



THE AGA KHAN UNIVERSITY

GRADUATE SCHOOL OF MEDIA AND COMMUNICATIONS

**MASTER OF ARTS IN DIGITAL JOURNALISM
(MADJ)**

ADMISSION INFORMATION

THE UNIVERSITY

Chartered in 1983, the Aga Khan University (AKU) is an international private university that currently operates in East Africa, South and Central Asia and the United Kingdom.

AKU occupies a pivotal place in the Aga Khan Development Network, a group of development agencies working under the leadership of His Highness the Aga Khan and contributes in major ways to social development. AKU prioritises higher education and research initiatives relevant to the problems of the societies in which it operates, generally in the developing world.

Through on-going partnerships with prestigious institutions worldwide, AKU brings international expertise to bear upon the establishment and enhancement of its current and future programmes and services. With a growing programme offering, in addition to our existing six campuses spread over three continents, we are planning three new faculties and six graduate schools to deliver a range of educational choices in an environment that respects cultural diversity.

Admission to the Aga Khan University Graduate School of Media and Communications is based on merit and potential for leadership. Merit is assessed by several criteria including scholastic achievements, performance on the AKU Admission Test and an interview.

GRADUATE SCHOOL OF MEDIA AND COMMUNICATIONS

The educational needs of media organisations today are broad ranging. They require relevant and transformational learning experiences that will empower stakeholders to reimagine the media ecosystem, locally and globally. Accordingly, industries are looking to universities to help find solutions that will support media viability into the future. Media are in this situation as a result of rapid globalization, changing economic conditions, the reshaping of political power and the emergence of new technologies, which are weakening journalism and media institutions, locally and globally. These trends are raising concerns about how to save journalism, sustain media businesses and ensure media institutions remain viable.

In response to these challenges and opportunities, the AKU Graduate School of Media and Communications has developed the Master of Arts in Digital journalism (MADJ). The Aga Khan University, Graduate School of Media and Communications (GSMC) is located at Aga Khan University - 4th floor on 3rd Parklands Avenue off Limuru Road in Nairobi, Kenya.

MASTER OF ARTS IN DIGITAL JOURNALISM

The Master of Arts in Digital Journalism programme is a full-time, two-year graduate programme that combines real-life practice with academic rigor to position early and mid-career journalists as leaders in their field. The programme enables journalists to develop knowledge, skills and professional qualities for success at the highest levels of their profession and gives

them an opportunity to work with world-renowned journalists and scholars as they blend practice, critical thinking and theory in their coursework.

Applicants are expected to have experience in journalism at the time of application.

The programme comprises 11 courses that include a specialized reporting project and research thesis offered over a four-semester period as follows:

Semester 1

- Content that sells
- Investigation and Analysis
- Media Law and Ethics
- Past, Present and Future

Semester 3

- Specialist Reporting Project
- Media Leadership in Action

Semester 2

- Advanced Digital Journalism
- Putting Research into Action
- Media Development & Social Impact
- Developing your Editorial Specialty

Semester 4

- Research Thesis

PROGRAMME STRUCTURE

Classes will be conducted in the evenings between 5:30pm and 9:00 pm every day of the week and on Saturdays between 9:00 am and 3:00 pm.

The year of study is scheduled as follows:

Year 1

Semester 1: September 2025 - January 2026

Semester 2: March 2026 - July 2026

Year 2

Semester 3: September 2026 - January 2027

Semester 4: March 2027 - July 2027

INFORMATION FOR APPLICANTS

ADMISSIONS TO THE GRADUATE SCHOOL OF MEDIA AND COMMUNICATIONS

The Graduate School of Media and Communications invites early to mid-career journalists and media professionals to apply to their Master of Arts in Digital Journalism Programme.

ELIGIBILITY CRITERIA

1. A four-year undergraduate degree from an accredited/recognized university, with a minimum CGPA of 3.00 (on a four-point scale) or its equivalent. Additionally, a minimum of two years of professional experience in journalism or a related field **OR**
2. A four-year undergraduate degree (or equivalent) from an accredited/recognized university with a minimum CGPA of 2.50 or its equivalent will be considered, provided the candidate has a minimum of four years of professional experience in journalism or a related field.

