



PGP MCMM
PROSPECTUS
ADVERTISING & PR
ENTERTAINMENT
JOURNALISM
DIGITAL MARKETING

The Media and
Communication Sector
is Looking for
Skilled Individuals...



Are you one of them?





Are you one of them?



MET
Institute of Mass Media

PGP MCMM
ADVERTISING & PR
ENTERTAINMENT
JOURNALISM
DIGITAL MARKETING

All of us who professionally use the mass media are the shapers of society. We can vulgarise that society. We can brutalise it. Or we can help lift it onto a higher level.

- William Bernbach



Mahatma Jyotiba Phule
(1827-1890)



Shrimati Savitribai Phule
(1831-1897)

विद्येविना मती गेली मतीविना नीती गेली ।
नीतीविना गती गेली । गतीविना वित्त गेले ॥
वित्ताविना शुद्ध खचले । इतके अनर्थ एका अविद्येने केले ॥

Lack of knowledge leads to indiscretion;
Indiscretion leads to lack of ethics.
Lack of ethics leads to absence of direction and momentum;
Absence of direction and momentum result in bankruptcy.
Such is the havoc caused by the lack of knowledge.

- Mahatma Jyotiba Phule

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OUR FAITH

न चौर हार्यम् नच राज हार्यम् ।
न भातृभाज्यम् नच भारकारी ।।
व्यये कृते वर्धते एव नित्यम् ।
विद्याधनं सर्वधन प्रधानम् ।।

Knowledge can neither be stolen by a thief,
nor snatched by a king.
It is indivisible unlike ancestral property,
it never burdens the bearer,
it multiplies manifold when offered to others.
Knowledge is the supreme form of wealth.

OUR VISION

To shape professionals, to conquer the present and the future challenges to the social economic fabric of our society, by institutionalizing search, development, research and dissemination of relevant knowledge through structured learning systems. School of Architecture and Interior Designing

OUR MISSION

To evolve, develop and deliver dynamic learning systems to equip professionals with conscience and commitment to excellence and courage to face business challenges.

MUMBAI EDUCATIONAL TRUST (MET)



Bhujbal Knowledge City, Mumbai

- Institute of Management
- Institute of Post Graduate Diploma in Management
- Institute of Mass Media
- Asian Management Development Centre
- Centre for Insurance Training, Research & Development
- Institute of Pharmacy
- Institute of Information Technology
- Institute of Software Development & Research
- Institute of Computer Science
- Institute of International Studies
- Rishikul Vidyalaya

Bhujbal Knowledge City, Govardhan, Nashik

- School of Architecture & Interior Designing

Bhujbal Knowledge City, Adgaon, Nashik

- Institute of Management
- Institute of Pharmacy
- Institute of Engineering
- Institute of Technology (Polytechnic)
- Institute of Information Technology
- Institute of D. Pharmacy
- Bhujbal Academy of Science & Commerce (Jr. College)
- Meena Bhujbal School of Excellence (CBSE Board)

MUMBAI EDUCATIONAL TRUST (MET)



At MET, we encourage students to push the limits of their minds. Because, we believe, that's what gives them the edge.

Today, we can say with pride, that our students aren't just intelligent. They are sharp. Razor sharp. Sharp enough to slice through the syllabus and add value to industry projects. Sharp enough to be entrepreneurs, if they want to. Sharp enough to deal with the sharks in the world. Sharp enough to understand, that in the final tally, profits come from building on values.

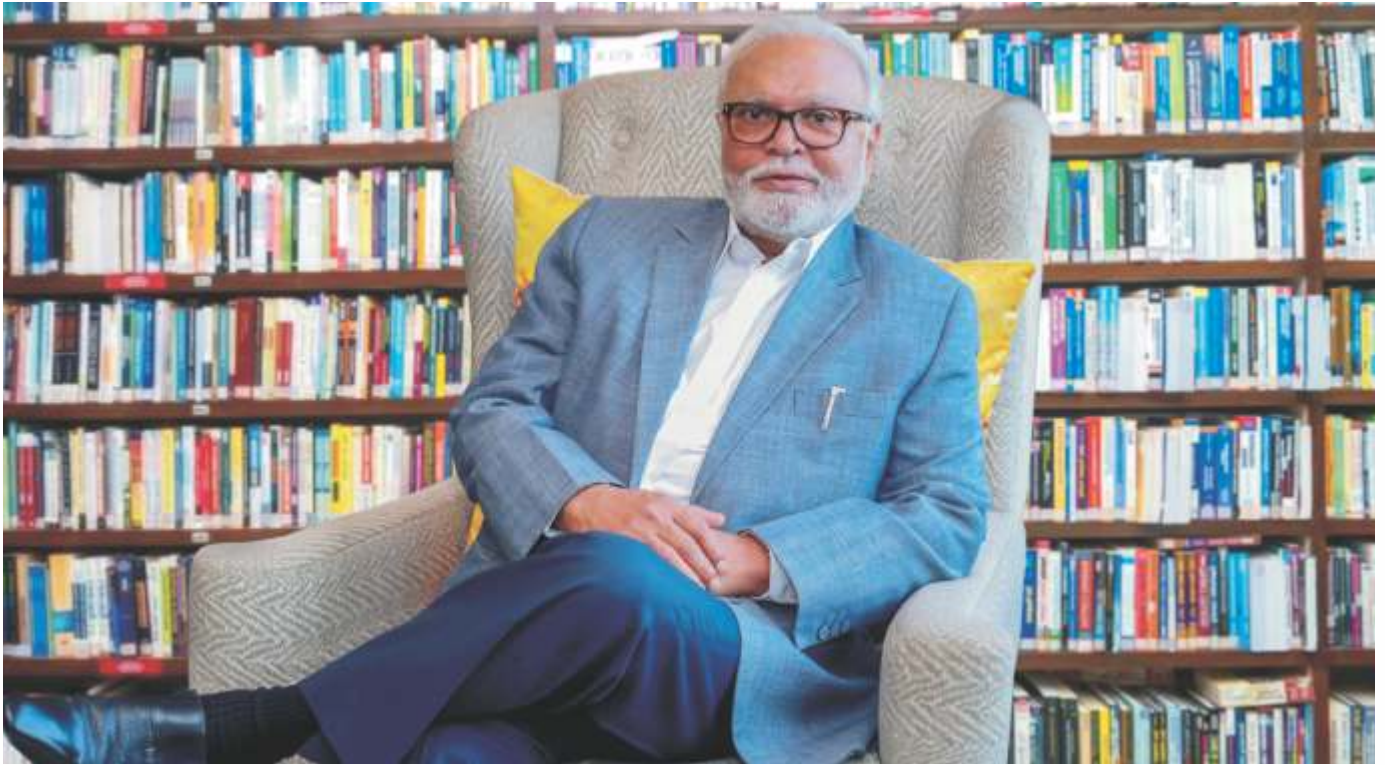
Just a stone's throw away from the Arabian Sea, is an institution that is creating waves. Because, it is quite simply, a cut above the rest. Mumbai Educational Trust (MET) is a conglomerate of premiere educational institutions, driven by a single-minded focus on imparting quality education to make students sharp. Established in 1989, with a mission to redefine the system of education, MET is a professionally managed, multi-disciplinary and multi-faceted oasis of knowledge. Its premiere educational institutes conduct university accredited and autonomous programmes. The grant of the ISO 9001:2015 certification is an acknowledgment of the institution's capability to deliver professional education that meets the highest standards of professionalism worldwide. All this, to help young professionals face the challenges of life. And make their mark in the corporate world.

THE MET EDGE



- Recognised as of the 'Prestigious Education Brands 2024-25' by Marksmendaily
- MET is ranked 17th Top West B-Schools by BW Businessworld Best B-School Ranking 2024.
- MET Institute of Management ranked 2nd Best B-School in Mumbai, India's 16th Best Pvt. B-School by the Times B-School Survey 2024
- MET Institute of PGDM ranked 4th Best B-School in Mumbai, 21st Best B-School All India, India's 33rd Best Pvt. B-School and 15th amongst Top West B-Schools by the Times B-School Survey 2024
- Ranked 2nd Best B-School in Mumbai, India's 17th Best Pvt. B-School, 28th Best B-School All India and 14th amongst Top West B-Schools by the Times B-School Survey 2023
- Student Vishal Satle identified and reported rare bug in SnapChat, a social media app.
- Unity in Diversity Educational Institute Award awarded by Global Dialogue Foundation & United Nations Alliance of Civilizations in 2016
- Centre of Excellence in collaboration with leading Corporates and Academia
- MET is a Ph.D. Research Centre of the University of Mumbai and Savitribai Phule Pune University for Management, Engineering and Pharmacy disciplines
- MET has the best e-enabled state of the art infrastructural facilities
- Futuristic e-driven pedagogy & research focused faculty
- Global internship opportunities
- Outstanding Indian/global industry interface
- Record placements with high salary packages
- Well-networked with the best of corporate in India and abroad
- Sensitising the students towards social causes through MET Seva CSR programmes
- Strong alumni base world over

FROM THE CHAIRMAN'S DESK



In this ever-evolving world, education remains the cornerstone of progress. India's education system stands as a beacon of excellence, with a legacy that has nurtured some of the world's finest scholars, groundbreaking scientists, visionary innovators, and transformative leaders who are shaping global progress. As we honor this remarkable tradition, we are equally committed to redefining the future. By strategically evolving our academic content and delivery, we aim to elevate the skills, mindset, and expertise of the Indian workforce, ensuring they are not just participants but leaders in a rapidly changing global landscape.

