

MET Institute is helping me frame my future

Interview of the week



Amrita Bafna

- Student at MET Institute of Mass Media, Mumbai

- Pursuing Advance Diploma in Mass Media

Tell us something about your qualification & educational background.

I am currently pursuing advance diploma in mass media from MET Institute of Mass Media Mumbai and am specializing in advertising. And did B.com in banking and Investment from SIES College, Nerul in Mumbai.

Tell us something about Mass Media courses and future prospects.

Mass Media course at MET Institute is for 18 months and is divided into 3 semesters each. The first semester is common for every student and gives an overview of all the subjects related to the course pertaining to every segment of the media industry. In the second semester we opt for our line of choice and study the basics while the third semester has in depth study of the specialization opted for, advertising in my case. We also intern for about two months in between second & third semester. Top advertising agencies come to our institute for placements and the track record for campus placements has always been good here.

Where did u do your internship from? Please share your experience.

I worked for about two months at YouMe&We PR agency in Mumbai. It was a great learning experience - my first with an organization and I had a great time working there. I learnt a lot from my seniors and colleagues and now when I am in the class and a question is asked or a case study is being discussed I can practically think for the answers and know the solutions to some of the problems.

Which segment from the media industry do you see yourself associated with once you are done with studies?

I am for the advertising industry and will be there.

How has been the transition from commerce background to media industry?

While I was pursuing B Com from SIES College, Nerul I used to take part in all the co-curricular activities and was a part of groups & committees of the college. I even compared stage shows in college and helped organize functions and programs. Even though I was a rank holder for consecutively three from the commerce section, these activities gave me an edge to my thought and I decided to pursue advertising. So post five years of having studied B Com I thought it was best to change my line and follow my interest. And the transition has been amazing. I thoroughly enjoyed at SIES and I am completely enjoying at MET. I got a platform to realize my interests during my college days and now the exposure at MET inst is helping me frame my future.

<http://www.isicweb.net/>