

About School of Media and Communication (SMC), Pan-Atlantic University

The School of Media and Communication has evolved directly from the Centre for Media and Communication (CMC). The CMC was instituted in 2006 by the Pan-Atlantic University Council in recognition of the critical role of this sector in shaping societal values and cultural life. No less important, the contribution of the creative industries to economic growth and the GDP is gaining recognition as well.

Specifically, the establishment of the School of Media and Communication is informed by the aspiration to train professionals in this area of culture who would uphold the highest intellectual, ethical and professional values that promote creativity, critical knowledge, technical perfection, social responsibility, and the spirit of enterprise.

The School's programmes will prepare students for careers in the creative industries, in business generally, both in the public and private domains.

Mission

The primary goal of the School of Media and Communication is the formation of media and communication professionals, to enable them pursue their calling to the service of human cultures with a sense of creativity, skill, knowledge and values. We contribute through our expertise to the professional excellence of the creative industries in our country and the continent of Africa.

Vision

The vision of the School is to be internationally recognized as a prestigious institution offering high quality education in communication and media; to be a reference point for research in Africa, and a leading centre of learning globally. It is expected that the level and high standard of the School will influence positively all other faculties of its nature across the country and the African continent.

Structure

Programmes at the SMC are broadly divided into two parts:

(a) Academic Programmes

The school offers a full compliment of degree programmes, namely:

- Full time undergraduate programme (BSc) in Mass Communication
- Post Graduate Diploma (PGD) in 3 streams (Design and Digital Media, Journalism and Community Relations)
- Full/Part time masters programme (MSc) in Media and Communication
- PhD in Media and Communication

(b) Professional Programmes

Professional programmes exist in three forms, namely, certificate courses, seminars and workshops. In-house programmes tailored to suit organisational needs are also available.

(c) Pattern of delivery

Our programmes are delivered through a mixture of theory, case study and practice.

PROFESSIONAL EDUCATION



**SCHOOL OF
MEDIA AND
COMMUNICATION**
PAN-ATLANTIC UNIVERSITY

A T H R E E D A Y W O R K S H O P



Turning your School into a Winning Brand

16 - 18 March, 2016

School of Media and Communication (SMC)
Pan-Atlantic University, Main Campus,
Km 52 Lekki-Epe Expressway,
Ibeju-Lekki, Lagos.



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Tel: +234 (01) 712 1728; 440 5524

www.smc.edu.ng



Turning your School into a Winning Brand

16 - 18 March, 2016



A THREE DAY WORKSHOP

This three-day workshop will help to empower participants with tested contemporary tools for brand-building and sustenance.

In recent times, there has been an upsurge in the number of schools in the country. All of which now compete for the enrolment of new in-takes each year. Parents too have become choosy about the quality of the school their wards attend. This leaves the school with the ultimatum to either raise their standards or suffer a painful, slow, but certain death. To survive the keen competition in the education sector today, each school needs to be able to build a reputation that will make it the first choice of present and future parents.

However, this can only be achieved through a deliberate effort at branding each school. Branding is the process of building and sustaining a brand. 'A brand is a cluster of functional and emotional values which result in promises about unique and welcomed experiences'. Each school must differentiate itself from the rest by giving all stakeholders a desirable, unique and consistent quality experience every time, and at every point of connection. These experiences will serve to create a desired image, and ultimately a reputation that will swell or diminish the number of new in-takes in each school in subsequent years.

The seminar will help participants to create a clear vision for their schools. It will specifically apply branding principles to the school environment. Participants will also be able to evaluate the progress of their schools in the branding process.

Objectives

- To expose participants to the process of creating a school strategy.
- To equip participants with the knowledge of internal branding as a sine qua non for a successful branding exercise.
- To expose participants to the process of branding; from visioning to evaluation.
- To empower participants with tested contemporary tools for brand-building and sustenance

Modules

- Positioning the school brand in a competitive market
- School culture and internal branding
- Harnessing forces in the school environment to enhance brand success
- Evaluating your school's progress in the branding process
- Making use of Integrated Marketing Communications tools to build your school brand
- Synthesising the true nature of your school brand

For whom

School proprietors, executives, heads, supervisors, teachers, etc.

Course Fees

Cover course materials, tea and lunch (fees are inclusive of 5 percent VAT)

Certificate

Certificate will be awarded to participants who attend all the modules and fulfill all the requirements of their programmes.

Venue

School of Media and Communication (SMC)
Pan-Atlantic University, Main Campus,
Km 52 Lekki-Epe Expressway, Ibeju-Lekki, Lagos

Enquiries and Registration

Further information on all SMC programmes and activities can be obtained online

@ www.smc.edu.ng

or by calling

Isaac - 0803 346 0440, 0805 822 7207, 0708 034 9378

Opeyemi Gazali - 0806 638 5629, 0806 564 6271

or from our office at

School of Media and Communication (SMC)

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Km 52 Lekki-Epe Expressway, Ibeju-Lekki, Lagos.

Date 16 - 18 March, 2016

Course Fee per participant N165,000 (without accommodation)

N195,000 (with accommodation +dinner)

TESTIMONIALS

"This was a very interactive and insightful seminar. It re-assured me of the areas in which improvements are required in order to have the edge in the industry. It has re-awakened the need to pay attention to activities and characters of all stakeholders at all levels within our school".

Bolanle Adewole,
Executive Director at the Learning Place

"The workshop is very exciting and will recommend it to school owners who are yet to understand while they face crises in the administration of their schools."

Abiodun A. Agbaje,
Director at New Hall International School

