IMM
PROSPECTUS

ADVERTISING
ENTERTAINMENT
JOURNALISM &
PUBLIC RELATIONS
DIGITAL MARKETING

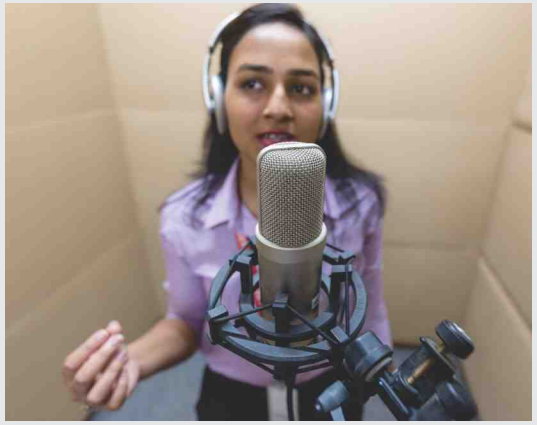
THE MET LEAGUE OF COLLEGES
MET
AS SHARP AS YOU CAN GET

Bhujbal Knowledge City

INSTITUTE OF MASS MEDIA

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

ADVERTISING
ENTERTAINMENT
JOURNALISM &
PUBLIC RELATIONS
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

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Mahatma Jyotiba Phule
(1827-1890)

Shrimati Savitribai Phule
(1831-1897)

विद्येविना मती गेली मतीविना नीती गेली ।
नीतीविना गती गेली । गतीविना वित्त गेले ।।
वित्ताविना शुद्र 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

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 socio economic fabric of our society, by institutionalising search, development, research and dissemination of relevant knowledge through structured learning systems.

OUR MISSION

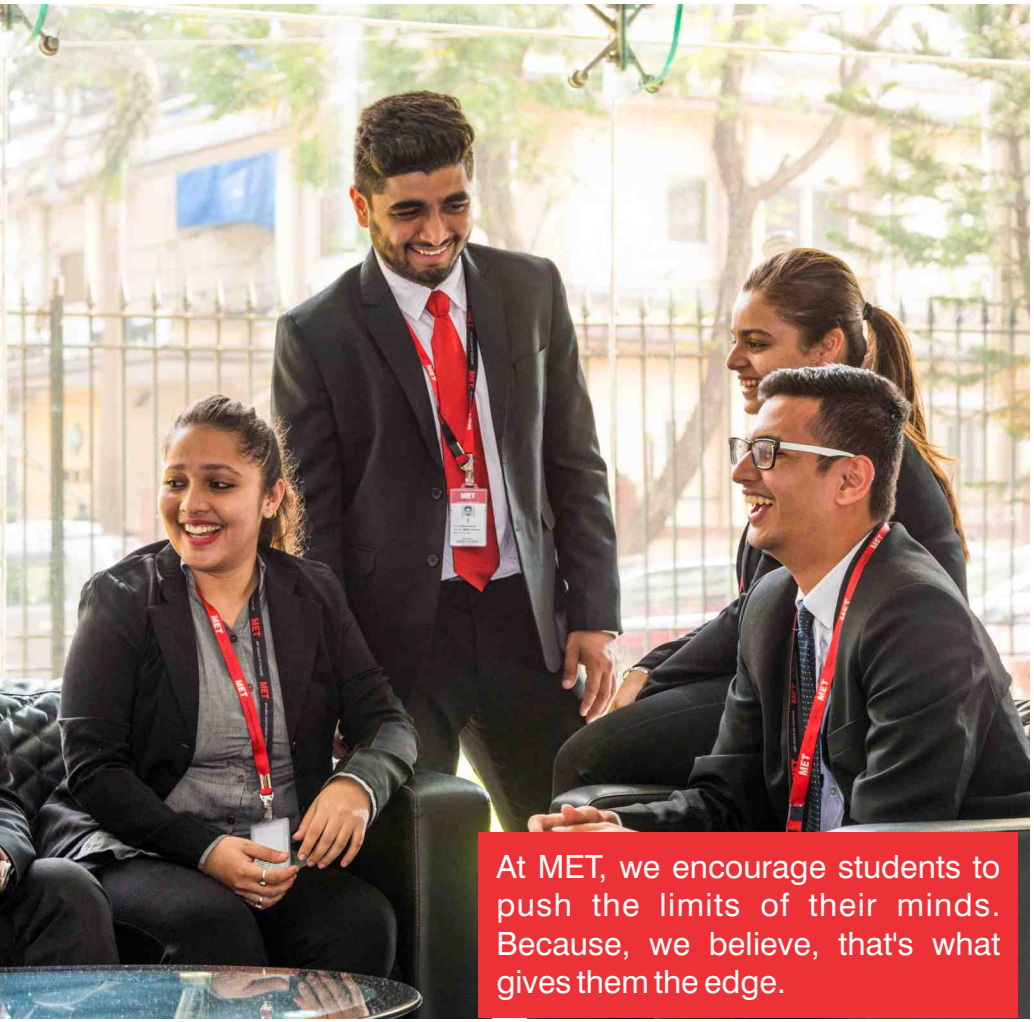
To evolve, develop and deliver dynamic learning systems to equip professionals with conscience and commitment to excellence and courage to face business challenges.