Here at MET, we are committed to providing our students, faculty, and collaborators with the tools and knowledge they need to thrive in the globalized landscape. This year, we've made significant strides in forging new international partnerships and developing innovative courses that combine the best of Indian and foreign education. We are confident that these initiatives will equip our graduates with a competitive edge and prepare them for leadership roles in the international arena.

At Mumbai Educational Trust (MET), we are pioneering holistic education, cultivating brilliance, and shaping the future workforce. Our three cutting-edge campuses in Mumbai and Nashik are home to over 20 institutes and schools, where we are crafting innovative learning experiences that empower the next generation to redefine the boundaries of possibility.

Chhagan Bhujbal
Hon. Founder Chairman - MET

SHARP AT EVERY TURN

Take a walk through the wi-fi enabled MET campus with state-of-the-art facilities, and you'll realise what makes it a cut above the rest.



ATRIUM

The atrium sets the tone for the smart, sharp look. The two larger than life steel shafts, a graphic representation of the left and right brain, pierce heavenwards from the atrium. A silent testimony to the might of the sharp mind.

CLASSROOMS

Hi-tech computer labs, fully loaded with the latest software & hardware, host of peripherals and broadband internet connectivity round the clock facilitate learning 24x7.

POST-PRODUCTION

Fully loaded with state of the art digital non-linear editing equipments and recorders with different formats.

CONFERENCE ROOMS

Conference rooms all wired up with the latest acoustic, high-end audio visual facilities and learning aids to encourage discussions and debates.

ONLINE CONTROL ROOM

Equipped with an on-line vision mixer with monitors and digital recorders, for recording live multi-camera shows. Designed to house groups of 12 students at a time.

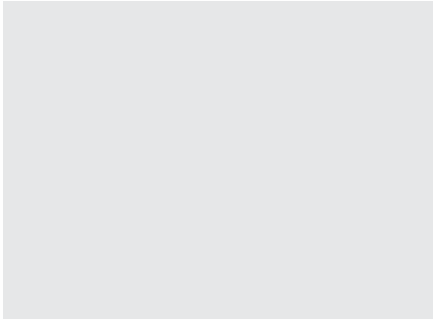
SHOOTING FLOOR

Professionally designed shooting floor, equipped with the digital multi-camera, automated lighting grids and control room. The set up can be used for shooting all kinds of content.

CONVENTION CENTRE

The hi-tech convention centre, with a seating capacity of 800 people is ideal for seminars, workshops, guest lectures, meets, convocation ceremonies and large functions.

SHARP AT EVERY TURN



ARCHIVE CORNER

Stacked with all kinds of reference material.

VIDEO LIBRARY

A large collection of movies, TV shows, award-winning classics of the masters of cinema and contemporary directors.

LIBRARY

e-Enabled libraries, bursting at the seams with books, magazines, journals, periodicals and digital media on almost every subject. This is complemented with thousands of international online magazines and databases for students to browse through.

AUDIO ROOM

Wired up with the latest digital facilities, the studio is versatile enough to be used as a news room, a radio studio, and a 5G dubbing studio equipped with digital hardware and the latest in software.

MET WORLD OF MUSIC

The MET World of Music (MWM) is equipped with touch screen kiosks, headphones and a colossal archive of music - the only fully loaded digital music centre in any campus with expert guidance.

RECREATION AREA

An air conditioned recreation centre helps sharp minds unwind. Play at the table tennis tables & carrom boards.

CANTEEN

The vibrant, friendly canteen has a range of tempting and delectable dishes on its menu, making it a students' delight on campus.

FACULTY ROOMS

Guest rooms with modern amenities play host to visiting faculty and dignitaries.

CREATIVITY ROOM

An aesthetically designed and beautifully lit creativity room aids sharp minds ideate and crack ideas on assignments and discuss projects.

ABOUT MET IMM

Post Graduation Programme in Mass Communication & Media Management (PGP MCMM)



Specializations in:

- Advertising & Public Relations • Entertainment
- Digital Marketing • Journalism

Welcome to the exciting world of mass media. A world that is full of front-end glamour and back-end perspiration. One that equips you to influence billions of minds using your creative thoughts.

In today's radically changing world, each day, new tools are becoming available, new technologies are emerging, new trends are being followed and new needs are cropping up. Each day new frontiers are being crossed, new barriers are being broken and new innovations are being launched. In these competitive times if one has to excel, one has to acquire expertise, hone skills and expand knowledge.

At the MET Institute of Mass Media, in addition to theoretical knowledge, we will throw you into the deep end of the pool, sink you into project work, drown you with case studies, and rope in experts who have gone the distance in the business of communication. We will take you as close to the real world in your chosen profession, so that when you dive into your career, you will take to it like a fish to water. That is why MET IMM is considered as one of the top ranking Mass Media & Communication Institutions in Mumbai.

Vision, Mission Values of the MET Institute of Mass Media

- **Vision:** To be Internationally recognized as a leading Media Management Institution creating value-oriented professionals and entrepreneurs contributing to development of the Nation.
- **Mission:** To strengthen industry connect for promoting media business expertise and also to create an ecosystem to engage in research and academic development work.
- **Values:** Creativity, Innovation, Integrity, Growth, Social Responsibility

ADVANTAGE MET IMM



- Established in 2005
- Holistic approach based on the 3 A's of Media Education – 'Acquire, Assemble and Apply'
- Won the 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
- Fully-functional, well-equipped 5G class rooms, library and state of the art 4k in-house studio complex
- A strong alumni network base of seventeen years
- Professional mentor ship alliances where in senior professionals for corporate bodies groom students on the specific functional necessities of media work life.
- A dedicated career management centre oversees the learner experience journey from admission process to student life to certification and beyond
- MET alumni status with an access to the prestigious mega alumni portal for professional networking, knowledge and opportunities across domains.

THE INDUSTRY SPEAKS

I really enjoyed meeting the students at MET. They are inquisitive, questioning & confident. They surely have the academic tools & mindset to succeed in the Business of Television. - Myleeta Aga, Managing Director & Creative Head, BBC Worldwide

Young raw talent is always good to interact with. MET is doing great work by opening & running courses which nobody thought of.

"I had a great time sharing my experience with bright and eager students. Thanks for inviting"

I don't know how much the students learnt from me today, but I learnt a lot. Call me again.

It's always great to engage with students. MET has a bunch of special lively students.

Superb students, superb ambience, superb management.. The pleasure was entirely mine.

MEDIA VOICE



" ... India's first ever B school offers a full-time programme in Journalism, Advertising and Entertainment.... With the idea of training students of mass media in business aspects of the industry, the MET Institute of Mass Media introduced new courses that focus on business management..."

- The Times Of India

"It is time for the management professionals to ride the boom-times in the media and entertainment industry... now a course that goes beyond the creative essentials to teach you all the important business side of journalism, advertising and media."

- The Economic Times

MET CHAIRMAN WINS EDUPRENEUR AWARD

Congratulations! Founder Chairman Mr. Chhagan Bhujbal for Winning the Edupreneur Award and featuring amongst 11 iconic education-entrepreneurs from Maharashtra by The Times Group, TOI Education Times.

DEAN'S MESSAGE



Dr. Suvrashis Sarkar

Dean - MET Institute of Mass Media

I welcome you at MET Institute of Mass Media. I complement each and every young person who has the desire to make an illustrious career by studying Mass Communication and Media Management here at MET and then create a special place for themselves in this ever-competitive world. India is racing towards becoming a 5 trillion-dollar economy and the key to achieve this is to continuously evolve in a growth trajectory. We at MET have started to tread on the path of a new evolution understanding the needs of market in our new and modern India.

Media business is a magnanimous industry in India and therefore it requires a separate approach different from the traditional business management specialisation fields. It is continuously growing and considering market size in the media & entertainment industry, India is ranked 5th in the world. The next 2-3 years is projected to be a ultra-high growth period for Indian Media & Entertainment industry. The Indian Media & Entertainment business is expected to grow at a CAGR of 8.8% and reach Rs 4.30 Lakh Crores by 2026, according to a global consultancy firm's report, TV advertising in India is expected to touch Rs. 43000 Crores, India's OTT Video services are expected to become a Rs 21031 crore industry in the next 3 years, in which Rs 19973 Crores can be from subscription-based services and Rs 1058 Crores from Transactional Video on demand. India's internet advertising market is poised to zoom at a 12.1% CAGR to reach Rs 28234 Crores by 2026. The Music, Radio and Podcasts business is set to rise at 9.8% CAGR to reach Rs 11536 Crores in the next 4 years. The Indian cinema industry is expected to achieve a revenue of more than Rs 16000 Crores by 2026, of which Rs 15800 Crores would be Box office revenue and the rest Rs. 200 to 300 Crores from advertising. India is expected to witness an increase in total Newspaper revenue at 2.7% CAGR to Rs 29945 Crores in 2026*.