Preference will be given to applicants with:

1. Demonstrated academic and intellectual ability to complete post graduate studies.
2. Outstanding written and verbal communication skills in English.
3. Computer literacy and basic digital media production techniques.
4. Broad knowledge of history and current affairs.
5. Relevant work experience evidenced by a portfolio of work and professional references.

Admission is based on merit and assessed through several criteria including academic achievements, work experience, portfolio of work and the candidate's results in the admission test and interview. Fulfilment of basic eligibility requirements or a high score in any single aspect of the admission process is not sufficient for selection.

HOW TO APPLY

Candidates are encouraged to [apply online](#). For assistance in completing the online application, applicants are advised to go through the [Frequently Asked Questions \(FAQs\)](#) or [Understand the Online Process](#) on the online application portal.

In situations where the online application is not accessible, candidates are advised to call, email or visit the campus for any support that they need to complete the online application. Physical, email and telephone contact information are provided at the end of this document. Details to complete the application are provided within the online application.

The following information will help in preparing the required documents: *Specifications for uploading documents are provided in the table below*

- a) Completed application form submitted online;
- b) Recent passport size colour photograph on a white background
- c) Copies of official academic transcripts and certificate
- d) Two letters of reference as per the templates provided; one from a professional referee and the other from an academic referee i.e.; someone who has previously taught you.
- e) Current curriculum vitae
- f) Personal statement
- g) Copies of National ID or passport bio data page for non-Kenyan applicants
- h) Proof of payment of application fees

SPECIFICATIONS FOR UPLOADING DOCUMENTS

Document	Uploading Size (should not exceed)	Uploading Format
Passport size colour photograph showing full face <i>(taken within last week to reflect current appearance)</i>	2MB	JPEG
Attested copies of all the required documents; official transcripts, certificates etc.	5 MB each	PDF / JPEG
Proof of application fee paid <i>(see relevant sections for more details)</i>	5 MB	PDF / JPEG

APPLICATION FEE

A non-refundable application fee of Ksh. 5000/- is applicable.

MODE OF PAYMENT

The page for payment on the application site/platform will have a link to Direct Pay online (DPO). DPO accepts **MPESA, credit/debit cards** and therefore will serve both local and international applicants.

SUBMITTING AN APPLICATION

The deadline for submitting the applications is March 28, 2025

Please ensure that you have complied with the instructions provided in this information sheet. Candidates will be informed of pending, incomplete documents on the online portal. It remains the responsibility of the candidate to complete the application requirements according to the instructions and time schedule.

REPEAT APPLICATIONS

Applicants not successful in their first attempt may apply again with additional information supporting their application. A fresh application together with necessary documentation must be submitted for a particular admission cycle. The University does not have a policy of automatically carrying forward applications from one cycle to the next.

PROVISIONAL APPLICATIONS

The Aga Khan University will accept provisional applications from candidates who may have documents pending to be submitted including reference letters or transcripts. All such applications will be evaluated for admission on a provisional basis. To process an application for final selection, applicants will be required to submit their (pending) documents in accordance with the minimum eligibility requirements by the date specified by the University. In case pending documents are not submitted within the due date as communicated by the Admissions Officer handling your application, the application will stand cancelled.

It is the candidate's responsibility to ensure that pending documents are uploaded online/ received in the Admission Office according to the published schedule. Notifications are sent to candidates on the online portal.

THE ADMISSION PROCESS SUMMARY



REVOKING ADMISSION

Aga Khan University reserves the right to admission; to revoke admission and registration if an application form is discovered to be inaccurate or incomplete, or if supporting documents are discovered to be fraudulent. Any candidate who presents a fraudulent document in support of an application for admission may be identified to other universities and colleges.

THE AGA KHAN UNIVERSITY

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Call +254 722 525 951; +254 733 788 119.