INTRODUCTION

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 Medical Sciences
Institute of Information Technology
Institute of Software Development and Research
Institute of Computer Science
Institute of International Studies
Rishikul Vidyalaya

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 (Junior College)

Bhujbal Knowledge City, Gowardhan, Nashik
School of Architecture and Interior Designing



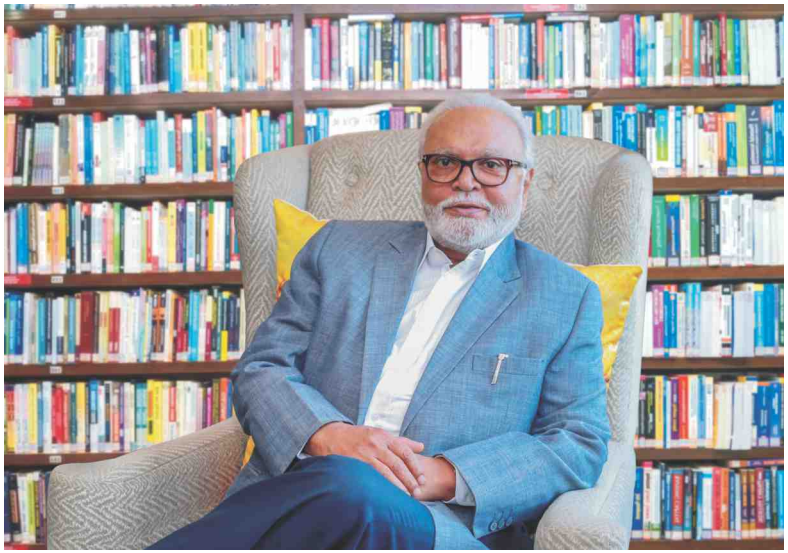
Today, we can say with pride, that our students aren't just intelligent. They are sharp. Razor sharp. Sharp enough to slice through the syllabus and add value to industry projects. Sharp enough to be entrepreneurs, if they want to. Sharp enough to deal with the sharks in the world. Sharp enough to understand, 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. The MET League of Colleges 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

- MET Institute of Management ranked 4th Best B-School in Mumbai, 28th Best B-School All India and 15th amongst Top West B-Schools by the Times B-School Survey 2022
- Ranked India's 17th Best B-School and 18th Best Pvt. B-School for Placements by the Times B-School Survey 2022
- Ranked 4th Best B-School in Mumbai and 14th Best B School in West Zone by the Times B School Survey 2021
- Ranked 5th Best B-School in Mumbai & 18th Best Pvt. B-School All India by the Times B-School Survey 2020
- MET Institute of Management ranked 9th in the Times Top Institutes of West India Survey 2020 across Western and Central India
- MET BKC, Nashik received the prestigious Brand Excellence and Leadership Award 2019 from ABP Majha.
- Unique partnership with the Chartered Insurance Institute, London and NCC Education, UK
- MET is a Ph.D. Research Centre of University of Mumbai and Savitribai Phule Pune University in Management, Engineering and Pharmacy
- MET is an approved Training Partner of the National Skill Development Corporation
- MET has the best e-enabled state-of-the-art infrastructural facilities
- Focus on delivery of lifelong learning skills to build critical professional competencies
- Futuristic e-driven pedagogy and modules deliver e-commerce, IT and digital skills
- Global internship opportunities across USA, UK, China and Dubai
- Strong alumni base
- Freeship awards for meritorious students
- Excellent placement opportunities in India and overseas
- Superior intellectual capital armed with knowledge and experience
- Well-networked with the best of corporates in India and abroad
- Global faculty and international knowledge sharing modules
- Sensitising the students towards social causes through MET Seva CSR programmes

FROM THE CHAIRMAN'S DESK



"Every cloud has a silver lining."

- John Milton

The Hope is rising; Optimism is galloping and Faith is stirring hearts again, even before the overseers of nations announce that the worldwide phenomena of pandemic that inflicted health, financial and economic loss is over. Though the unexpected and impossible happened and we were caught off balance, newer ways of doing things are well within reach. MET Institutes rose to the challenge, energizing millions of young minds, fighting the adversity, we retooled, redesigned and delivered seamless digital learning engagements to the youth across the country quenching their thirst of knowledge.

We at MET have come up with alternative and augmentative education systems to ensure that there is no loss in the learning, equipping and empowering. We established seamless learning platforms across our campuses located at Bhujbal Knowledge City in Mumbai and Nashik delivering wholesome learning inputs, meeting stakeholder appreciation. With the return of partial or whole normalcy, we look forward to edify young minds in the virtual, hybrid or offline environment delivering world class inputs across Pharma, Engineering, Architecture, IT, Mass Media, Management, Animation and other domains, overcoming all past delivery hurdles. Blessed by the state of the art platforms and technologies accessed by us, our committed faculty and staff are leaving no stone unturned to ensure competency building and skilling surpasses demands of the marketplace. Through our MET Rishikul Vidyalaya we are continuing to expose the school kids, blending the traditional pedagogy with the Cambridge learning systems till the A Level.

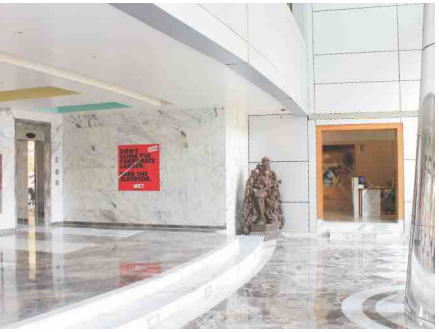
We are building links and partnerships with global players for carrying forward the dynamic learning processes at both undergraduate and postgraduate levels. We are continuing our focus on injecting the spirit of Creativity-Innovation in the pedagogy so that the students are nudged and exposed to solution oriented, problem solving dynamic learning platforms, as the gateway to incubators and start-up culture.

Believing, the silver lining of the clouds will soon give way to the full bright sunshine.

Chhagan Bhujbal
Hon. Founder Chairman
Mumbai Educational Trust

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.

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 TV shows.

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.

POST-PRODUCTION

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

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

RECREATION AREA
An air conditioned recreation centre helps sharp minds unwind. Play at the pool tables, 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.

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.

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 on assignments and discuss projects.

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.

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.