When such is the enormity of the industry, it is imperative that we at MET create a specialisation for the same in our Post Graduation offerings. Hence, our offering of the 18-month full-time Post Graduate Programme in Mass Communication and Media Management. Here, we train our students in four specialisation area of Advertising & PR, Entertainment, Journalism and Digital Marketing through classroom teaching, case studies, master-classes, workshops, seminars and three months of rigorous internship sharpening their practical knowledge of the industry. We have empanelled industry stalwarts as our teaching faculty across domain expertise to add value to the specialisation areas of Advertising & PR, Entertainment, Journalism, Digital Marketing and create a marked difference in the field. We also take pride in training our students in immersive film-making in our state-of-the-art studio and editing lab. We feel proud mentioning our long list of alumni who have reached top-ranked positions in the business -be it Film & Television Production, Art Direction, Advertising, Public Relations, Media Management including Print, Radio, TV, Digital Media, etc. in locations beyond India, such as SE Asian countries, Middle-East, Europe, America, Canada, Australia.

Our approach in teaching is more inclined towards skill-building, competency building and intellect enrichment with an intention to create a next generation leader by implanting the seeds of creativity and innovation in my students. For them getting a lucrative corporate job is simply a by-product of this whole process. However, I take more pride in witnessing my students going the extra mile and creating their own enterprise with entrepreneurial instincts and skills. I teach Marketing Management and Strategy but my approach is to create a leader of tomorrow who understands the concerns of the world and thereby help him/her to create a model to generate not just a sustainable business but also to help and create sustainable opportunities for people around through creative Design Thinking. At MET, my larger objective is to situate my students into practical - application based learning scenarios to help them indulge in real-life business situations and work out sustainable solutions to create and grow profitable business opportunities. Topical Case-studies, field study assignments, master-classes, seminars, series of live-workshops, practical classroom assignments, lab-assignments and research work are some methods that we use to give practical learning exposure to my students. If you are someone who is curious to learn practical ways of managing business in this continuously metamorphosing world around us, we await to meet you soon at MET with an opportunity to work along and train you to become one such strong business leader of tomorrow in the field of Mass Communication and Media Management.

INDUSTRY INTERACTION



Mr. Mohit Soni
CEO
Media & Entertainment Skill



Mr. Benedict Garrett
Actor



Ms. Ruchikaa Kapoor Sheikh
Director Original Films
Netflix



Mr. Bobby Pawar
Former Chairman and CCO
Havas Group



Mr. Amit Behl
Actor and Hon. Gen Secy
Conection



Mr. Mahesh Chauhan
Director
Salt Brand Solutions



Ms. Suzana Ghai
TV Content Producer
Panorama Entertainment



Ms. Nileema Fernandes
Director
Disney Star



Mr. Neil Pate
Managing Editor
(Sunday Magazine)
Deccan Chronicle



Mr. Hirshikesh Kannan
National Brand Head
94.3 Radio One



Mr. Abhinav K Shrivastav
CEO
Madison PR



Mr. Manoj Khatri
Film Producer
Seven One Seven Production



Ms. Sushma Gaikwad
Co-Founder
Ice Global & Wizcraft



Ms. Sanaya Irani
Creative Producer



Mr. Chaitanya Choudhry
Bollywood Actor



Mr. Pramod Sanghi
Actor & Film Maker



Ms. Ketki Pandit
Film Producer



Mr. Satluj Dheer
Partner
Deepak Modi Productions
D. M. Media Solutions



Mr. Ravi Ahuja
Casting Director
DYT
Film Producer



Mr. Milan Modi
Business Director
Madison Digital

ALUMNI IN THE SPOTLIGHT



Dhara Salla
Head of Communications & PR
Book Author and
Founder - Powerhouse Within You



Siddhav Mohan Nachane
Group Head
Fiction at Zee Marathi



Jamshid Adi Doctor
Business Solutions Head
First Economy



Prasanjeet Waghmare
Creative Head Solutions
Fever Network (HT Media Group)



Deepak Laxmandas Khatri
Group Account Director
Social & Digital Strategy



Sneha Shah
Associate Vice President
FCB Interface



Pushkar Salunkhe
Senior Manager
Worldwide Media Pvt. Ltd.



Gautam Ahuja
Digital Marketing Manager
Reliance Entertainment



Kinjal Sudhir Patel
Country Lead - Indonesia
Channel Factory



Chandrahas Shetty
Head of Demand India
Magnite



Shrenika Ajeet
Senior Vice President
Ogilvy



Kaveri Roy
Senior Partnership Strategist - APAC
The Economist

ALUMNI IN THE SPOTLIGHT



Varun Anchan
Executive Creative Director
MullenLowe Lintas Group



Shruti Varshney Kulia
Head of Media Marketing
Visa India and South Asia



Marina Kidwai
Creative Director
GenY Medium



Serena Menon
Director, Public Relations, India
Netflix



Pranita Mithbaonkar
Sr. Media Director
Mindshare Fulcrum



Mansi Shah
Senior Brand Planning &
News Business Director
Famous Innovation



Marielle Remedios
Sr. Manager - Brand Communication
Madison World



Nidhi Laddha
Head of Marketing
LoveChild by Masaba



Navin Tiwari
Executive Producer
Sony Pictures Networks India



Arun Nair
Creative Director & Head of TCS Studios
Deputy Head Corporate Communications TCS



Yogesh Saini
Head of Marketing
Civic Studios



Manasi Bhagat
General Manager, Head of Communication
Vitesco Technologies

ALUMNI IN THE SPOTLIGHT



Sarvesh Belekar
Client Services Director
Ogilvy



Delna Shroff
Creative Director
L&K Saatchi & Saatchi



Vaibhav Bhosale
Director Brand Strategy
Rk Swamy Bbdo Advertising Pvt. Ltd.



Kushal Srivastava
Director / Producer
Flying Dreams Entertainment Pvt Ltd



Anushka Nahata
Head Of Operations
ANC Events



Ruchikaa Kapoor Sheikh
Director, Original Films
Netflix India



Ruchi Garud
Head of Marketing
SDA Bocconi Asia Center



Ali Asger Tonkwalla
Business Director
McCann Worldgroup



Pooja Selvaraj
Client Services Director
Ogilvy



Zaheer Chauhan
Director Brand Strategy
Rk Swamy Bbdo Advertising Private Limited



Saleesh Soman
Associate Vice President
Brand & Digital Strategy
Idealake Information Technology Pvt. Ltd.



Rohit Chhabra
Vice President - Operations and
Client Engagement,
SocioSquares



Priyanka Joshi
Sr. Manager
Swiggy



Tanvi Parchure
Sr. Manager - Content Solutions
ZEE Entertainment Enterprises Ltd.



Janhavi Saraf
Head of Content and Communications
Prazada

ALUMNI SPEAK



MET helped me launch my career in Advertising. Studying PGP MCMM was a transformative experience. The programme provided umpteen opportunities to experience the real-time media world through Internships & networking events.

Sarvesh Belekar
Management Supervisor
Ogilvy India

The college placement helped me get into one of the best advertising networks in the world which built a strong base for me right from the start. The staff, top-notch studio facilities and rich library added to my learning curve.

Siddhesh Jadyar
Associate Creative Manager
FoxyMoron (Zoo Media)



I learned to believe in myself while climbing the corporate ladder. The faculties were always supportive and they made us Sharp, Smart and Intelligent so that we can survive in the corporate world and grow in our respective careers.

Sonal Pol
Assistant Manager - Sponsorship Sales
The Economic Times Edge - TOI Group

Today, I consider myself quite fortunate to be an alumnus of MET. Every session attended has helped me to learn a new concept which is used practically in my work and that's the best part of this course. What's better than getting to learn and finding a path for your career than MET.

Royson Almeida
Media Manager Media Buyer Wavemaker - Group M



MET gave me the opportunity to speak to industry veterans and instilled a sense of confidence to face the world of Indian advertising. The sessions always provided real-life industry insight instead of classroom theory.

Delna Shroff
Creative Director
L&K Saatchi & Saatchi

MET IMM gave me the confidence to step out in the world of Advertising. The great support and guidance from each of the faculties and mentors has tremendously helped throughout my professional journey.

Priyanka Surve
Founder & Creative Director
Motley Advertising



MET IMM gave a very comfortable and convenient learning environment. The curriculum and pedagogy was fluid which helped each one of us to work on what we really wanted to achieve without forcing any unnecessary subjects on ourselves.

Anup Kadam
Creative Executive - India Series Team
Netflix India

The faculty prepared us for competing in the global marketplace. All the interactive sessions really helped & trained us for the practical media world. The students get outstanding exposure through the session with professionals who are industry experts.

Rupali Sawant
Sr. Director
Group M (Mindshare)



ALUMNI SPEAK



The impeccable faculty gives you in-depth knowledge about the syllabus with a holistic approach to the market reality. By end of the course, you are ready as a bright corporate-ready professional.

Rohit Satoskar
Sr. Manager (Advertising Sales)
Zee Entertainment Enterprises Ltd.

