



**THE AGA KHAN UNIVERSITY**  
GRADUATE SCHOOL OF MEDIA AND COMMUNICATIONS

# Graduate School of Media and Communications

EAST AFRICA



The media and communication industry is in the throes of change. Business models have been upended, audiences are shifting and the way information is gathered and distributed has been transformed. All of this has been exacerbated by the infodemic of mis- and dis-information that threatens society. How journalists, senior media managers, communication professionals tackle these challenges, while shaping the future of media and communications, is the heart of what we teach.

With a strong commitment to academic excellence and practical training, we provide a dynamic and immersive learning environment that equips students with the skills, knowledge and industry insights needed to excel in today's fast-paced and ever evolving media and communications industry. Our distinguished faculty members who are industry experts themselves are committed to sharing their expertise and fostering a culture of innovation and creativity.

We understand the importance of industry connections and real-world experiences and that's why we have cultivated strong relationships with leading media organizations and professionals across various geographies. These linkages ensure our students get networking opportunities and learn from the best as we encourage collaboration, cultural exchange, and experiential learning.

Whether you are looking for a short course or an academic programme in media and communications, GSMC is the place to be. I invite you to join our exciting community of scholars, creators, innovators and change-makers as we create successful and sustainable societies in this era of technological and social change.

We look forward to helping you take the next step in your career!



**Prof. Nancy Booker**  
Dean

## Graduate School of Media and Communication in Numbers

 **Academic Programmes** **2**

 **Core Faculty** **4**

 **Our Students** **150+**

 **Our Alumni** **60+**



## About the Graduate School of Media and Communications

Launched in Nairobi in 2015, the Graduate School of Media and Communications (GSMC), is a multifaceted education and training centre serving journalists, communicators, media executives, and entrepreneurs in East Africa and beyond.

Our goal is to foster an ethical, diverse, independent, innovative and economically thriving media and communications sector that contributes to the creation of successful and sustainable societies in an era of rapid change. Our faculty and staff have extensive experience as journalists, broadcasters, and communications executives and we pride ourselves in being able to offer not only technical expertise but also in-depth practical experience.

With a regional footprint across the East African Community, GSMC is primed to be a centre of excellence and innovation, adept and responsive to the globally evolving media and communications ecosystem.

### ACADEMIC PROGRAMMES

## Master of Arts in Digital Journalism

Our MA in Digital Journalism (MADJ) combines real-life practice with academic rigour to position early and mid-career journalists as leaders in their field. You will develop the knowledge, skills and professional qualities for success at the highest levels of your profession.

You will work with world-renowned journalists and scholars as you blend practice, reflection and theory in your coursework. The programme is taught in state-of-the-art facilities and progressively builds expertise in multiplatform storytelling, specialist reporting and editorial leadership.

The culmination of the programme will be a specialist reporting project and research thesis. By focusing on regional issues and drawing on local and global trends, our graduates will develop the creativity, critical thinking and professional skills required to lead East Africa's media in the 21st century.

### Why the MADJ Programme

**1. Learn from the best:** Our faculty members are top scholars and experienced professionals from world-class media organizations. Among them: Nation Media Group, Standard Group, the Financial Times, CNN, BBC, The Washington Post and The New York Times.

**2. Get the individual attention you deserve:** We keep our classes small, so you get intensive individual attention.

**3. Acquire new skills for a new era:** We equip students with the skills the Digital Age demands, as well as the broader perspective required to understand and anticipate the forces reshaping the industry.

**4. Build a career:** The world changes fast, but some things endure. Accurate reporting and compelling storytelling will always be the foundation of journalistic excellence. Our graduates are in high demand.

**5. Learn by doing:** We blend classroom learning and study with numerous opportunities to practice your skills in the real world of journalistic excellence.

**6. Make a difference:** Journalism is a powerful tool for social impact. We will help you to empower citizens with the information they need to make the best possible decisions about their lives, communities, societies and governments.

**MADJ**

## Programme Delivery

MADJ is delivered from Monday to Thursday evenings in a blended (online and face-to-face) format.

## Programme Overview

### Semester 1

- Digital Journalism 1: Content that Sells
- Digital Journalism 2: Investigation and Analysis
- Media Law and Ethics
- Past, Present and Future

### Semester 2

- Advanced Digital Journalism
- Media Leadership in Action
- Media Development and Social Impact
- Developing Your Editorial Specialty

### Semester 3

- Putting Research into Action
- Specialist Reporting Project

### Semester 4

- Research Thesis

## Eligibility Criteria

To be considered for admission, candidates must fulfil one of the following sets of 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 is required; 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.