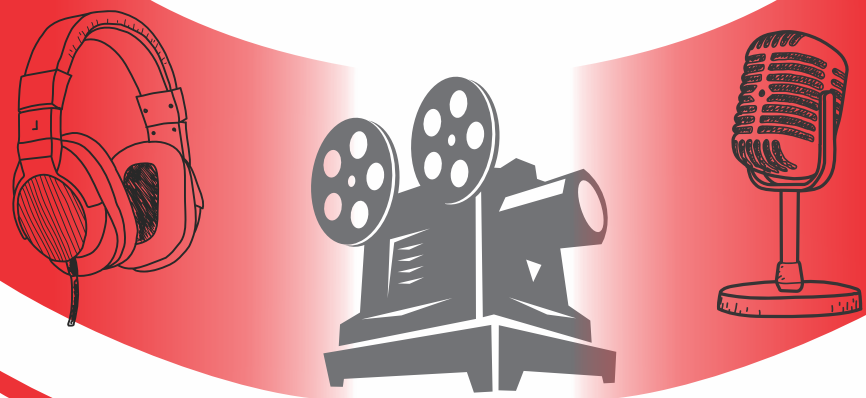
At the MET Institute of Mass Media, in addition to theoretical knowledge, we will throw you into the deep end of the pool, sink you into project work, drown you with case studies, and rope in experts who have gone the distance in the business of communication. We will take you as close to the real world 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.

Full Time
Post Graduation Programme :

Advanced Diploma in Mass Media (ADMM)

Specialization in:

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



FROM THE TRUSTEE

"Every great dream begins with a dreamer."
- Harriet Tubman

The world we live in today has already surpassed the expectations and imaginations of the people living just five decades ago. There is such a tremendous power now to communicate with the masses just in a fraction of a second. According to various data published, India is likely to have 900 million internet users in 2025 (IAMAI-Kantar ICUBE 2020 report). With about 96% using the internet for entertainment, 90% for communication, 82% for social media and 45% for some kind of online transactions. All this points to the fact that India is poised for further rapid growth in the field of Mass Media. Newer formats like OTT, internet on the go and live streaming have already changed the landscape of communication and entertainment which will further witness transformation and innovation.

Needless to state that with this projected growth, the media sector requires trained media professionals. Therefore in order to cater to this tremendous growth, media education also requires an approach which is more practical than just being theory based. This is where MET Institute of Mass Media bridges the gap to empower the dreamers who are willing to dream big. MET presents an entirely different perspective to media teaching and learning, offering a solid 360 degrees, hands-on approach with intensive classroom sessions, exhaustive practical exercises and live projects guided by industry mentors.

The post graduate programmes in Advertising, Entertainment, Journalism & Public Relations and Digital Marketing at MET Institute of Mass Media are structured to lay a solid foundation on which you can build an ambitious, rewarding and satisfying media career in the communications industry.

Wishing you all the best to attain your dream career and fulfil your passion .

Pankaj Bhujbal
Trustee
Mumbai Educational Trust

FROM THE DIRECTOR'S DESK

Prof. Sanjay Sakharkar
Director, MET mass media

"Media Stars don't think deep about their future.
They know its inventible & they are always ready for it."

The Indian Media and Communication industry is a sunrise sector for the economy and is making significant strides.

Proving its resilience to the world, Indian Media industry is on the cusp of a strong phase of growth, backed by rising consumer demand and improving advertising revenue.

As per the FICCI-EY report, the advertising to GDP ratio is expected to reach 0.4% by 2025 from 0.38% in 2019., and is expected to remain dominated during the forecast period.

However, the DTH & Event entertainment industry is expected to witness highest Growth too in the forecast period.

Also due to upsurge in demand for over-the-top content creation, opportunities have increased immensely.

And so we at MET Institute Of Mass Media always infuse our students with latest trends and innovations which are in media industry as of today and that's possible only because our respected practicing visiting faculty from top media & digital houses, Our teaching methods are more practical oriented, where we make sure our student when they start the professional journey they are readymade to shine.

Prof. Sanjay Sakharkar
Director
MET mass media

ADVANTAGE - MET IMM

- Established in 2005
- Holistic approach based on the 3 A's of Media Education – 'Acquire, Assemble and Apply'
- Recognized as the 'Outstanding Institute for Mass Media Management of the Year' by World Education Summit Awards 2019
- Ranked 4th Best in Advertising & PR categories and 9th Best Post Graduate Media School all India by the Edutainment Awards 2017
- Unity in Diversity Educational Institute Award awarded by Global Dialogue Foundation and United Nations Alliance of Civilizations (UNAOC) in 2016
- MET Mass Media Management is the only top ranking Specialized Programme amongst emerging B-Schools by TOI
- Fully-functional, well-equipped class rooms, library and state of the art in-house studio complex
- A strong alumni network base of sixteen years
- Professional mentorship 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
- Professional mentorship alliances where in senior professionals for corporate bodies groom students on the specific functional necessities of media work life.
- MET alumni status with an access to the prestigious mega alumni portal for professional networking, knowledge and opportunities across domains

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

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.

THE INDUSTRY SPEAKS

It's always great to engage with students. MET has a bunch of special lively students.
- Paresh Chaudhry, Global Group President - Adani Group

"I had a great time sharing my experience with bright and eager students. Thanks for inviting"
- Renuka Shahane, Actress

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

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

Young raw talent is always good to interact with. MET is doing great work by opening & running courses which nobody thought of.
- J. D. Majethia, Managing Director & Chairman, Hats Off Productions Pvt. Ltd.