The projects helped us further expand our horizons. One minor drawback was that sometimes there was a lot of micromanagement. The placement process was also very helpful. In touch after graduation also to help us in any case.

Jainisha Savla
Copywriter
Bay Leaf Global



MET has given me a way to think bigger with a backup of logic to creativity. Faculty & Staff have helped me curate my ideas in a more professional manner.

Saad Shaikh
Business Head
XXL Studioworks Private Ltd.

We learnt a lot of things about the media industry. The industry experts as faculty trained us to become corporate-ready professionals. We learnt about interacting with professionals & face all the situations in the media industry through role plays.

Swati Suresh Surve
Sales Associate
TM Ventures Pvt Ltd.



The knowledge and fundamentals of advertising and the skills to be a great creative leader was something that I acquired from MET Institute Mass Media and their offerings.

Varun Anchan
Executive Vice President - Creatives
The Glitch VMLY&R

I pursued PGP MCMM in Entertainment having no background in Media. I was willing to shift my career and the programme allowed me to do that. MET was the best place to complete my postgraduation which gave me a foundation to become successful.

Priyanka Mohanty
Executive Producer
The Luminant Media



My Post Graduation from MET Institute of Mass Media has been the best learning experience. It helped me build up confidence and face the media industry. I spent 18 months pursuing PGP MCMM and every day I learned something new.

Harshal Sasane
Sr. YouTube Executive
Ultra Media & Entertainment Private Ltd.

MET helped me big times shaping my future and it will always be close to my heart. The best thing is MET staff & faculty whose been very supportive and caring.

Renu Chaudhary
Account Executive
Adfactors PR



ALUMNI SPEAK



It has been a great learning experience! MET taught me a lot which is proving very useful in my work life and I feel immense pride within to have taken up the PGP MCMM programme.

Jainam Vora
Marketing & PR Manager
ALT Balaji and Balaji Motion Pictures

MET IMM has helped me gain tremendous knowledge and exposure to various aspects of the Media & Entertainment industry, all under one roof.

Prakash Chaudhary
Brand Alliances
T Series



The PGP MCMM program has helped me to understand the overall scope of the media industry, through great faculties it created a great foundation as well as outlook.

Sankalp Pradhan
Freelance Creative Director
Ex. National Creative Lead - Zee5

MET IMM has not only given me theoretical knowledge but also given me a lot of practical exposure along with industry expert interaction which actually help me figure my roots in the chosen profession.

Sandeep Shaminami
Assistant Business Manager
Airtel Ads (West)



LIFE AT MET IMM



Marathi Film Director, Satish Rajwade for a Master Class for the students at MET.



Renuka Shahane, Actress at MET Institute for a Knowledge sharing session



Renowned Script Writer & Lyricist, Javed Akhtar inaugurating METamorphosis.



Film Director, Rohit Shetty for a workshop on 'Action Films' at MET



Boney Kapoor addressing MET Mass Media students and media aspirants at the inauguration of METamorphosis.



Anu Malik at METamorphosis, the MET IMM event.



Louiz Banks, renowned musician to inaugurate METamorphosis, an MET IMM initiative.



Ms. Poornima Suryawanshi, Trainer, Google News Initiative conducted a Fake News Verification Workshop for PGP MCMM students.



Renowned Actor - Director Rahul Bose at MET for an interactive session on 'Film Production and Direction'.



Abhinay Deo an Indian filmmaker with PGP MCMM Students.



Prolific Indian Screen Actor, Manoj Joshi at METamorphosis.



IMM Students at Yashraj Studios to attend TED Talk (Technology, Entertainment & Design) based show.

LIFE AT MET IMM



Graduating batch at the recently held MET Annual Convocation Ceremony.



MET IMM students at RED FM office for a field visit to explore the newer dimensions of Radio.



Journalism and PR students of MET IMM at BBC Studio with Kalki Kochlen, the renowned French Actress and Writer for an interaction on Podcast essentials.



PGP MCMM Students with Faye D'souza, Editor-in-Chief, Mirror Now at 'The India Economy Conclave' organized by Time Television Network.



Music composer and Singer, Shankar Mahadevan, from the 'Breathless' fame gets pulse's rising as he meets students from MET Institute of Mass Media.



Prajakta Koli, YouTuber, Blogger, Actor at METamorphosis, the MET Institute of Mass Media event.



Salman Khan, Indian actor to inaugurate METamorphosis, an MET IMM



Harshvardhan Rane, Indian actor at MET utsalv.



Indian playback singer, Ankit Tiwari at MET Institute of Mass Media.



Viraj Ghelani, actor and content creator at METamorphosis, the MET Institute of Mass Media event.



PGP MCMM students with an Indian director, screenwriter, actor and producer Mr. Anurag Basu at Workshop Bollywood Gyaan.



Mahesh Kothare, Indian film actor at MET Institute of Mass Media for a session.

LIFE AT MET IMM



MET IMM students at a two day long - cinematography and lighting workshop conducted by the noted Cinematographer, A.S Kanal.



HR Professional at MET Synergy - An HR Meet & Panel Discussion.



MET IMM students with famous India Actor and Celebrity Karan Kundrra as part of the Hindustan Times (HT City) Teachers' Day Special. A 'Town Hall - Interview'.



Media Students at the Induction Programme of PGP MCMM M18 Batch.



Writer & Producer, Mr. Ramesh Dighe & Director Mr. Vivek Dubey of the National Award Winning Marathi Film 'Funral' At MET HOUSEFULL - Exclusive Movie Screening.



Ms. Debarati Roy, Founder, Image by Debarati to conduct a workshop on 'Communication of Clothes and Image Management'.



Indian film director, screenwriter and producer Mr. Ram Gopal Varma at MET Institute of Mass Media.



PGP MCMM students at 'Rural Immersion Trip' to the Wada Village.

PROGRAM EDUCATIONAL OBJECTIVES (PEOS)

PEO1

Conducive Learning Environment:

To provide students with an intellectually nourishing environment that develops the urge of discovery, creativity and inventiveness in the chosen profession

PEO2

Professional Development:

To develop in the student's ability acquire, assemble and apply domain expertise in the dynamics of media business environments.

PEO3

Core Competency:

To provide ability to identify, formulate, comprehend, analyse and design and execute trans-medial communication campaigns through experiential training

PEO4

Technical Skills:

To equip the students to learn and utilise contemporary tools and technologies for trans-medial campaign creations

PEO5

Corporate Life Skill Development:

To provide training on various essential aspects of corporate life skills and tools for work life integration and aiding a smooth transition from campus to corporate and sustainability beyond

TRAINING PEDAGOGY

- Business and function driven training pedagogy focused on an experiential approach with a concept to application learning in alignment with the media convergence trends
- Curriculum designed in consultation with media experts
- Senior professionals from the media industry as subject mentors
- Lectures, Classroom Discussions, Role Plays, Projects, Presentations, Assignments and Case Studies
- Exposure to International Certifications
- Showreels, Portfolios, Live Projects and Industry Orientation
- Exclusive year-round training towards career support services based on 'Growth Mindset' with MET's – Campus To Corporate Programme

INDUSTRY FACULTY



Dr. Suvrashis Sarkar
Dean
MET Institute of Mass Media



Mr. Mahesh Chauhan
Founder Director
Salt Brand Solutions



Mr. Bobby Pawar
Former Chairman and CCO
Havas Media Group



Mr. Amit Behl
Actor and Governing
Council Member - MESC
Conection



Ms. Gurpreet Kaur Shah
Business Director
Madison World (MOMS)



Mr. Franco John Patil
DGM - PR & Marketing
Red Dot Representation
Tamarind Global PVT. LTD.



Mr. Milan Modi
Business Director, Digital Marketing
Madison World



Mr. Gautam S. Mengle
Independent Journalist &
Consultant



Mr. Gautam Ahuja
Digital Marketing, Manager
Reliance Entertainment



Ms. Isha Paratkar
Manager - Brand Reputation
GOZOOP Group



Ms. Priyanka Surve
Founding Partner & Creative Director
Motley



Ms. Bhagyashri Holani
Marketing Manager
Emami Ltd.

INDUSTRY FACULTY



Ms. Vidula Sawant
Sr. Sales & Application Specialist
Bausch & Lomb Pvt. Ltd.



