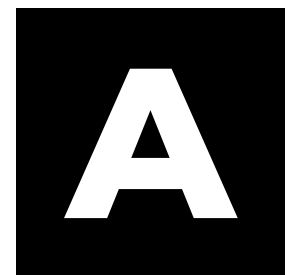
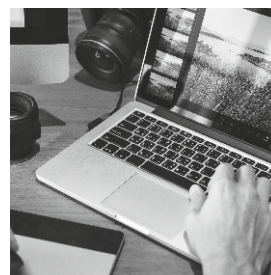
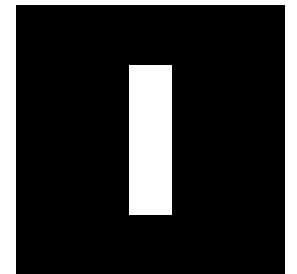
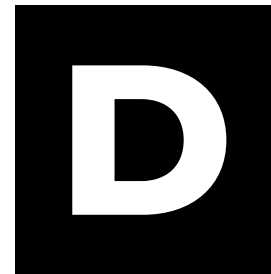
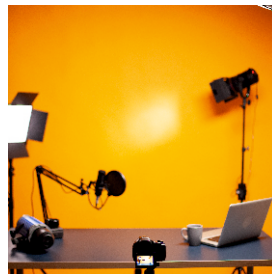
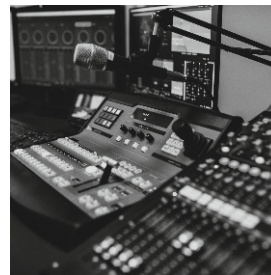
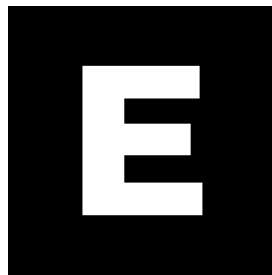




PCET's  
Pimpri  
Chinchwad  
University, Pune  
Learn | Grow | Achieve



# SCHOOL OF



# COMMUNICATION STUDIES



**ADMISSION OPEN**  
**APPLY NOW**  
[www.PCU.edu.in](http://www.PCU.edu.in)



**PIMPRI CHINCHWAD EDUCATION TRUST**  
A Trusted Brand in Education Since 1990..

# About Pimpri Chinchwad Education Trust (PCET), Pune



📍 PCET Campus, Akurdi, Pune

Pimpri Chinchwad Education Trust (PCET) has a legacy of nurturing excellence since its establishment in 1990. Its sole mission was aimed at serving society, the industry, and all stakeholders through value-inculcating, quality education in the area of schooling, as well as professional tutelage in the fields of engineering, IT, management, design, health sciences, liberal arts, and computer applications. Our 12 institutes spread across our 3 campuses in Nigdi, Ravet, and Sate, Vadgaon Maval, Pune, respectively have carved out a name for themselves, having transformed the lives of over 47000 students so far. Our institutes: Pimpri Chinchwad College of Engineering (PCCOE), Pimpri Chinchwad College of Engineering & Research (PCCOER), and S.B. Patil College of Architecture & Design are some of the most sought-after colleges in the country.

## About Pimpri Chinchwad University, Pune

Pimpri Chinchwad Education Trust (PCET) is the driving force behind Pimpri Chinchwad University, Pune. As a trusted and renowned educational institution, PCET has a rich history of providing quality education across various disciplines. With a strong commitment to academic excellence, research, and industry-relevant programs, PCET has become a beacon of learning in the Pune region. Pimpri Chinchwad University, Pune, is a dynamic and forward-thinking university committed to delivering high-quality education and fostering innovation. Located in the thriving city of Pimpri Chinchwad Pune belt, it is strategically positioned within an industrial belt that includes IT hubs, automobile industries, and diverse manufacturing sectors. The university offers a diverse range of programs, from engineering and technology to management, design, liberal arts, mass media, law, pharmacy, health sciences, and more, ensuring students have a plethora of options to explore.



PCU Campus, Sate,  
Vadgaon - Maval, Pune

### Institutes Under Pimpri Chinchwad Education Trust (PCET Pune)

- |   |   |  |
|---|---|--|
| ▪ Pimpri Chinchwad Polytechnic<br>( <a href="http://www.PCPolytechnic.com">www.PCPolytechnic.com</a> )    | ▪ S. B. Patil Public School<br>( <a href="http://www.SBPatilSchool.com">www.SBPatilSchool.com</a> )                         | ▪ S. B. Patil Institute of Management<br>( <a href="http://www.SBPatilMBA.com">www.SBPatilMBA.com</a> )                          |
| ▪ Pimpri Chinchwad College<br>of Engineering ( <a href="http://www.PCCOEpune.com">www.PCCOEpune.com</a> ) | ▪ S. B. Patil College of Science & Commerce<br>( <a href="http://www.SBPatilCollege.com">www.SBPatilCollege.com</a> )       | ▪ Pimpri Chinchwad College of<br>Engineering & Research<br>( <a href="http://www.PCCOER.com">www.PCCOER.com</a> )                |
| ▪ Pune Business School<br>( <a href="http://www.PuneBusinessSchool.com">www.PuneBusinessSchool.com</a> )  | ▪ Pimpri Chinchwad College of Arts,<br>Commerce and Science<br>( <a href="http://www.PCACSpune.com">www.PCACSpune.com</a> ) | ▪ S. B. Patil College of Architecture<br>& Design ( <a href="http://www.SBPatilArchitecure.com">www.SBPatilArchitecure.com</a> ) |