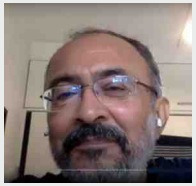
Superb students, superb ambience, superb management.. The pleasure was entirely mine.
- Bhawana Somaaya, Renowned Columnist, Critic, Author and a Showbiz Consultant

e-SESSIONS 2021: A GLIMPSE

Harsh Lal
Co-founder and Director
The Souled Store
My life My Stories

Mrunal Thakur
Actress
My life My Stories

Suchitra Pillai
Actress
My life My Stories

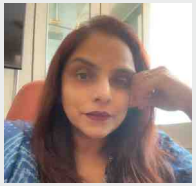


Anjum Rajabali
Film Script Writer
My life My Stories

Bharat Dabolar
Ad Guru and Actor
My life My Stories

Baljit Chaddha
Content Head, Alt Balaji
My life My Stories

Muthuram Natrajan
GM, Home Entertainment,
Wraner Bros, India
My life My Stories



Sonali Zaffar
Screen Writer & MD,
Full House Media
My life My Stories

Manish Tiwari
Music Content Specialist,
Youtube Music (Via Cognizant)
My life My Stories

Mayank Shekhar
Columnist, Broadcaster and
Entertainment Head, Midday
My life My Stories

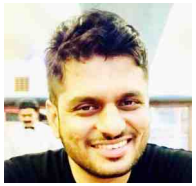
Dhruv Warrior
National Creative Director,
FoxyMoron (Zoo Media)
Creating Successful Marketing Campaign

Aarushi Sethi
Business Head, Pollen (Zoo Media)
Influencer Marketing

Mr. Mandar Sohoni
Associate Director, Noesis.Tech
Understanding UX-UI Design

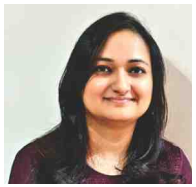
Akshay Gurnani
Co-Founder, CEO- Schbang
Digital, A peep in to the future

Charulata Ravikumar
MD, Accenture
Managing Organizational Stress



Karan Sethi
Sr. Account Director, LinkedIn
LinkedIn Hygiene Check

Mr. Siddharth Bhansali
Founder of Noesis.Tech
Understanding UX-UI Design



Aditi Anand
Head - Creative Strategy
Coca-Cola, India & South West Asia

ALUMNI IN THE SPOTLIGHT

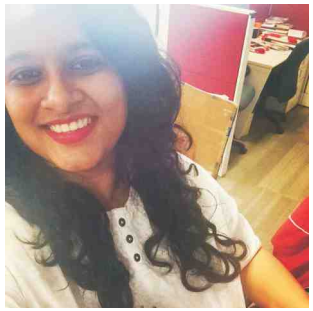
Abhishek Mukherjee
Creative Producer,
Endemol Shine India

Faraz Ansari
Writer, Producer, Director,
Futterwacken Films

Kanchan Mhatre
Creative Lead
Irada entertainment/Iraada Studioz

Ruchi Abbasi
Founder,
Elixer Media

Kumar Mane
Creative Director
DVIO

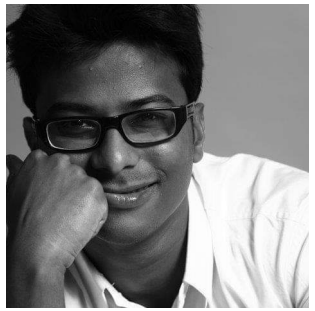


Ainee Nizami
Content Head,
Be Beautiful Worldwide Media

Sumit Kumar
CEO,
Market Chanakya

Manali Sanghvi
Account Director,
Holmes & Marchant

Serena Menon
India Lead, Photo & AV Studio
Netflix



Pratham Jadhav
Senior Correspondent
Zee Entertainment and
Radio Jockey, FM Rainbow (AIR)

Delzeen Mistry
Founder,
Hormaz Marketing &
Brand Consultancy

Kushal Srivastava
Founder and Film Maker,
MAK Productions and the
Flying Dreams Ent. Pvt. Ltd.

Mayur Sakhare
Independent Playback Singer
Films: Bajirao Mastani, Allah Hoo Allah
and Lamberghini

Pep Figueiredo
Head - Content Business,
Council Member,
Managing Partner,
Jury Member - GLG

Juhi Bhatt
Artist,
Web Series - Tumse Na Ho Paeega
ErosNow

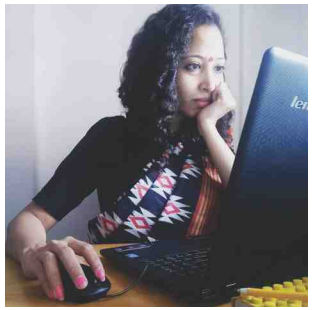
ALUMNI SPEAK

MET IMM opened multiple doors of opportunity for me. It has given me a lot of things to add to my skill set making me a thorough professional at whatever I choose to do in my worklife

Jughal Tejwani, Strategy & Allainced Manager - Kailasa Entertainment Pvt Ltd

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

Prakash Chaudhary, Brand Alliances - T Series



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 me the direction to pursue marketing as a career. Whatever I have achieved so far is only because of the support extended by this institute

Chetan Dubey, Sr. Brand Manager, Marketing Manager, The Himalaya Wellness Company

The entire practical approach to teaching at MET IMM, helped me hit the ground running as soon as I set foot in the Industry. The mentors were superb and the entire management has been supremely supportive

Anish Raul, Creative Producer, The New School

The ADMM 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)

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 ADMM programme

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

LIFE AT MET IMM

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

Renowned Script Writer & Lyricist, Javed Akhtar inaugurating METamorphosis.

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

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

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

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

Anu Malik at METamorphosis, the MET IMM event.

Ms. Poornima Suryawanshi, Trainer, Google News Initiative to conduct a Fake News Verification Workshop for the ADMM students.

LIFE AT MET IMM

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

Prolific Indian Screen Actor, Manoj Joshi at METamorphosis.

Graduating batch at the recently held MET Annual Convocation Ceremony.

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.

MET IMM students at the Cinematography and Lighting Workshop conducted by the noted Cinematographer, A. S Kanal.