Mr. Shritej Patvardhan
Filmmaker, Film Editor
Film Faculty, Festival Advisor



Ms. Shruti Rawat
Art Director



Mr. Mayuresh Ganapatye
News Editor
CNN - NEWS18.COM



Mr. Abhinav Vaidya
Screen Writer



Mr. Rajiv Sharma
Visiting Faculty



Mr. Mohan Azaad
Director – Partner
R G Films & TV and MAW



Ms. Kalpana Rane
Feature Editor
Dainik Saamana



Ms. Amrin Moger
Visiting Faculty



Ms. Amrita Chohan
Visiting Faculty



Mr. Shreeraj Nair
Independent Motion Graphics,
Design & VFX trainer, MographNair



Mr. Pravin Thakur
Digital Media Consultant
Nine dots technologies

INDUSTRY FACULTY



Mr. Jatin Sharma
Creative Director & Writer



Mr. Shrinidhi Katkar
Professional Sound Engineer
& Music Producer



Ms. Sthitipragnya Dash
Senior News Curator
ScrollStack



Ms. Sonal Saxena
MD Client Engagement
VMLY&R



Ms. Neha Purohit
Visiting Faculty, Assistant Professor
Malini Kishor Sanghvi College

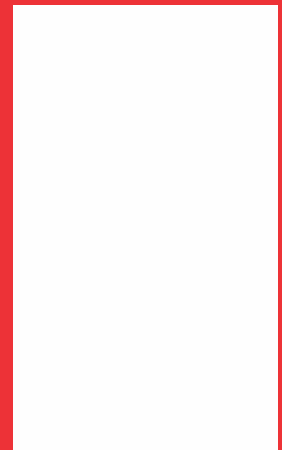


Ms. Lubna Lakdawala
Visiting faculty



Mr. Mohammed Adil Nomani
Visiting Faculty

ADVERTISING & PR
ENTERTAINMENT
JOURNALISM
DIGITAL MARKETING



ADVERTISING & PR

The consumer isn't a moron; she is your wife.

You insult her intelligence if you assume that a mere slogan and a few vapid adjectives will persuade her to buy anything. She wants all the information you can give her.

It takes a big idea to attract the attention of consumers and get them to buy your product. Unless your advertising contains a big idea, it will pass like a ship in the night. I doubt if more than one campaign in a hundred contains a big idea.

- David Ogilvy



Understanding
Mass Media: Its role and its
importance.

PGP in Mass Communication & Media Management (Advertising & Public Relations)

Advertising & PR are forms of persuasive communication at their best. The Advertising & PR profession dynamic, fast paced and ever changing. In the real world, ad styles are dynamic and keep changing based on the need of the times and tastes of the audiences. Today, it requires a transmedial story telling approach, ads that cater to all media - Mainline and Digital Advertising, Radio, Films, Television, Events, PR, Talent Management and Print media and understanding various form of PR.

Today, mass media and advertising courses provide a good understanding of the theory. However, the industry demands a practical approach, which this programme in Advertising provides. This programme is designed to give PG students of Advertising & PR an edge by providing the functional synergies and knowledge required to sustain in industry dynamics.

The programme structure also takes into account that the profession is a demanding service sector, providing value to demanding professional clients. Located in the heart of the city of Mumbai, the MET Institute of Mass Media approaches advertising & PR training with a practical, hands-on approach. Taught by top professionals from the industry, students of this course are fully prepared to take on the professional journey.



Programme Overview

PGP in Mass Communication and Media Management (PGP MCMM) with specialisation in Advertising & PR is a professional-level media training programme, including 3 semesters and Internship for immersive practical industry training, conducted over a period of 18 months.

Programme Highlights

- Business & Function driven pedagogy
- Media Convergence Approach
- Lectures, Classroom Discussions & Role Plays
- Live Projects & Portfolios
- 360 Degree Campaigns and Television Commercials
- Industry Interactions
- Functional Visits, Assignments, Case Studies, Presentations & Evaluations



SHARPENING PROCESS: PGP MCM (ADVERTISING & PR)

An insightful induction programme is held prior to the course commencement.

- **Semester 1:** It gives a foundation of mass media as a business. This certificate is based on the convergence approach and therefore relevant across the streams. Students are introduced to the media business, basics in production, writing skills, and concepts of all forms of media.
- **Semester 2:** This specialization module allows the students to gain a concrete perspective of the functional aspects and understand the business cycles of the advertising & PR profession . It is aimed at creating resourcefulness, enhancing networking skills and encourages teamwork.
- **Evaluated Summer Internship Program (SIP):** The Module - 1 concludes with students taking up a two to three month internship where they are able to understand the uncertainties and business pressure and learn the actual tricks of the trade while implementing their classroom learnings to real-life situations.
- **Semester 3:** This module is targeted towards bringing the students at par with standards set in the industry. The extensive focus is on implementation based learning. The students create advertisements in all media formats, learning trans medial communication, create their own portfolios.
- **Career Services:** On successful completion of Academics and Evaluated Summer Internship Program (SIP), the Placement Cell assists students getting access to the best of career opportunities.



PGP in Mass Communication and Media Management - Advertising & PR

Syllabus: Semester 1

It gives a foundation of mass media as a business. This semester is based on the convergence approach and therefore relevant across the streams

Semester 1

- Communication Skills and Business Etiquettes
- Contemporary Marketing Management & IMC Foundations
- Business of Media
- Media, Culture & Society
- Consumer Behaviour
- Media & Market Research
- Strategic Thinking
- Event Management
- Photography
- Media Ethics and Laws
- Independent Study Course -1 (online 30 hours)



PGP in Mass Communication and Media Management - Advertising & PR

Syllabus: Semester 2

Core Subjects

- Brand Management
- Principles of Media Business Management
- Media Planning & Buying
- Cinematography and Video production
- Content Editing – (Video, Audio and Images)
- Independent Study Course -2 (online 60 hours)

Specialisation Subjects

- Advertising Management
- Public Relations Management
- Copywriting and Ad campaign management
- Creative Visualisation



PGP in Mass Communication and Media Management - Advertising & PR

Syllabus: Semester 3

Core Subjects

- Corporate Communication
- Emerging Technologies in Media Business
- Media Product Management
- Media Entrepreneurship
- Independent Study Course -3 (online 120 hours)

Specialisation Subjects

- Rural Advertising and Communication
- Online Reputation Management
- Client Servicing and Account Planning
- Crisis Management in Advertising and PR

ENTERTAINMENT

The country's media and entertainment (ME) sector will be the fastest growing globally in terms of both consumer and advertising spends, and will be an over-Rs 4-lakh-crore industry by 2025



PGP in Mass Communication & Media Management (Entertainment)

The Media and Entertainment sector keeps growing at an unprecedented rate with mobile based entertainment platforms, it is bound to grow even faster and this is the right time to join the industry. At MET IMM, the approach to learning media is based on practical media management, understanding the requirements of organizations in the industry (Television, Films, Radio, Digital, Marketing, Events, PR & Talent Management) for candidates at the entry level. This mass media course is designed to provide graduates with the necessary understanding of skills and knowledge sets required in these fast-changing industries. With this course, PG students of mass media learn to think beyond the classroom learning that they acquired during their graduation in media and entertainment.

The objective is to train the students to create sellable content and market it. There is perhaps no industry today that depends as much on innovation and new ideas as the Entertainment industry. Nevertheless, it is quite clear that though the Entertainment sector is one of the fastest growing, it is one of the most fragmented ones in India today; development is mostly 'seat-of-the-pants' stuff, and people are thrown in it to either sink or swim. However, the realisation is growing quite fast that the proliferation in this sector, and the insatiable demand of consumers for 'entertainment' has raised the stakes of success and failure significantly, so that anyone or any company that is better equipped and organized to meet the enormous demand for entertainment products and services will have an immediate advantage.

As in most sectors, technology plays an important role, but technical ability or sophistication is no guarantee of success; what is becoming more and more critical is the business aspect, meaning having people with the understanding of technology and consumers, combined with vision, to chart new courses for the industry. Making these students immediately productive in the most practical sense is the cornerstone of the structure of this course.



Programme Overview

PGP in Mass Communication and Media Management (PGP MCMM) is a professional-level media training programme, including 3 semesters and Internship for immersive practical industry training, conducted over a period of 18 months..

Programme Highlights

- Business & Function driven pedagogy
- Media Convergence Approach
- Lectures, Classroom Discussions & Role Plays
- Audio Visual Content Creation & Marketing
- Live Projects, Portfolios & Showreels
- Industry Interactions
- Functional Visits, Assignments, Case Studies, Presentations & Evaluation



SHARPENING PROCESS: PGP MCMM (Entertainment)

An insightful induction programme is held prior to the course commencement.

- **Semester 1:** It gives a foundation of mass media as a business. This semester is based on the convergence approach and therefore relevant across the streams
- **Semester 2:** This specialization module allows the students to gain a concrete perspective of the functional aspects of their chosen vertical and understand the business cycles of the media's used to run the domain well. It is aimed at creating resourcefulness, enhancing networking skills and encourages teamwork. This diploma helps media students transcend from theoretical thinking to a practical, industry oriented approach towards entertainment industry.
- **Evaluated Summer Internship Program (SIP):** The Module - 1 concludes at students taking up a two to three internship where they are able to understand the uncertainties and business pressure learn and the actual tricks of the trade and implement their classroom learnings to real situations.
- **Semester 3:** This module is targeted towards bringing the students at par with standards set in the industry. The extensive focus is on implementation based learning. The students produce long and short format audio visual content & plan marketing and distribution strategies for the created content.
- **Career Services:** On successful completion of Academics and Evaluated Summer Internship Program (SIP), the Placement Cell assists students getting access to the best of career opportunities.



