Brain**



Vanshika Goel  
**Weddingz Mantra**



Gagandeep Singh  
**The Thinking Hat**



Sakshi Tandon  
**The Thinking Hat**



Shagun Singh Jamwal  
**The Wedding Mantra**



Ishita Aggarwal  
**Exchange 4 Media**



# STUDENT SPEAK

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**Arpita Joshi**  
M.A. Public Relations  
& Events

I am deeply grateful to the faculty and management for providing me with the necessary guidance and support to excel in my career. Over the past two years, I have experienced significant personal and professional growth, which has been invaluable to me. I am fortunate to have found a support system that has provided me with the right direction, and for that, I will always be grateful.

AAFT gave me unforgettable memories. We fully embraced the opportunity to learn here, traveling to numerous places for practical experience, which became an integral part of my studies. I explored my talents here, and AAFT helped enhance my skills as well. The best part, however, was the faculty. To be completely honest, the bond between me and my faculties was friendly. Numerous events throughout the year, in which we participated, not only taught us a lot but also provided enjoyment.



**Pranjal Soni**  
B.A. Event Management

# ADMISSION PROCEDURE

## ELIGIBILITY

### **Bachelor's degree programs 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.

### **Master's degree programs 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+3 (or more) system, from any university or institute, recognized (by law) in India.
- Diploma in the related field of study under the 10+2+3 (or more) 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**

The 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 the 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

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