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

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

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

LIFE AT MET IMM

MET Institute of Mass Media organized a two day long - Cinematography and Lighting Workshop for the ADMM Entertainment Students, The Workshop was conducted by the noted Cinematographer, A. S Kanal. The students received a practical training on the technical segment of story-telling utilities and its essence in audio visual media.

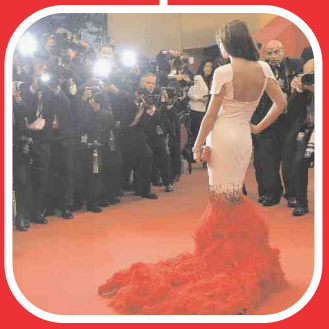
MET Institute of Mass Media welcomed the famous India Actor and Celebrity Karan Kundrra as part of the Hindustan Times (HT City) Teachers' Day Special. A 'Town Hall - Interview' was hosted by MET IMM Alumni Vinay R Mishra, Entertainment & Lifestyle Reporter, HT City that also opened an interaction of Mr. Karan with the current ADMM students. Mr. Kundrra had an insightful conversation with students taking them through his journey. The students thoroughly enjoyed the memorable learning experience.

As a part of the Alumni Interaction Series Ms. Veronica Jose, Partner Solution Manager - Entertainment at Facebook was invited for a candid chat with mass media students. Ms. Jose is skilled in Online Marketing & Alliances, Content Acquisition, Strategic Partnerships, Managing and Creating IPs, Marketing Strategy and Event Management. The students were benefited with this knowledge sharing interaction.

CAREER OPPORTUNITIES

Broadcast Journalism (TV/Online/Radio)

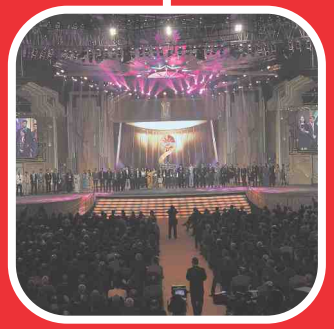
Media



Public Relations & Talent Management

Audio - Visual (Television/Films/OTT)

Print Journalism



Events

Advertising

Digital & Social Media

MET CAMPUS TO CORPORATE PROGRAMME

MET - Campus To Corporate Programme spans over two modules across 12 months within the academic journey of an ADMM 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: • Communication of Clothes • The Art of Meaningful Conversations • Business Dining Etiquettes • Self-Management Skills • Leadership Communication • Image Management • The Learning Curve Assessment • Advanced Slides and Spread sheets in the list

Module II: • Creating Impactful CV's • LinkedIn profile optimization • Creating Business Plans • Group Discussion & Debate Downloads • Interview Skills • Networking Skills and Managing Business Associations • The Learning Curve Assessment

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

INDUSTRY FACULTY

Aditya Chakravarthi
Sr. Director - Marketing,
HighRadius Technologies

Priyanka Shetty
Co-Founder, Prominent
Communications Partners

Ruta Patel
Senior Vice President,
FCB Interface

Pankaj Solanki
Line Producer
GOODCO

Vandana Sharma
Sr. Marketing Manager
Viacom 18 Media Pvt. Ltd.

Atul Mandale
Director
Maadhyam Rural Initiatives

Reena Dave
Associate Vice President
Worldwide Media Pvt Ltd.
(Times of India Group)

Kailash Talegaonkar
Special Info-Graphic Designer
Times of India

Praveen Mani
Chief Facilitator
Professional Metamorphosis

Abhinav Vaidya
Screen Writer
Freelancer

Richa Singh
Digital Marketing Manager
Tata Consultancy Services

Yusuf Shaikh
Business Head,
Percept Picture Company

Student Profiles
Advertising

Annette Samuel Godugu
22, B.M.M (Advertising)

Certificate Courses
- Inbound Marketing and Social Media Marketing - HubSpot Academy
- The Fundamentals of Digital Marketing - Google Digital Unlocked

Projects
- Revamped Durex's communication strategy
- Revamped Nestea's products and marketing plans based on Design Thinking.
- Drafted and conducted an online research simulation on Parle G vs Milk Bikis.
- Moderated a research simulation for Hershey's

Skills
- Campaign Ideation and Execution
- Leadership
- Communication
- Design Thinking

Work Experience
- Summer Trainee at 22Feet Worldwide(Omnicom Group) for 3 months
- Social Media Manager at Protrainy for 3 months
- Content and Copywriter at Site Genius for 3 months
- Business Development Intern at Chakravyu Performing Arts for 4 months
- Freelance Content Writer

Technical
- Editing software: Adobe Premiere Pro
- Designing software: Adobe Photoshop, Adobe Illustrator and Canva
- Sound editing: Audacity

Claim to Fame
- Sophia College Platinum Jubilee Prize for Excellence in Academics and Leadership
- Best Moderator as part of Online Media Research Simulation at MET- Insitute of Mass Media - 2021
- Best Team Project as part of Integrated Brand Management at MET- Insitute of Mass Media - 2022

Asim Khan
22, B.J.M.C (Bachelor of Journalism and Communication)

Certificate Courses
- Inbound and Social Media Marketing - Hubspot Academy
- The Fundamentals of Digital Marketing - Google Digital Unlocked

Projects
- Recreated Durex promotional strategy including market research and survey
- Prepared market research questionnaires for Gooday biscuit
- Advertising Research on instant coffee and came up with a new product of coffee
- Created a PR Campaign for a college fest (METUtsav)
- Edited a 35 sec promo for a movie

Skills
- Creative Thinking
- Elegant listener
- Communication Skills
- Management

Work Experience
- Client Servicing Intern at Autumwinter communication and Design for 3 months

Technical
- Editing software: Adobe Premiere Pro
- Designing software: Adobe Photoshop, Adobe Illustrator and Canva

Atif Khan
22, B.M.M. (Advertising

Certificate Courses
• The Fundamental of Digital Marketing-Google Digital Unlocked
• Inbound Marketing -HubSpot Academy
• Content Marketing -Google Certificate