PGP in Mass Communication and Media Management - Entertainment

Syllabus: Semester 1

It gives a foundation of mass media as a business. This semester is based on the convergence approach and therefore relevant across the streams

Semester 1

- Communication Skills and Business Etiquettes
- Contemporary Marketing Management & IMC Foundations
- Business of Media
- Media, Culture & Society
- Consumer Behaviour
- Media & Market Research
- Strategic Thinking
- Event Management
- Photography
- Media Ethics and Laws
- Independent Study Course -1 (online 30 hours)



PGP in Mass Communication and Media Management - Entertainment

Syllabus: Semester 2

Core Subjects

- Brand Management
- Principles of Media Business Management
- Media Planning & Buying
- Cinematography and Video production
- Content Editing – (Video, Audio and Images)
- Independent Study Course -2 (online 60 hours)

Specialisation Subjects

- Celebrity and Talent Management
- Radio Programming and Production
- Film Production and Budgeting
- Screen Play and Dialogue Writing



PGP in Mass Communication and Media Management - Entertainment

Syllabus: Semester 3

Core Subjects

- Corporate Communication
- Emerging Technologies in Media Business
- Media Product Management
- Media Entrepreneurship
- Independent Study Course -3 (online 120 hours)

Specialisation Subjects

- Film and Documentary Making
- Art Direction & Production Design
- Film marketing and Distribution
- Animation and VFX

JOURNALISM

"Journalism can never be silent: that is its greatest virtue and its greatest fault. It must speak, and speak immediately, while the echoes of wonder, the claims of triumph and the signs of horror are still in the air."



What is communication?
Can it have different forms? Is medium the message? What is journalism and who is the journalist?
The journalist as researcher, marketer, analyst and story teller, rolled into one.

PGP in Mass Communication and Media Management - Journalism

Digital technology has changed the way Journalism is practiced, even though the core function of investigation and reporting remains the same. this course incorporates and enhance the ability to think critically, creatively and independently in Media students..

The programme is designed to give the media aspirants a thorough understanding of the principles and concepts, at the same time giving them a hands on training and exposing them to the real time business through live projects and internship opportunities during the program.. This fusion of disciplines gives an extra edge to the students, giving them an advantage, increasing their employability in the media world. This program is taught by Media professionals and working Journalists, training the students with the latest trends, multimedia and digital skills, and functionalities of the professions.

This program is apt for both media and non-media graduates aspiring to for a career in the mass media profession. To mass media students this is an excellent program in Journalism to explore and develop their skill sets and then give it a finishing touch, adding on to the theoretical knowledge they have gained during their graduation, thus getting them ready for their upcoming professional journey



Programme Overview

PGP in Mass Communication and Media Management (PGP MCMM) is a professional-level media training programme, including 3 semesters and Internship for immersive practical industry training, conducted over a period of 18 months.

Programme Highlights

- Function driven pedagogy
- Media Convergence Approach
- Lectures, Classroom Discussions & Role Plays
- News Bulletins, Press Releases, PR Photo-shoots
- Live Projects & Portfolios
- Industry Interactions
- Functional Visits, Assignments, Case Studies, Presentations & Evaluation



SHARPENING PROCESS: PGP MCMM (JOURNALISM)

An insightful induction programme is held prior to the course commencement

- **Semester 1:** CIMM gives a foundation of mass media as a business. This certificate is based on the convergence approach and therefore relevant across the streams.
- **Semester 2:** This specialization module in Journalism and PR practices, allows the students to gain a concrete perspective of the functional aspects of their chosen media profession. This PG course in media also helps students understand the business cycles of the media domain. It is aimed at creating resourcefulness, enhancing networking skills and encourages teamwork.
- **Evaluated Summer Internship Program (SIP):** The semester - 1 concludes at students taking up a two to three month internship where they are able to understand the uncertainties and business pressures learn the actual tricks of the trade and implement their classroom learnings to real -life situations.
- **Semester 3:** This module is targeted towards bringing the students at par with standards set in the industry. The extensive focus is on implementation based learning. The students produce newspapers, magazines, news bulletins, PR dockets, and a complete portfolio along with a convergence project.
- **Career Services:** On successful completion of Academics and Evaluated Summer Internship Program (SIP), the Placement Cell assists students getting access to the best of career opportunities.



PGP in Mass Communication and Media Management - Journalism

Syllabus: Semester 1

It gives a foundation of mass media as a business. This semester is based on the convergence approach and therefore relevant across the streams

Certificate in Introduction to Mass Media - Journalism

- Communication Skills and Business Etiquettes
- Contemporary Marketing Management & IMC Foundations
- Business of Media
- Media, Culture & Society
- Consumer Behaviour
- Media & Market Research
- Strategic Thinking
- Event Management
- Photography
- Media Ethics and Laws
- Independent Study Course -1 (online 30 hours)



PGP in Mass Communication and Media Management - Journalism

Syllabus: Semester 2

Core Subjects

- Brand Management
- Principles of Media Business Management
- Media Planning & Buying
- Cinematography and Video production
- Content Editing – (Video, Audio and Images)
- Independent Study Course -2 (online 60 hours)

Specialisation Subjects

- Content Writing for Print and Online Journalism
- Political Journalism
- Broadcast Journalism
- Fashion and Lifestyle Journalism



Syllabus: Semester 2

PGP in Mass Communication and Media Management - Journalism

Syllabus: Semester 3

Core Subjects

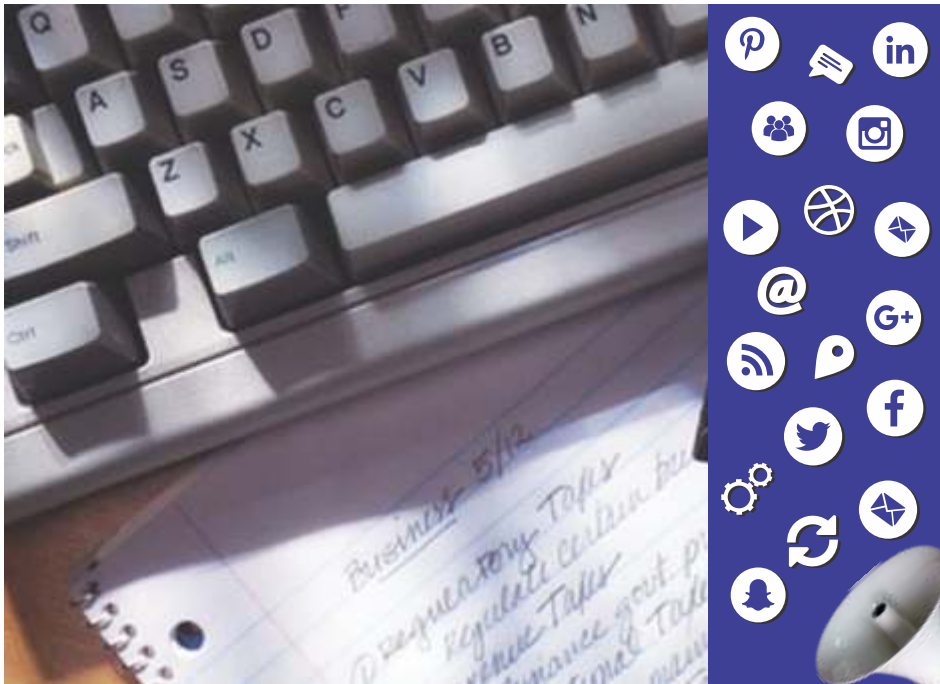
- Corporate Communication
- Emerging Technologies in Media Business
- Media Product Management
- Media Entrepreneurship
- Independent Study Course -3 (online 120 hours)

Specialisation Subjects

- News Anchoring
- Regional Journalism
- Photo Journalism
- Investigative Journalism and Crime Reporting

DIGITAL MARKETING

Digital technology has disrupted the way media is produced, distributed, and consumed. With inexpensive mobile access, digital communication is now not just an elitist urban phenomenon, but has an existence in the remotest corners of the country. This has in turn proved to be a boon to business who are now able to reach the consumer directly instead of depending on the traditional media.

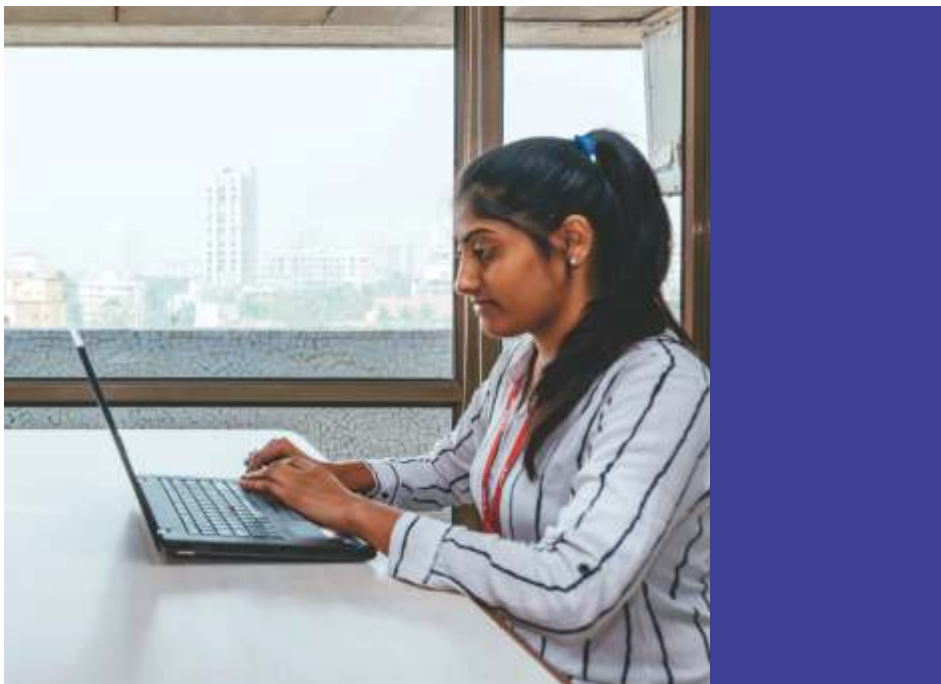


PGP in Mass Communication and Media Management (PGP MCMM) - Digital Marketing

In India, Digital Media business is growing at the rate of 30%, which is highest across all business sectors. Today India has more than 700 million Internet users, projected to grow to over 974 million users by 2025. In FY20, the Indian digital segment grew by 35% due to upsurge in paid subscriber base across all OTT platforms.