### Institutes Under Management Support By Pimpri Chinchwad Trust (PCET)

- |   |   |
|---|---|
| ▪ Nutan Maharashtra Institute of Engineering &<br>Technology ( <a href="http://www.NMIET.edu.in">www.NMIET.edu.in</a> ) | ▪ Nutan College of Engg. & Research<br>( <a href="http://www.NCERpune.in">www.NCERpune.in</a> ) |
|---|---|



## ● Courses in SMACS – 3/4 years

- BA in Journalism, Media and Communication Studies
- BSc in Animation, VFX and Multimedia Sciences
- BBA in Advertising, Events and Public Relations
- BBA in Digital Filmmaking

## ● Career Opportunities :

> Journalism	> Filmmaking / Web Series	> Animation, VFX and Multimedia	> Event Management
> Broadcasting	> Social Media Influencer	> Photography	> Academia and Research
> Public Relations	> Corporate Communications	> Health Communication	> Content Marketing
> Advertising	> Media Management	> International Relations and Diplomacy	> Entrepreneurship

- **Eligibility** – Passes 12<sup>th</sup> or equivalent courses in any discipline from any recognised Board / council / university with minimum 50% marks.

## Industry Advisory Board



**Sujay Dahake**  
National Award Winner  
Filmmaker



**Sanjay Singh**  
Journalist And Writer  
Telgi Scam, CIU



**Ashish Jadhao**  
Editor, Lokmat Digital News



**Ashok Rane**  
National Award Winner,  
Film Critic



**Abhijeet Kamble**  
Editor, BBC Marathi



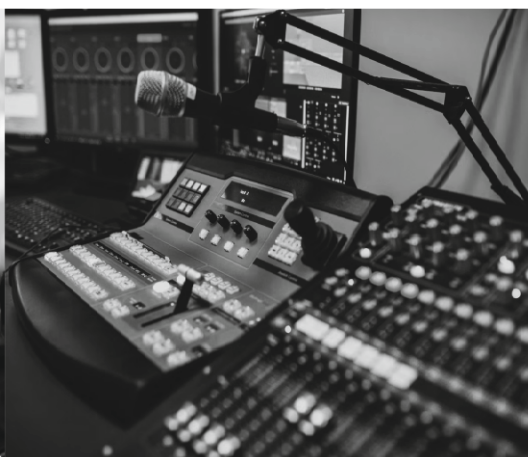
**Alka Dhupkar**  
Award Winning Multimedia  
Journalist



**Reema Borah**  
National Award Winner,  
Film Director, Assam.



**Prashant Pawar**  
Editor, Baimanus



## PCET Centralised Placement Cell

The PCET Centralized Placement Cell is a pioneering initiative that serves as the cornerstone of placement activities across all institutes under the Pimpri Chinchwad Education Trust (PCET). With a strong legacy of academic excellence and industry collaboration, this centralized cell ensures that all students within the PCET ecosystem have access to high-quality placement opportunities.

### Highest Salary Offered to our Student

**CTC 61 Lakhs p.a**

PCET TOTAL OFFERS 2022 BATCH:  
2,147 JOB OFFERS FOR 1,662 STUDENTS

### Stellar Placements for PCET Students

Capgemini (2022-2023) 547

Capgemini (2021-2022) 348

Capgemini (2020-2021) 323

Cognizant (2021-2022) 307

Wipro (2021-2022) 267

Cognizant (2022-2023) 229

Capgemini (2019-2020) 207

KPIT (2015-2016) 183

KPIT (2014-2015) 155

Accenture (2022-2023) 149

Company	Salary (LACS PER YEAR)	Company	Salary (LACS PER YEAR)
UBER	61 L	AFour Technologies	8.0 L
Data Insights	36 L	Samsung R&D	7.5 L
ZF India	32 L	Capgemini	7.5 L
Amazon	28L	Dassault	7.5 L
Directi	26 L	Josh Software	7.0 L
Konica (Japan)	20 L	Bombardier	7.0 L
Daifuku Co Ltd (Japan)	18 L	TIAA	7.0 L
Techfirm (Japan)	17 L	Accenture	6.5 L
Veritas	12.5 L	Informatica	6.0 L
HSBC	12 L	Mediaocean	6.0 L
TEO Technologic	11.6 L	TetraPak	6.0 L
Adobe	11 L	ThoughtWorks	5.8 L
Flipkart	11 L	Tibco	5.5 L
Credit Suisse	11L	Cummins	5.5 L
Vmware	10 L	Godrej & Boyce	5.5 L
LTI	10 L	Value Labs	5.3 L
Quantiphi	9.5 L	KSB Pumps	4.75 L
Symantec	9.0 L	Sagitec	4.5 L
Persistent Systems	8.4 L	Uno Minda	4.5 L
SAP Lab	8.25 L	SKF	4.5 L
Pubmatic	8.0 L	Sungard	4.5 L

### Industry Connects

Our strategic location amidst the industrial hubs of Pune, Pimpri Chinchwad, Talegaon, Chakan, Navi Mumbai, and Mumbai provides students with unparalleled opportunities for internships, industrial visits, and collaborations with leading companies. Our strong network of PCET alumni, many of whom are leaders in their respective industries, frequently engage with the students, sharing valuable insights and paving the way for their success.