Projects
• Created research on 'Durex'
• Created a PR strategy for MET Utsav 2021 and Crisis Management for Hyundai Motors
• Created a Qualitative and Quantitative research on ' Eclairs'
• Made a new product Category for "Dettol - Sanitary Napkins"
• Created a Print Ad for" BATA" as a college project

Skills
• Creative Strategy
• Planning
• Creative thinking

Work Experience
• Client Servicing at Insync Marketing and Event Solutions for 3 months

Technical
• Editing software: Adobe Premiere Pro
• Designing software: Adobe Photoshop, Adobe Illustrator and Canva

Avinash Ashok Gupta
23, B.M.M. (Advertising)

Certificate Courses
• Inbound Marketing and Social Media Marketing - HubSpot Academy
• The Fundamentals of Digital Marketing - Google Digital Unlocked
• Maharashtra State Certificate in Information Technology

Projects
• Revamped Nestea's products & marketing plans.
• Created a new service for MAC Cosmetics (MACover).
• Created content calendar for the brand 'Kama Ayurveda'.
• Conducted a Media Research on - 'Balaji Wafers' (Discussion Guide, Qualitative & Quantitative Questionnaire).
• Advertising Research on the Instant Coffee category in India & ideated marketing strategies for a new brand.

Skills
• Ideation
• Marketing
• Communication Skills

Work Experience
Social Media Intern at Tech4Billion Media Private Limited (Chingari App) for 3months

Technical
• Designing Software: Canva, Adobe Photoshop and Adobe Illustrator.
• Editing Software: After Effects (Basic), Mobile editing apps.

Hrishikesh Ghanekar
23, B.M.M (Advertising)

Certificate Courses
• Inbound and Social Media Marketing - Hubspot Academy
• The Fundamentals of Digital Marketing - Google Digital Unlocked
• SWOT Analysis - Management Study Guide

Projects
• Revamped Durex's communication strategy
• Revamped Nestea's products and marketing plans based on Design Thinking.
• Created a new product for Netflix (Gaming Platform)
• Made Social Media creatifves and adv. film for DR. RASHEL.
• Created new brand and marketing strategy for Oneplus brand

Skills
• Leadership
• Communication
• Creative Strategy
• Research and development

Work Experience
• Intern at Insync Marketing and Event Solutions 2 months

Technical
• Editing software: Adobe Premier Pro, Adobe Illustrator, Photoshop, Canva Pro,
• Sound editing: Celtx, Camtasia, Sony vegas proand Audacity,

Claim to Fame
• Interviewed Mumbai Indians team during IPL.

Advertising

Karan Vora
25, B.M.M (Advertising)

Certificate Courses
- Inbound Marketing and Social Media Marketing - HubSpot Academy
- The Fundamentals of Digital Marketing - Google Digital Unlocked
- Indian Institute of Digital Education - Digital Marketing Certificate
- Trinity College of Music Certificate - Grade 1

Projects
- Strategised & Revamped Durex's communication strategy
- Created an online and offline campaign for Dr. Rashel launching their products in India
- Advertising research and campign on an Edutech platform and creating a new brand
- PR and Crisis Management for Hyundai Motors regarding to a tweet

Skills
- Leadership
- Creative writing
- Strategizing
- Team Management

Work Experience
- Creative and Production Team at Koffee With Karan S07 for 3 months
- Creative Head at Koffee With Karan S06 for 6 months
- Associate Producer at Cricket Diaries for 3 months
- Creative Team at Koffee With Karan S05 for 9 months
- Publishing & Interactivity Team at Viacom 18 for 18 months

Technical
- Editing software: Adobe Premiere Pro
- Designing software: Canva
- Sound editing: Audacity

Kartik Chhabria
22, B. Com

Certificate Courses
- Inbound and Social Media Marketing - HubSpot Academy
- The Fundamentals of Digital Marketing - Google Digital Unlocked
- Udemy-Complete Digital Marketing Guide

Projects
- Recreated Durex promotional strategy including market research and survey
- Researched on 'Nestea' Iced tea for Design Thinking
- Researched on 3 Facewash brands for advertising research and created a new Brand (PURE).
- Created a music concert called 'DOMAIN' with a cause related to Earth day, enviroment & pollution.
- Created a social media creative campaign for a skin care brand (Dr. Rashel)

Skills
- Leadership
- Creative writing
- Communication
- Managment

Work Experience
- Digital marketing intern at Tech Bay Leaf for 3 months
- Client management intern at Bawbaw animation 2 months

Technical
Editing software: Adobe Premiere Pro (Basic)
Designing software: Adobe Photoshop (Basic) & Canva
MS Office (Word, Powerpoint, Excel)

Keith Baptista
25, B.Com

Certificate Courses
- Inbound Marketing and Social Media Strategy - HubSpot Academy
- The Fundamentals of Digital Marketing - Google Digital unlocked
- Introduction to Digital Journalism - Reuters

Projects
- Reconstructed 'Nestea's products and marketing plan.
- Qualitative and Quantitative Research Report on 'Nestle Milo' and 'Cadbury Bournvita'.
- Research Simulation as a Moderator for 'Netflix'.
- Case-Study on 'Starbucks: Selling an Experience'.
- Created a new product line for 'Dettol'.
- Advertising Research on the Instant Coffee category in India & ideated marketing strategies for a new brand.