In addition, candidates must demonstrate a clear commitment to journalism and its ethical practice, as well as:

- Demonstrated academic and intellectual ability
- Outstanding written and verbal communication skills in English
- Basic computer literacy, especially as applied to production techniques in the media
- Broad knowledge of history and current affairs
- Relevant work experience as evidenced by a portfolio of work and professional references



# Hallmarks of an **AKU Graduate**



Critical and  
Creative Thinking



Evidence-based  
Decision Making



Ethical Global  
Leadership



Effective  
Communication



Socially &  
Environmentally  
Aware Citizenship



Lifelong Learning



Specialist Knowledge  
to bring Change



## Executive Masters in Media Leadership and Innovation

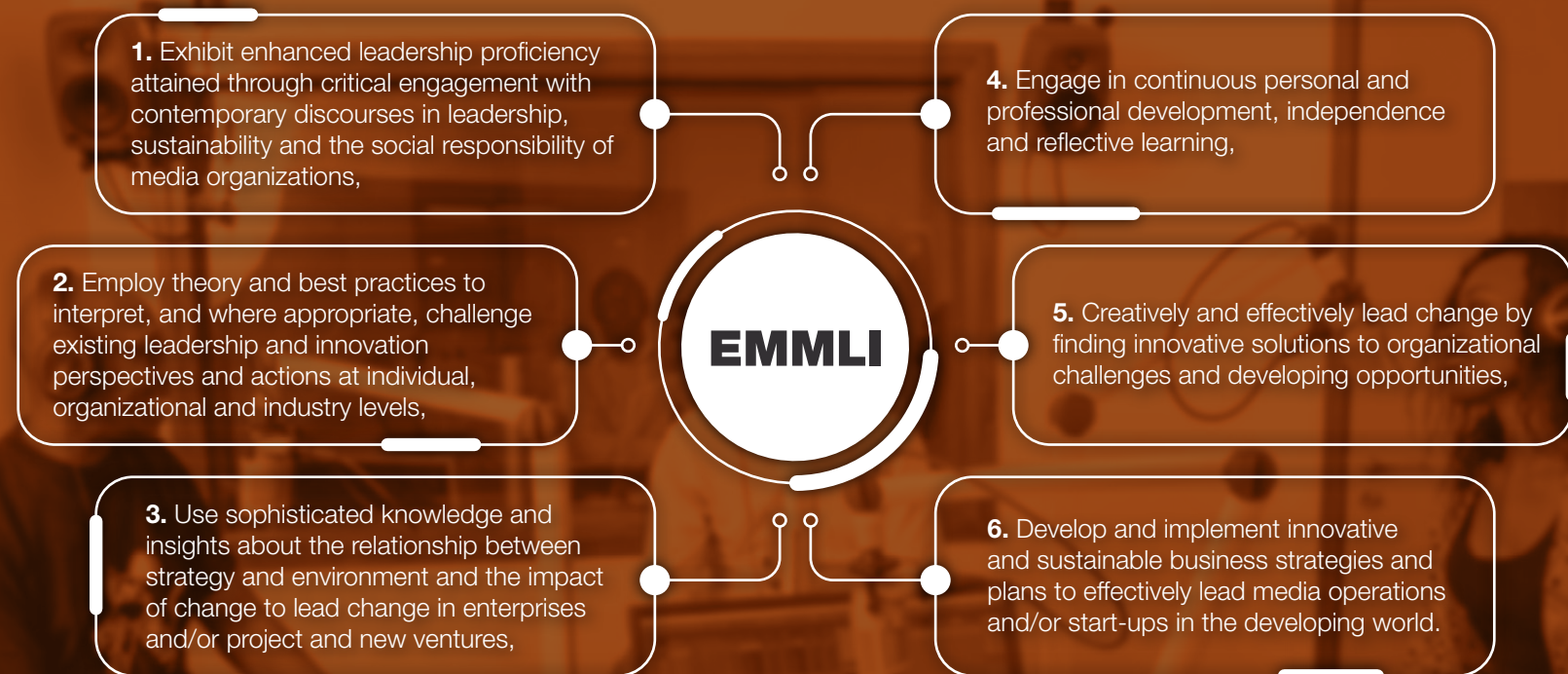
The educational needs of media organisations today are broad-ranging. They require relevant and transformational learning experiences that will empower stakeholders to reimagine the media ecosystem.