The PGP in Mass Communication and Media Management with specialization in Digital Marketing has a 360° approach, imparting conceptual training with intensive hands-on approach. This experiential pedagogy gives you an edge, making you employable and ready in the dynamic, fast-growing field of digital marketing.

Digital Media keeps not only growing rapidly, but is also a constantly evolving industry. The Digital Marketing Course curriculum is designed in such a manner that any new developments are immediately incorporated in to the curriculum, keeping you continuously updated and in sync with the industry.

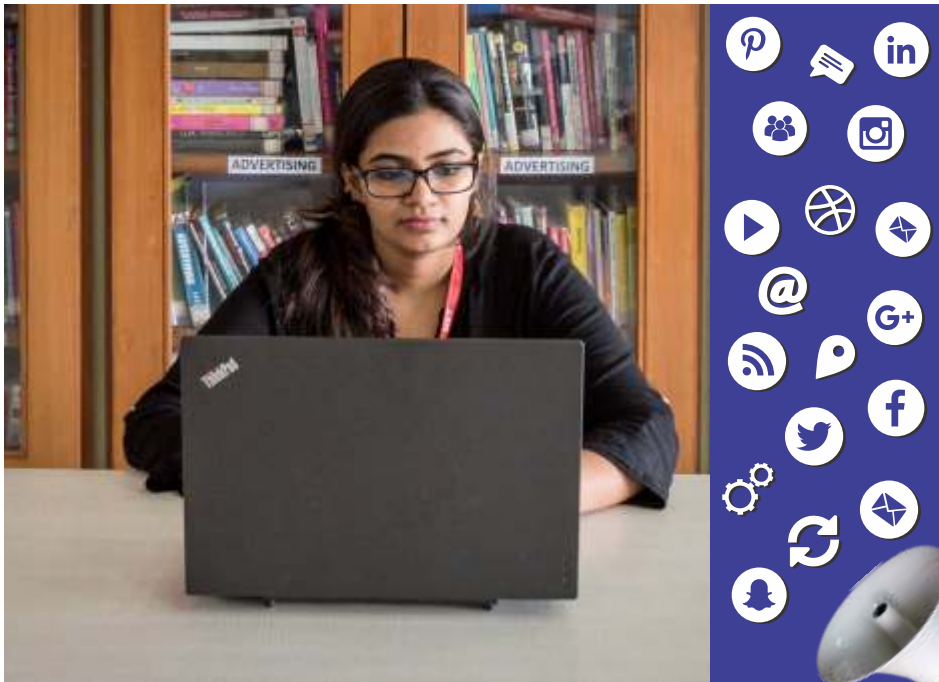


Programme Overview

PGP in Mass Communication and Media Management (PGP MCMM) is a professional-level media training programme, including 3 semesters and Internship for immersive practical industry training, conducted over a period of 18 months.

Module Highlights

- Function driven pedagogy
- Digital Content Creation
- Social Media Marketing
- Lectures, Classroom Discussions & Role Plays
- Live Projects, Showreels & Portfolios
- Exposure to Google Certification & Email Marketing
- Industry Interactions
- Functional Visits, Assignments, Case Studies, Presentations & Evaluation



SHARPENING PROCESS: PGP MCMM (DIGITAL MARKETING)

An insightful induction programme is held prior to the course commencement.

- **Semester 1:** It gives a foundation of mass media as a business. This semester is based on the convergence approach and therefore relevant across the streams.
- **Semester 2:** This specialization module allows the students to gain a concrete perspective of the functional aspects of their chosen vertical and understand the business cycles of the media's used to run the domain well. It is aimed at creating resourcefulness, enhancing networking skills and encourages teamwork.
- **Evaluated Summer Internship Program:** The Semester 1 concludes at students taking up a two to three internship where they are able to understand the uncertainties and business pressure learn the actual tricks of the trade and implement their classroom learnings to real situations.
- **Semester 3:** This module is targeted towards bringing the students at par with standards set in the industry. The extensive focus is on implementation based learning. The students also create their portfolios.
- **Career Services:** On successful completion of Academics and Evaluated Summer Internship Program (SIP), the Placement Cell assists students getting access to the best of career opportunities.



PGP in Mass Communication and Media Management - Digital Marketing

Syllabus: Semester 1

It gives a foundation of mass media as a business. This semester is based on the convergence approach and therefore relevant across the streams

Certificate in Introduction to Mass Media - Digital Marketing

- Communication Skills and Business Etiquettes
- Contemporary Marketing Management & IMC Foundations
- Business of Media
- Media, Culture & Society
- Consumer Behaviour
- Media & Market Research
- Strategic Thinking
- Event Management
- Photography
- Media Ethics and Laws
- Independent Study Course -1 (online 30 hours)



PGP in Mass Communication and Media Management - Digital Marketing

Syllabus: Semester 2

Core Subjects

- Brand Management
- Principles of Media Business Management
- Media Planning & Buying
- Cinematography and Video production
- Content Editing – (Video, Audio and Images)
- Independent Study Course -2 (online 60 hours)

Specialisation Subjects

- Social Media Marketing, Influencer Marketing and Lead Management
- Search Engine Optimisation, Search Engine Marketing
- Digital Content Creation and E-mail Marketing
- Managing Digital Campaigns, Data Analytics and Audience Insights



PGP in Mass Communication and Media Management - Digital Marketing

Syllabus: Semester 3

Core Subjects

- Corporate Communication
- Emerging Technologies in Media Business
- Media Product Management
- Media Entrepreneurship
- Independent Study Course -3 (online 120 hours)

Specialisation Subjects

- Online Reputation Management
- Mobile App and Web Designing
- Cyber Security & Data Privacy
- Google Ad-words and Google Analytics

MET - CAMPUS TO CORPORATE PROGRAMME

MET - Campus To Corporate Programme spans over two modules across 12 months within the academic journey of an PGP MCMM student at MET Institute of Mass Media. The programme focuses on self-management skills, growth and leadership mind set.

The scientifically designed interactive training sessions and evaluations monitor the student's progress at each step and guide them to self-actualize, pitch, position and adapt themselves with challenging pressures of corporate life. They are groomed into well-rounded employable candidatures, ready to take on the dynamics of their upcoming professional journey.



Module I: • Creating First Impressions • Understanding your SWOC • Communication of Clothes • The Art of Meaningful Conversations • Business Dining Etiquettes • Creating Impactful Resumes • LinkedIn Profile Optimization • Self-Management Skills • Internship Preparations

Module II: • Image Management • Stakeholder Management • Creating Business Plans • Group Discussion & Rebutal Debates • Interview Skills • Emotional Intelligence • Leadership Communication • Networking Skills & Managing Business Associations • POSH Awareness Workshop

On successful completion of the MET - Campus To Corporate Programme, the PGP MCMM students are awarded with a Certificate of programme completion.