Skills
- Client Servicing
- Strategizing and Planning
- Market Research & Understanding Consumer Behaviour
- Self-motivated individual with a keen eye for detail
- Team player with the ability to lead

Work Experience
- Account Management Intern (Mainline Advertising) at TBWA\India for 3 months
- Client Servicing & Social Media Executive at DigiOsmosis LLP for 8 months
- Social Media Co-ordinator at Cafe Orange Boom for 4 months
- Marketing Intern for Mobikwik at Awign for 1 month
- Freelance Photographer & Social Media Manager

Technical
- MS Office
- Designing software: Adobe Photoshop and Canva
- Editing software: Adobe Premiere Pro

Lambodar Badram Kasireddy
21, B.M.M (Advertising)

Certificate Courses
• Inbound and Social Media Marketing - HubSpot Academy
• The Fundamentals of Digital Marketing - Google Digital Unlocked

Projects
• Strategized a brand awareness campaign for 'Durex'.
• Media research on Bajaj Almond Oil (Qualitative and Quantitative)
• Drafted a brand story campaign for a skincare brand - Dr. Rashel
• Research on Ed-Tech Platforms (BYJU's, Vedantu, Unacademy) and developed a plan for new e-learning app(Curio)

Skills
• Leadership
• Multi-Tasking
• Planning
• Communication Skills

Work Experience
• Production Intern at Endemol Shine India for 3 months
• Freelance DTP and event manager in corporate and wedding events
• Research Intern and Executive at 'Proteen' - 9 months

Technical
• Editing software: Adobe Premiere Pro, Filmora, Inshot
• Designing software: Adobe Photoshop, Adobe Illustrator, CorelDraw and Canva
• Sound editing: Audacity, Audition

Manasi Malandkar
21, B.M.M(Advertising)

Certificate Courses
• Inbound Marketing and Social Media Marketing - HubSpot Academy
• The Fundamentals of Digital Marketing - Google Digital Unlocked

Projects
• Revamped Durex products and marketing plan.
• Conducted and drafted a Qualitative and Quantitative research report on Parle Marie and Britannia Marie.
• Moderated a research simulation for Bottega Veneta.
• Created a new product (Netmeals) for Netflix.

Skills
• Leadership & Management
• Communication
• Research and Development
• Design Thinking

Work Experience
• Summer Trainee at Parag Milk Foods (Social Media Intern) - 3months
• Freelance writer
• Content Moderator at Zee5 & Magnify - 3months
• Research & Development Intern at ProTeen - 3months
• Research Intern & Content writer at Pioneet Management Consultancy Pvt. Ltd. for 1 month

Technical
• Designing software: Adobe Photoshop, Adobe Illustrator and Canva
• Sound editing: Audacity

Claim to Fame
• Received Best Intern Award at Pioneer Management Consultancy Pvt. Ltd - 2020

Mubin Shaikh
22, B.M.M(Advertising)

Certificate Courses
• Inbound and Social Media Marketing - Hubspot Academy
• The Fundamentals of Digital Marketing - Google Digital Unlocked

Projects
• Created Creative post for 'Durex'
• Press release for 'Little Things-Season Finale'.
• Advertising Research Project on Tropicana Slice Drink Companies.
• PR campaign on Hyundai India's Crisis Management.
• Market Research on Lays chips (Qualitative & Quantitative Questionnaire)

Skills
• Leadership
• Communication
• Management
• Research and Development

Work Experience
• Client Servicing Intern at TBWA India for 3 months
• Marketing Executive at Hyundai India for 12 months

Technical
• Editing software: Adobe Premiere Pro
• Designing software: Adobe Photoshop, Adobe Illustrator and Canva
• Sound editing: Audacity

Nakshatra Rao
21, B.M.M (Advertising)

Certificate Courses
• Inbound and Social Media Marketing - HubSpot Academy
• The Fundamentals of Digital Marketing - Google Digital Unlocked

Projects
•Strategized a brand awareness campaign for 'Durex'.
•PR and crisis management Project of MET Utsav 2021 - Hybrid Model.
•Research on the Men's Facewash category in India & Ideated promotional strategies for a new brand.
•Devised a brand story campaign for a niche skincare brand - Dr. Rashel
•Revamping social media content and a creative strategy for 'Bombay Shaving Company' for better engagement.

Skills
• Creative Strategy
• Marketing
• Campaign Execution

Work Experience
• Digital Marketing Intern at Sony Pictures Entertaiment India for 3 Months
• Intern at Commversion for 3 Months
• Conten Writing Intern at Scribblers for 3 Months
• Creative Intern at SOL Productions for 3 Months

Technical
• Editing software: Adobe Premiere Pro (Basic)
• Designing software: Adobe Photoshop, Adobe Illustrator & Canva
• MS Office (Word, Powerpoint, Excel)

Poorna Dilip Jadhav
21, B.M.M(Advertising)

Certificate Courses
• Inbound and Social Media Marketing - HubSpot Academy
• The Fundamentals of Digital Marketing - Google Digital Unlocked

Projects
•Revamped Nestea's products and the Designing.
•Conducted and drafted a Qualitative and Quantitative research report on Johnson's Baby Powder and Himalaya Baby Powder.
•Managed a PR Crisis Management for MET 2021.
•Created a new product for Netflix (NetMeals).
•Created a Press Release for Little Things Season Finale.
•Created Social Media creative and film for DR. RASHEL.

Skills
• Communication Skills
• Management
• Research and Development

Work Experience
• Social Media Marketing Intern at Parag Milk Foods ltd for 3 months

Technical
• Editing software: Adobe Premier Pro, Adobe Illustrator and Adobe Photoshop

Claim to Fame
• Certified for Volunteering in MET Utsav- 2021.

