

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

Advertising & PR | Entertainment | Journalism | Digital Marketing | NextGen Media & AI



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



## MET Institute of Mass Media

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.

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.

## PG Programme Highlights

- Business and function driven training pedagogy
- Curriculum designed in consultation with industry experts
- Senior media professionals 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
- Campus To Corporate Program: Career Support Service



## CAREER OPPORTUNITIES



Broadcast  
Journalism  
(OTT/Online/Radio)

Media

PR & Talent  
Management

Audio-Visual  
(TV/Films/OTT)

Print  
Journalism

Events

Advertising

Digital &  
Social 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



### 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.



### NextGen Media & AI

#### PGP in Mass Communication & Media Management (NextGen Media & AI)

Equips students to navigate the evolving media landscape with the power of AI. The hands-on pedagogy bridges creativity with innovation, shaping future-ready media professionals.

**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

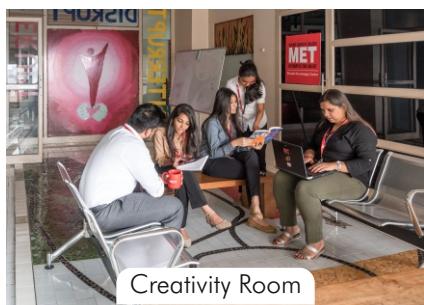
## Advantage MET

- 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



# MET Bhujbal Knowledge City

MET Institute of Mass Media

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