CAREER OPPORTUNITIES



Broadcast Journalism
(TV/Online/Radio)



Media



Public Relations
& Talent Management



Audio - Visual
(Television/Films/OTT)



Print Journalism



Events



Advertising

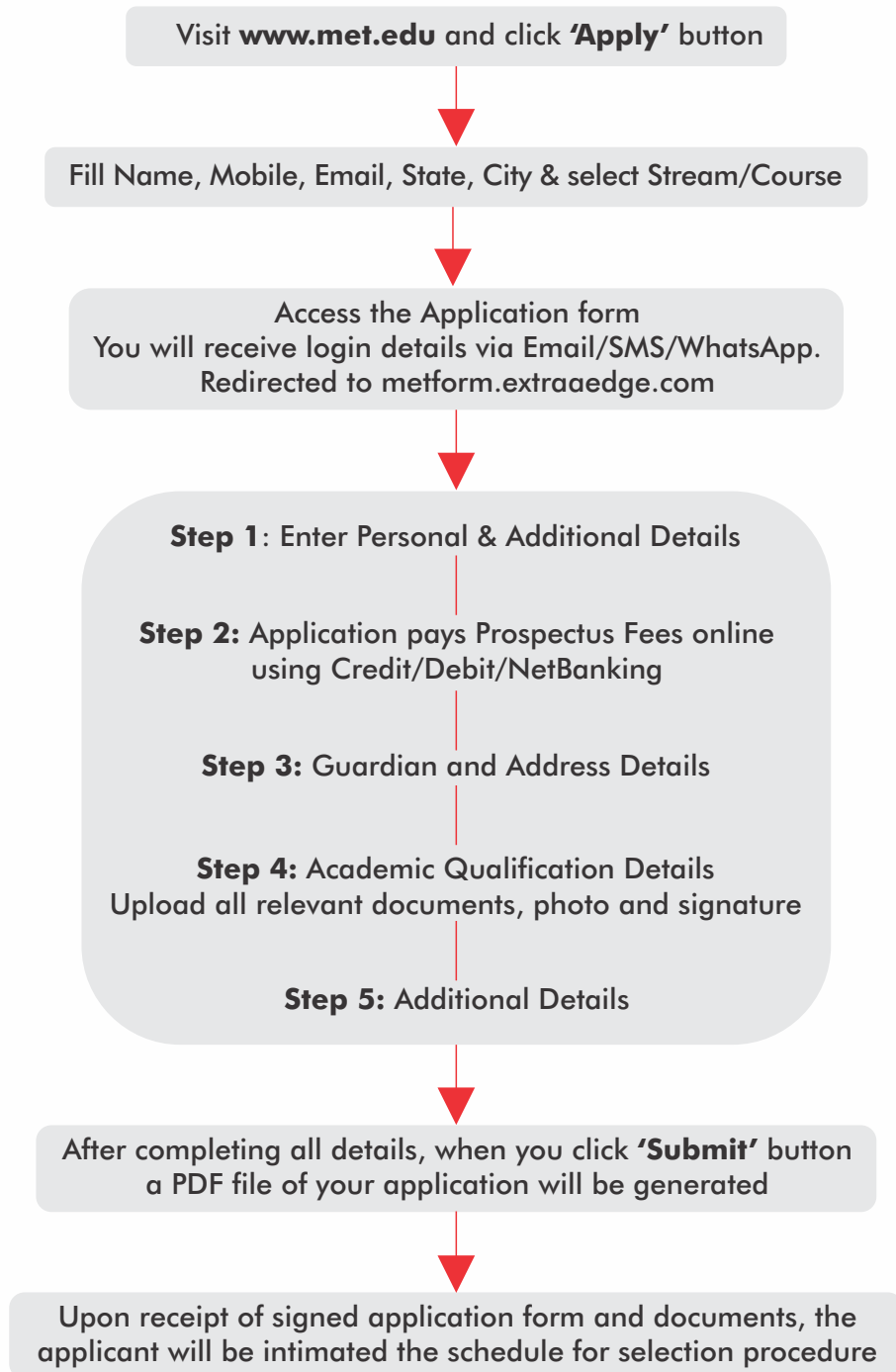


Digital & Social Media

OUR ESTEEMED PATRONS

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MET ONLINE REGISTRATION PROCESS



SELECTION PROCEDURE



Since there are only limited seats available, it is imperative that candidates undergo a rigorous selection procedure, which is designed to test not only their academic qualities, but more essentially their aptitude for the creative and constantly changing aspects of mass communication and media industry.

The candidate will be tested on his/her ability to handle uncertainty and the pressures of demanding deadlines and clients, and ability to demonstrate pro-activeness, initiative and creativity in finding solutions.

The entrance procedure will encompass the following:

1. Creativity CET
2. Personal Interview

The management reserves the right to fix the minimum qualifying marks for each of these components/sub components and or change the components/sub components and their weightages.

Eligibility

Graduate in any discipline from a recognized university with a minimum of 50% at graduation need apply. Those who are appearing for their final examination in the current year may also apply. However the student must produce the documental evidence of having cleared graduation on or before the program, commencement, failing which their admission will be for liable for cancellation and fees will not be refunded.

Important Note:

Making a paid application is mandatory for all academic programmes and does not guarantee admission in any way. The selection is strictly merit based. If the information disclosed in the application form is incorrect or if the candidate is found canvassing for admission in any form, the Institute has all the rights to disqualify the candidate. The Institute will not be responsible for any natural calamity that may delay the student participation in the selection process. In such cases no refunds of the expenses incurred by the students will be entertained. The management reserves the right to make changes in any of the mentioned weightages/processes; such changes will be displayed on www.met.edu, the same will be final and binding. The decision of the Admission Committee on admission matters is final and binding.

Miscellaneous Charges (as per institute norms)

- Duplicate Id cards
- Re-examination fees
- Duplicate Mark sheets /Certificates
- Bonafide and Transcripts
- Letter of Recommendation (LOR)

Additional expenses (if any) for projects / live projects and field trips will need to be borne by the students.

Fee Structure - PGP in Mass Communication and Media Management

- (PGP MCMM) - Advertising & PR / Entertainment / Journalism / Digital Marketing: ₹4,50,000 (Including GST)
- Convocation Charges: ₹1500 (cash)
- Admission Application Fee: ₹1,200
(The above fees are inclusive of GST as applicable)
- Refundable Security Deposit: ₹10,000

Payment Terms:

- The Fee payment for all academic programs is a one time full payment as per date specified by the Institute.
- The Security Deposit needs to be paid at the time of admission along with the fee payment through a separate DD/PO and the Convocation charges in cash
- Payments are to be made by the mode of DD/PO in favour of 'MET Institute of Mass Media', payable at Mumbai.
- Students are required to complete the fee payments as per schedule prescribed by the institute.

Note:

- Fees are non-refundable.
- Downgrades will not be entertained.
- For all academic programs, students are required to maintain all documents related to the Institute and their admission.
- During the clearance process after program completion, it is mandatory for the students to produce the receipt of the refundable security deposit received at the time of payment for the re-imbursement of the same.

Loan Facility

MET has worked out special educational loan schemes for qualifying candidates along with leading banks. Details are available at the Institute.

Attendance & Evaluation Guidelines:

- A minimum of 75% attendance per subject is mandatory for the smooth progression of all the academic programs and carries 20 marks. A student with less than 75% average attendance across the program is not eligible for re-examination, Internship / Placement process of the Institute.
- Student absenteeism without prior permission will be viewed seriously and necessary action will be taken. For emergencies, permission from the Institute Authorities is mandatory.
- Students will be given stipulated time frame for completion of evaluations /projects and assignments. They will require to complete the same and submit / present as per the brief communicated.
- Apart from pre-planned evaluations, there will also be surprise / on spot test / in class assignments during lectures and other wise.
- Late submissions will not be evaluated.
- Late comers during evaluations are liable for negative marking (- 10 marks).
- If students are found cheating or distracted during evaluation, the student will be disqualified immediately, and necessary action will be taken.
- A student who has attempted a subject evaluation and has not cleared the same will require to appear for the re-examination by paying the re-examination fee as per institute norms.
- Students who remain absent for any evaluation do not have a scope for re-evaluation. Also student who fails a subject evaluation due to absence is not eligible for a Re-examination unless there is an emergency or a natural calamity.
- Students should not communicate in any way with any person other than the Institute Authorities, who will be the sole authority for any evaluation related concerns.

All the topics of the academic programs have been structured in a subject wise manner. Each subject is for 100 marks and the minimum marks required to pass in any subject is 50. The evaluation system in each subject comprises of class participation, case studies, projects/presentations, viva and written examination

Grade Chart:

| Overall Marks | Grade | Remarks (Interpretations) |
|---------------|-------|--|
| 85 and above | O | Successfully completed (Outstanding student) |
| Above 75 | A | Successfully completed with Distinction |
| Above 60 | B | Successfully completed with First Class |
| Above 50 | C | Successfully completed with Second Class |
| Below 50 | D | Participated |

Note: Students who score below 50% are not eligible for any certificates



SCHEDULES AND CODE OF CONDUCT

- All the subjects/ procedures and schedules of the program enrolled for and mentioned in the prospectus / communicated to the students by the Institute from time to time are required to be adhered to, by the students.
- The academic delivery of certain subjects is done across two certificates. The details of the same will be communicated to students timely.
- Lecture and project schedules are conducted across week days and weekends.
- Some classes could be re-scheduled as per the visiting faculty's requirement which will be duly informed to the students.
- During on-campus sessions, usage of laptops and mobile phones in the classroom is not allowed, unless instructed by the faculty or the Institute authority.
- Students are expected to conduct themselves in a manner that does not disturb the proceedings of any ongoing session. Leaving and re-entering the class during a lecture, or departing early is not permitted except under extraordinary circumstances, only with the permission of the concerned authorities.
- Each session requires adequate preparation by you before class in terms of reading, case analysis, discussion in groups, collection and analysis of data and the like. If you attend a class without adequate preparation you could be asked to leave the class.
- Use of cell phones / calculators and digital watches are not permitted during the evaluation unless instructed by the Institute Authorities.
- Students are recommended to carry along their DSLR camera for Camera sessions (as applicable).
- During the course, students are not entitled to any leave except during the declared holidays as per the academic calendar, or, under exceptional circumstances, by applying and obtaining prior approval for a leave from the Institute Authorities.
- Students will need to bear additional cost for projects and visits as applicable.



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