The Executive Masters in Media Leadership and Innovation (EMMLI), is a 24-month MBA styled programme designed to develop leadership skills to advance and convey vision, and strategy. EMMLI fosters innovation and entrepreneurship and empowers the students with skills and competencies to start new businesses, or transform existing workspaces.

The programme is anchored on the following pillars:

1. Strategic thinking
2. Creative and responsible leadership
3. Innovation and constructive change
4. Sustainable enterprise

By the end of the programme Graduates will be able to:



### Programme Delivery

EMMLI is delivered on Friday evenings and Saturday mornings in a blended (online and face-to-face) format.

### Programme Overview

Semester 1

- Managing Media Enterprises in the Digital Era
- Leadership for Innovation & Growth

Semester 2

- Risk management, Law & Ethics for Media Industries

Semester 3

- Resourcing Media Firms: People and Technology
- Entrepreneurial Enterprise & Corporate Renewal

Semester 4

- Strategic Branding & Marketing in the Digital Era
- Resourcing Media Firms: Finance and Facilities

Semester 5

- Research for Media and Communications Businesses

Semester 6

- Capstone Project

### Eligibility Criteria

To be considered for admission, candidates must fulfil one of the following sets of criteria:

1. A four-year undergraduate degree (or equivalent) from an accredited/recognised university with a minimum CGPA of 3.00 (on a four -point scale). Additionally, a minimum of five years' professional experience in a related field is required; or
2. A four-year undergraduate degree (or equivalent) from an accredited university with a minimum CGPA of 2.50 will be considered provided the candidate has a minimum of seven years proven experience in media or a related field.





## PROFESSIONAL PROGRAMMES

### Professional Development and Continuous Education

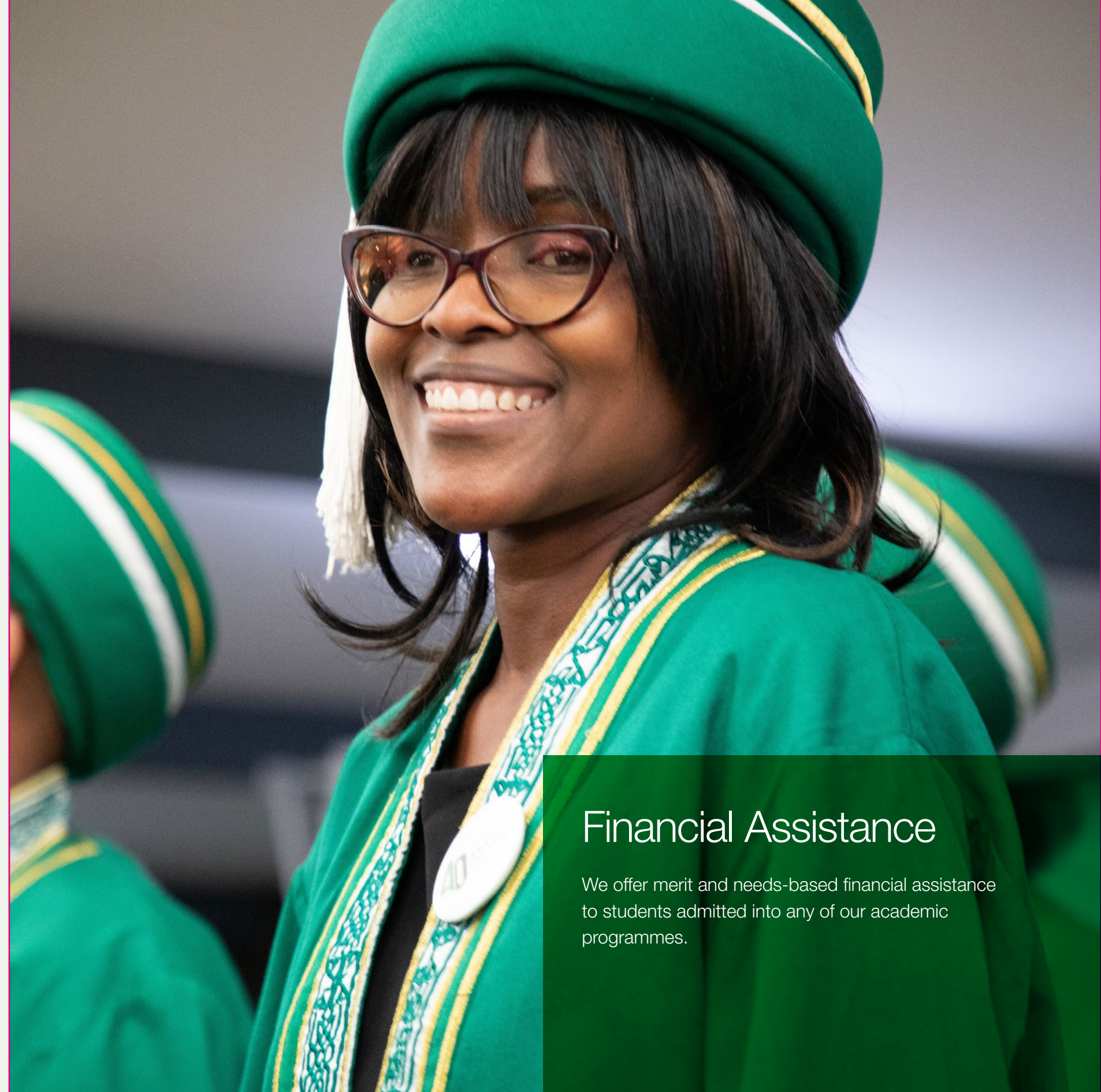
Our professional development courses will equip you with the necessary skills, knowledge, and adaptability to thrive in a rapidly changing landscape. As industries such as social media, digital marketing, content creation, and data analytics continue to grow, professionals need to equip themselves with the latest tools, techniques and strategies to remain relevant.

