

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

Advertising & PR | Entertainment | Journalism | Digital Marketing



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





## Post Graduate Programmes



### *Advertising & PR*

#### **PGP in Mass Communication & Media Management (Advertising & PR)**

PG program that covers all Advertising mediums - Mainline, Digital, Outdoor, Radio, Films, Television, Events and more.

#### **PGP in Mass Communication & Media Management (Entertainment)**

Learning-by-doing approach prepares the students to make a career in the visual storytelling business of the Entertainment Industry including Films, OTT, Radio, Digital etc

### *Entertainment*



### *Journalism*

#### **PGP in Mass Communication & Media Management (Journalism)**

PG program that combines classroom instruction and hands-on experience of journalism and public relations from a contemporary digital media viewpoint.

#### **PGP in Mass Communication & Media Management (Digital Marketing)**

Provides 360 degree perspective and imparts conceptual training with an intensive hands-on approach. Experiential pedagogy gives an edge in the dynamic, fast growing field of digital marketing.

### *Digital Marketing*



**Eligibility:** Graduate in any discipline from a recognised university with minimum 50% at graduation. Students who have appeared or are appearing for the final year exam can apply.

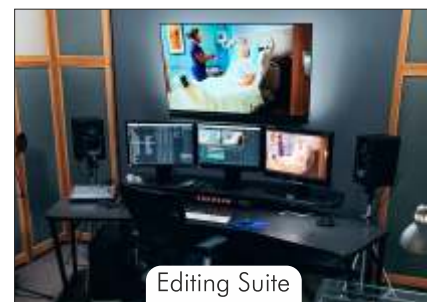
**Selection Process:** MET-CET + Statement of Purpose + Group Discussion/Personal Interview

## Advantage MET

- Two Decades in Media Education
- Inhouse 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'
- Ranked 2nd Best B-School in Mumbai, India's 16th Best Pvt. B-School and 14th amongst Top West B-Schools by the Times B-School Survey 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

## Sharp Minds at Work


## Sharp at Every Turn



APPLY NOW



**MET**  
**Bhujbal Knowledge City**

**MET Institute of Mass Media**

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[www.met.edu](http://www.met.edu)