

# **PGP IN MASS COMMUNICATION & MEDIA MANAGEMENT**

## **(AI-INTEGRATED)**

**ADVERTISING & PR**

**NEXT-GEN  
DIGITAL MARKETING**

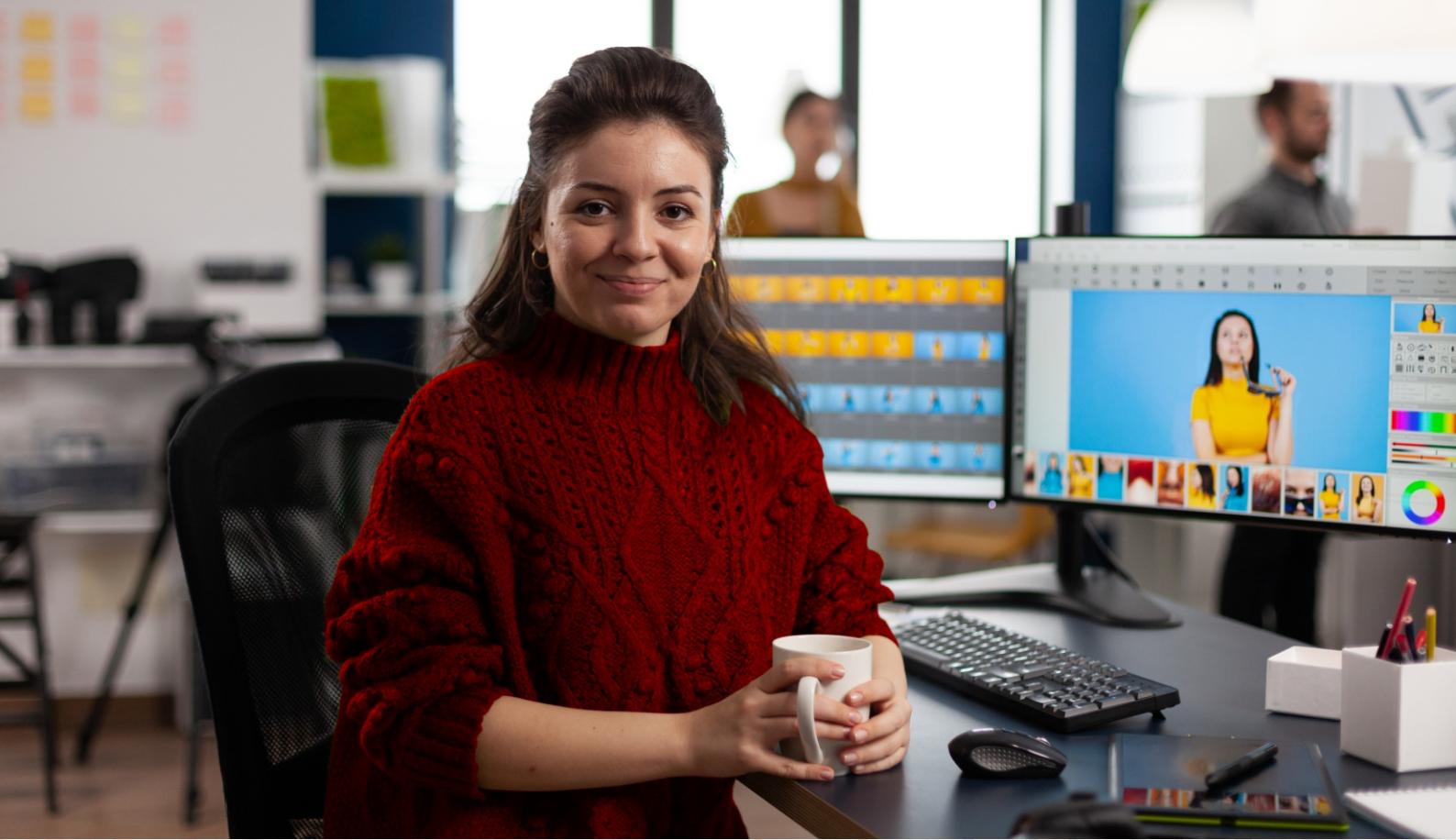
**ENTERTAINMENT  
& EVENTS**

**JOURNALISM &  
CONTENT CREATION**

**CREATIVE TECHNOLOGY  
& IMMERSIVE MEDIA**

**CINEMATIC  
STORYTELLING**





## MET Institute of Mass Media

At MET Institute of Mass Media (MET IMM), we don't just teach media; we prepare professionals for the real world of communication, storytelling and digital influence. With over 20 years of legacy, industry-led curriculum and state-of-the-art infrastructure, MET IMM stands among Mumbai's most trusted institutes for media education. With future-ready specialisations and AI-integrated programmes, MET IMM empowers students to not just keep up with the media industry - but lead it. The institute nurtures thinkers, creators and professionals who are ready to shape the next era of communication.