The trainings we offer are contextual and highly interactive, and provide opportunities for networking with like minded professionals, industry experts and thought leaders.

We also offer customized trainings where we collaborate with your team to evaluate your organization's training needs and co-create training solutions to meet those needs.

Some of the courses we offer include:

- Health Communication
- Engaging the Media
- Mobile Journalism
- Data Journalism
- Social Media and Digital Communications
- Environmental Reporting
- Multimedia Storytelling
- Risk and Crisis Communication
- AI and Journalism
- Audience Engagement
- Media Management and Leadership
- Digital and Media Literacy



## Financial Assistance

We offer merit and needs-based financial assistance to students admitted into any of our academic programmes.

# Campus Life & Student Life

## Student Life

Academic work is only one aspect of the AKU experience. A wealth of co-curricular activities will offer numerous opportunities for self-discovery and peer-to-peer learning. Team sports, debate clubs, music and drama groups, literary and research journals, and visits by local and international speakers will foster a vibrant environment, where there is always a chance to identify an interest, make new friends, acquire new skills, and collaborate with peers and mentors.



# A History of Excellence

AKU is reputed as a pioneer and leader in academic excellence and healthcare leadership. Founded in 1983 by His Highness the Aga Khan, it has campuses and programmes in Pakistan, Kenya, Tanzania, Uganda, Afghanistan and the United Kingdom.

We have awarded more than 3,000 diplomas and degrees across the region. Our academic units in East Africa include our Medical College, School of Nursing and Midwifery, Graduate School of Media and Communications, Institute for Human Development, and Brain and Mind Institute. The 300- bed Aga Khan University Hospital in Nairobi is East Africa's leading private teaching hospital. In addition, the University provides scholarships to nine out of 10 of its students in East Africa.

The Aga Khan University Hospital, Nairobi was the first in East Africa, to meet the rigorous accreditation standards of the U.S.- based Joint Commission International and the College of American Pathologists. AKU is also ACGME-I accredited, and serves as a regional centre for the MRCP.

AKU is one of the agencies of the Aga Khan Development Network (AKDN). Working mainly in Africa and South and Central Asia, AKDN helps those in need to improve their own lives through a long-term, multifaceted approach to development that spans economic, social and cultural dimensions. AKDN's roots in East Africa date back more than a century, and its activities benefit millions of East Africans every year.





“Someone has said that plugging into the media today can sometimes be like trying to drink water from a high-pressure fire hose! In such a world, effective communicators must truly be effective educators - providing background as well as foreground, the big picture as well as the close-up detail. And this will be true not only for journalists, but also for communication professionals in government, at NGO’s, in the business sector, at entertainment and cultural organisations -and with a host of civil society institutions. In brief, the School of Media and Communications is designed to serve a very wide range of constituencies - engaging a broad array of disciplines.”

**His Highness the Aga Khan**  
Chancellor, Aga Khan University - 27<sup>th</sup> July 2011



**THE AGA KHAN UNIVERSITY**

**CONTACT US**

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