## Highlights at Pimpri Chinchwad Education Trust, Pune

**33+**  
Years Legacy In Quality  
Education

**1,000+**  
Recruiters On  
Campus Every Year

**31,000+**  
Placements

**55,200+**  
Alumni

**5,000**  
Research Papers

**1,000+**  
Faculty

**14500+**  
Students on Campus  
Every Year

**4**  
Campuses

**11**  
Educational  
Institutes

**450+**  
Patents



## PCET's International Collaborations

### Bilateral Agreements (34+ MoUs) with International Universities.

(USA, UK, Australia, Russia, Germany, Japan, Malaysia, Indonesia, Vietnam, Myanmar and Ireland)

PCET's international collaborations stand as a testament to its commitment to global education and academic excellence. With partnerships involving over 34 prestigious international universities and organizations, PCET fosters academic and research exchange, facilitates expertise sharing for course design, and jointly conducts workshops, conferences, webinars, and symposiums. These collaborations also offer valuable opportunities for students across all PCET institutes, including Pimpri Chinchwad University (PCU).



### Bridging Borders : PCU Hosts Distinguished International Delegation



Mr. Kiriya San  
CEO of Stockweather Japan KK



Dr. Valsan Vethody  
Consul General of Sri Lanka



Professors From The UK's Leeds University  
& Slovenia's Nova Gorica University



Ms. Andrea Kühn  
The Consul General of South Africa



Mr. Hiroyuki Matsumoto, President and CEO,  
Toyo Systems Kaihatsu Co. Ltd. and  
Mr. Takeshi Ibusuki, Advisor, Toyo Systems Kaihatsu Co. Ltd.



Professor Toshihiro Moriga  
Japan's Tokushima University

### Program Highlights

- Case-based learning, fostering an experiential educational experience.
- State-of-the-art lab facilities equipped with the latest technologies.
- National and international programs for a well-rounded perspective.
- Dedicated Centre for Industry-Academia partnerships, providing assistance for internships and placements.
- Ability / Skill Enhancement courses covering business communication, effective presentation techniques, foreign languages such as Japanese, German, French and more.
- Memorandums of Understanding (MoUs) with 34+ corporate entities, facilitating training, research, and development opportunities, to facilitate industry connect, summer internship & final placement.
- International students can avail the 'International Credit Transfer' advantage at PCU.
- Summer school/ Internship to students of PCU in foreign universities.



## APPLY IN 4 EASY STEP'S



Visit Website [www.PCU.edu.in](http://www.PCU.edu.in)



Fill Application Form  
Mobile Number & Email ID  
Enter OTP & Validate



Select Your Program



Complete the Application  
form with all details & Documents

## A Flourishing Student Life at PCU

Life at Pimpri Chinchwad University is not just about academics; it's also about personal growth, cultural exposure, and extracurricular activities. Our campus is buzzing with societies and events that cater to diverse interests, ensuring that students have a well-rounded experience.



## PCU HOSTEL

We are delighted to introduce our exceptional Pimpri Chinchwad University, Pune hostel facility, nestled amidst the breathtaking beauty of lush green nature and majestic mountains. Designed to provide students with a truly enriching living experience, our hostel offers a range of outstanding features.

## Key Features We Offer

- Modern and Well-Equipped Rooms
- Gymnasium
- Wi-Fi Connectivity
- Lush Green Nature
- Secure and Safe Environment
- Study Areas with Scenic Views
- Indoor Games
- Supportive Staff and Services



## Leading the Way in Education : Maharashtra's Finest University

### AWARDS & RANKINGS



Best Emerging University  
of the year 2023



Best Organization in Academics,  
Placements & Research



Awarded as the  
'Pride of Maharashtra'



Awarded as the "Best Private  
University in Maharashtra".

**Outlook**

Ranked 9 among the best  
emerging state-private universities.



PCET's  
Pimpri  
Chinchwad  
University, Pune

Learn | Grow | Achieve

## PCET's Pimpri Chinchwad University (PCU)

(Established under Govt. of Maharashtra Act No. V 2023)

Sate Maval (PMRDA), Pune- 412106, MH, India

☎ : +91 9046 9090 03 ☎ : +91 90288 85422

✉ : [admissions@pcu.edu.in](mailto:admissions@pcu.edu.in) 🌐 : [www.PCU.edu.in](http://www.PCU.edu.in)

Scan To Know More