## GUIDING LIGHTS: ADVISORY BOARD MEMBERS



**KV Sridhar (Pops)**

Global CCO  
Nihilent Technologies



**Prahlad Kakar**

Founder  
Genesis Film Productions



**Hephzibah Pathak**

Executive Chairperson  
Ogilvy



**Bharat Dabholkar**

Creative Maverick  
Actor & Director



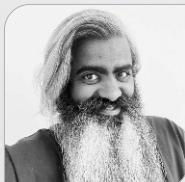
**Adi Pocha**

Writer, Filmmaker &  
Advertising Veteran



**Prathap Suthan**

Managing Partner &  
Chief Creative Officer  
Bang In The Middle



**Timmy Verghese**

Independent Director &  
Creative Consultant



**Mahesh Chauhan**

Founder & Partner  
Salt Brand Solutions



**Tista Sen**

Former Regional Creative  
Director  
Wunderman Thompson

and more...

## Post Graduate Programme & Specialisations (AI Integrated)



### Advertising & PR



### Cinematic Storytelling

### Entertainment & Events



### Next-Gen Digital Marketing

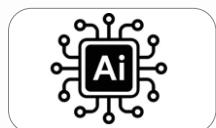


### Journalism & Content Creation



### Creative Technology & Immersive Media

## PGP MCMM (AI - Integrated) Highlights



AI Integrated



Seasoned  
Mentors



Experiential  
Learning



Mediaverse  
Curriculum



Hands on  
Pedagogy



Live  
Projects



Career  
Launchpad



Future Ready  
Skills

**Eligibility:** Graduate in any discipline from a recognised university. Students who have appeared or are appearing for the final year exam can apply.

**Selection Process:** Divergent Thinking Test + Personal Interview

### CAREER PATHWAYS



Broadcast  
Journalism  
(OTT/Online/Radio)



Media



PR & Talent  
Management



Audio- Visual  
(TV/Films.OTT)



Print  
Journalism



Events



Advertising



Digital &  
Social Media

## Advantage MET

- Two Decades in Media Education
- In-house 4K studio complex - Shooting Floor, Editing Suite, Recording Studio
- Professionals as Professors
- Holistic approach based on the 3 A's of Media Education – 'Acquire, Assemble and Apply.'
- MET IMM (under the aegis of MET Schools of Management) has been awarded the overall DIAMOND rating by QS I-GAUGE.
- MET is recognised as a 'Prestigious Education Brands 2024-25' by Marksmendaily.
- Won Silver Award in 'Best Digital Media School' category all India by the Edutainment Awards 2024
- Recognized as the 'Outstanding Institute for Mass Media Management of the Year' by World Education Summit Awards 2019
- A dedicated Career Management Centre
- A strong alumni network base
- MET Media Collective: Mumbai's First Ever Campus Media Agency

## Sharp Minds at Work

|                |                       |                             |                                 |  |                      |                 |                   |                 |                       |
|----------------|-----------------------|-----------------------------|---------------------------------|--|----------------------|-----------------|-------------------|-----------------|-----------------------|
| KWAN           | L&K SAATCHI & SAATCHI | EXCEL<br>ADVERTISING AGENCY | PUBLICIS<br>GROUPE              | Perfect Relations<br>The Science of Image Management | ZEE TV               | Network 18      | THINK<br>WHY NOT  | McCANN-ERICKSON | PRIME<br>FOCUS        |
| Ogilvy         | Rajshri               | SAINTS<br>AND<br>WARRIOR    | U R K SWAMY BBDO                | dentsu AEGIS<br>network                              | NEWS 18<br>लोकपाल    | hindustantimes  | Business Standard | mudra group     | EROS<br>INTERNATIONAL |
| BIG<br>92.7 FM | Leo Burnett           | MADISON<br>WORLD            | BIGSYNergy                      | crayons<br>ADVERTISING                               | STAR                 | IPG MEDIABRANDS | endemol           | J W T           | THE TIMES OF INDIA    |
| CNBC<br>आखबाज़ | M                     | TV 9                        | LOWE<br>LINTAS<br>+<br>PARTNERS | WIZCRAFT   | McCANN<br>WORLDGROUP | T<br>SERIES     | Reliance          | News            | zoom                  |

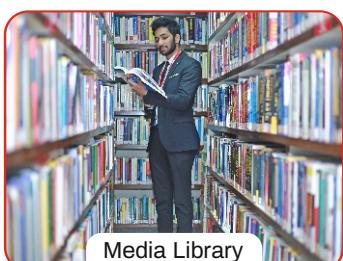
## Infrastructure



MET Media Collective



Shooting Floor



Media Library



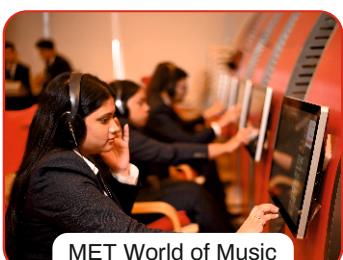
Recording Studio



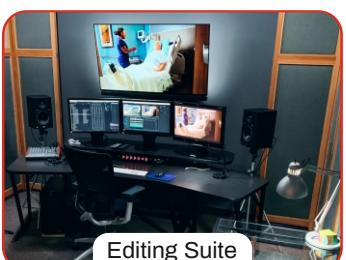
Canteen



Recreation Centre



MET World of Music



Editing Suite

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**Bhujbal Knowledge City**  
**MET INSTITUTE OF MASS MEDIA**