



THE AGA KHAN UNIVERSITY

GRADUATE SCHOOL OF
MEDIA AND COMMUNICATIONS

STORIES OF CHANGE

MAKING A DIFFERENCE THAT MATTERS



OVERVIEW

GSMC IS COMMITTED TO DEVELOPING A THRIVING COSMOPOLITAN COMMUNITY OF COMMUNICATORS WHO UNDERSTAND HOW TO NAVIGATE COMPLEX CHALLENGES AND CAPITALISE ON EMERGING OPPORTUNITIES.

Launched in 2015, the Aga Khan University Graduate School of Media and Communications (GSMC) is the premier source of education and tailored training for journalists, communicators and media executives and entrepreneurs in East Africa and beyond.

Guided by the principles of global excellence and local relevance, GSMC helps individuals to transform their careers and organizations to seize on opportunities and reap the benefits of innovation.



OUR PROGRAMMES



MASTER OF ARTS IN MEDIA LEADERSHIP AND INNOVATION

Our Master of Arts in Digital Journalism will equip you with the skills the Digital Age demands, as well as the broader perspective required to understand and anticipate the forces reshaping the industry.

EXECUTIVE MASTERS IN MEDIA LEADERSHIP AND INNOVATION

The Executive Masters in Media Leadership and Innovation (EMMLI) is designed to strengthen your leadership and entrepreneurial skills and to enhance your capacity to develop innovative solutions for the changing media and communications landscape.

Our STORIES



FAITH ONEYA

The Master of Arts in Digital Journalism programme challenged and changed my perspective on journalism altogether. Be prepared to walk away with professional networks and friendships too.



KENNETH KIPRUTO

As a newspaper editor, I no longer think of the stories as just for print but for the website too. I can proudly say that thanks to the programme, I can now do a story for both TV and radio. I learnt how to operate a camera, produce a TV feature, manage the production process and how social media can work for someone in the newsroom. I can proudly say I am an all-rounded journalist thanks to the Master of Arts in Digital Journalism programme.



JOAN WETUMI

The MADJ Programme offered me an opportunity to gain skills for the transition into digital media. It enabled me to be ahead of the pack in the new practice of journalism. The programme also presented a student experience second to none.



WANJA MUNGAI

Multimedia storytelling was the lesson I liked most as it opened my eyes and got me to understand how to tell a story that appeals to all senses. I've also now become a multimedia trainer.



ANITA CHEPKOECH

At GSMC, I encountered for the first time Augmented Reality (AR) and how it works. I was already aware of digital disruption. AR to me was proof of the magnitude of the transformation to expect in the media industry. Hence, in my newsroom life, I have purposed to always keep up with technological developments to avoid becoming outmoded.



VICTOR ODHIAMBO

When I first came to GSMC, I was surprised by the state-of-the-art lecture rooms that were integrated with technology that made learning easier. At GSMC, I felt safe and knew I was in good hands to advance my education.



SANDRA LAMWAKA

The MADJ programme has changed my outlook on my career and its trajectory. It has exposed me to a number of possibilities and skills. I want to create great content now more than ever, and I am happy to say I am in the process of doing so.



ISAAC SWILA

I choose to sum up my learning experience with one word; world-class! Everything is perfectly organised and learners have every reason to look forward to the next class, whether virtual or physical. I have no regrets for having chosen AKU over the rest!



PAUL OMONDI

The MADJ programme played a huge role in steering my career towards media liaison and communications. I am now working for an international agency in Europe. I'm truly grateful that I took the programme as it has unlocked new career doors for me.



ANDREW ARINAITWE

The MADJ programme has taught me that the mindset of a journalist must be open to entrepreneurship and creativity. I someday plan to start my own news organization.



BERYL OYWER

Within the MADJ programme, there's a leadership course. It challenged my knowledge on what makes a leader. It empowered me to be a leader in whatever position I'm in.



PETER MWANGANGI

Through the MADJ programme, I have gained the necessary skills and knowledge to navigate a fast-changing journalism world. GSMC has exposed me to research, leadership and critical-thinking, opening my mind to a world of possibilities.



PHILIP MWANIKI

Signing up for the MADJ programme was a no-brainer. The media was undergoing a major transformation but no one was offering a course to help the next generation of media professionals and executives, then AKU heeded the call and Kenyan media industry is richer for it. It was a good experience that I will cherish for long.



EDWIN ANJAGO

The MADJ programme has greatly enhanced my professional profile as a multimedia journalist in the digital age. I have grown professionally, made friends; built important networks in the space, and acquired practical knowledge of the digital media industry.



SARA OKUORO

The MADJ programme is a truly digital course that enables journalists to effectively report using readily available resources and encourages learners to think outside the box - beyond the newsroom. GSMC is truly a frontrunner in digital journalism training.



FRANCIS EMUKULE EMOJONG

The MADJ programme has shaped the way I approach my work. I am now more concerned about the impact of my stories on the audience. I have also gained a business approach to my work, which has enabled me to create content that sells.



WAMBUI NDONYE

The MADJ programme has opened my eyes to new ways of storytelling and has equipped me with additional skills that go beyond journalism, such as leadership.



EVELYNE KAHUNGU

Graduating with a Masters Degree in Digital Journalism is a big highlight for me. I have so much respect for the work and efforts put in by GSMC. They have generous scholarships, top notch facilities and a very dedicated faculty. I couldn't be happier.



ANTHONY KURIA

I have learnt how to be a better researcher and professional. I now know how to write down both short and long term goals! Moreover, I am more open to learning new skills. Being in the AKU environment has taught me to never be complacent, and I believe I am wiser and more exposed because of the various interactions I've had.



ALEX TAREMWA

The financial assistance I received from the school enabled me to continue meeting obligations to my family and myself. The support ensured my siblings continued with their education and helped me live decently in Nairobi, Kenya. Applying to GSMC has been the best decision of my adult life.



CHRYSTAL ONKEO

The entire academic journey was memorable. The classes gave me an appreciation of not just the granular details of journalism but a strategic view of the media business. I am now confident and better placed to make decisions because of the tools the programme gave me.



BAKARI MACHUMU

When I started EMLLI, I was in the editorial department, as the Executive Editor. Now, I am running the business as the CEO. If you want to head in the right direction, you should join the programme.



JAMILA MOHAMED

I like the flexibility of the programme and the mix of local and international faculty and guest lecturers, who bring in their different expertise. The Executive Masters in Media Leadership and Innovation has given me the tools to help me become a better leader, and also the drive to do my job better.



JULIA MAJALE

Everyday is a learning opportunity. I am a better leader now as I am more confident than the person I was prior to joining EMLLI.

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