Priyank Desai
24, B.M.M(Advertising)

Certificate Courses
• Inbound and Social Media Marketing -Hubspot Academy
• The Fundamentals of Digital Marketing - Google Digital Unlocked

Projects
• Revamped Durex's communication strategy
• Revamped Nestea's products and marketing plans based on Design Thinking.
• Strategized social media creatives and campaign for a niche skincare brand - Dr. Rashel
• Created a new product for Nike (Protein Bar)

Skills
• Fluent Communication
• Campaign planning and designing
• Creative Writing
• Leadership and team building

Work Experience
• Summer Intern at 82.5 Communications. (Ogilvy) for 3 months
• Intern at Campbell Shipping Pvt. ltd. for 3 months
• Information Retrieval Officer at Just Dial ltd. for 41 months

Technical
• Editing Software: Adobe Premiere Pro and VN
• Presentation software: Google Slides and Google forms
• Design Software : Canva
• Writing: Celtx (Scriptwrting/Screenplay)

Claim to Fame
• Received Best Disciplined Employee award, Star Performer for the Month and The Best Performer(letter) at Just Dial Ltd. 2017

Ria Ashok Oza

22, B.M.M. (Advertising)

Certificate Courses

• The Fundamentals of Digital Marketing - Google Digital Unlocked
• Inbound Marketing - HubSpot Academy
• Advertising and Marketing Workshop -My Captain
• Advertising and Society - Coursera

Projects

• Created a Marketing Campaign and User Personas for 'Durex'.
• Conducted and Drafted a Qualitative and Quantitative research on the OnePlus and 'Apple iPhone'.
• Created a new product line (Home Décor) for 'MAC cosmetics'.
• Created a logo and assisted in the social media for a personal and corporate gifting startup.

Skills

• Ideation
• Good Communicator

Work Experience

• Account Management Intern at TBWA\ India for 3 months.
• Creative Intern at The Content Team for Indian Idol Season 11 for 2 months
• Intern at Webeneur 1 month.

Technical

• Editing software: Adobe Premiere Pro
• Designing software: Adobe Photoshop, Adobe Illustrator and Canva

Ria Rajesh Mhatre

23, B.M.M. (Advertising)

Certificate Courses

• The Fundamentals of Digital Marketing - Google Digital Unlocked
• Social Media and Inbound Marketing Certified - HubSpot Academy
• Developing Soft Skills & Personality - NPTEL

Projects

• Creating & Marketing a new Product under the brand 'Nike'
• Revamping and Creating content for 'Bombay Shaving Company' on Instagram
• Integrated Brand Management Final Project for the brand 'Durex' - Evaluated as the 'Best Team Work'

Skills

• Social Media & Client Servicing
• Marketing, Strategy & Ideation
• Resourceful team player with a Leadership Mindset
• Entrepreneurial Drive

Work Experience

• Client Servicing Intern at Ogilvy for 3 Months
• Social Media Executive intern at Entropy Digital for 3 Months
• Social Media Intern at Entropy Digital for 2 Months
• Intern at R K Swamy BBDO for 1 Month

Technical

• Editing Software: PowerDirector (Basic)
• Designing Softwares: Canva, Adobe Photoshop (Basic)
• Sound Editing: Audacity (Basic)
• Computer Skills: Microsoft Word, Microsoft PowerPoint, Microsoft Excel, Google Slides

Claim to Fame

• Distinction in Trinity School of Music - Grade 1 Theory of Music - 2013
• 1st runner up at Mithibai College - Intercollegiate Fest (Band Event) - 2018
• 'Best Moderator' for a Media Research Simulation at MET Institute of Mass Media -2021
• Best Team Project as part of Integrated Brand Management at MET- Insitute of Mass Media -2022

Sachit Brahmbhatt
23, B.M.M. (Advertising)

Certificate Courses
- Reuters Digital Journalism
- Inbound Marketing and Social Media Marketing - HubSpot Academy
- The Fundamentals of Digital Marketing - Google Digital unlocked

Projects
- Recreated Durex promotional strategy including market research and survey
- Researched on 'Nestea' Iced tea for Design Thinking
- Prepared market research questionnaires for Dominos and Pizza Hut
- Created a unique concept called 'NETMEALS' by Netflix
- Researched on 3 Facewash brands for advertising research and created a new Brand (PURE).

Skills
- Creative writing
- Ideation
- Cross-functional
- Management

Work Experience
- Creative team member for the Reality show 'Koffee with Karan' season 7 for 3 months
- Online Reputation Management at Sun-Strategic for 1 month

Technical
- Editing Software: Adobe Premiere Pro and VN
- Computer Skills: Microsoft Powerpoint, Microsoft Word, Google Slides and Google forms
- Design Software: Canva
- Writing: Celtx (Scriptwrting/Screenplay)

Sanskriti Sarkar
22, B.J.M.C (Bachelor of Journalism and Mass Communication)
Certificate Courses
- Inbound and Social Media Marketing - HubSpot Academy
- The Fundamentals of Digital Marketing - Google Digital Unlocked

Projects
- Strategized 'Durex' brand awareness campaign.
- Strategized social media creatives & campaign for a niche skincare brand - Dr. Rashel
- Created a social media calendar for 'Bombay Shaving Company' for improved engagement.
- Developed a Crisis Management plan for 'Hyundai Motors' - Twitter controversy.
- Created an extention for the brand Netflix as 'netmeal'.

Skills
- Communication
- Adaptability

Work Experience
- Celebrity Management at AA Films for 3 months
- Social Media Freelancer at SUGAR cosmetics for 1 month
- Intern at Papar Planes Media for 3 months
- Social Media and Marketing intern at APCA for 3 months
- Social Media freelancer at Lakme Fashion Week - Project Based
- Content writer and social media intern at Extreme Sports India for 3 months
- Marketing intern at Amity University for 2 months
- Content Writer and live show host at Radio Mirchi for 3 Months

Technical
- Editing software: Adobe Premiere Pro (Basic)
- Designing software: Adobe Photoshop(Basic) & Canva
- MS Office (Word, Powerpoint, Excel)

Claim to Fame
- Awarded best intern at Academy of Pastry and culinarily Arts(Pan Asia) - 2021
- Best Team Project as part of Integrated Brand Management at MET- Insitute of Mass Media - 2022
- Ranked National Level Table Tennis player -2017

Sejal Sanjay Wadkar
24, B.M.S (Marketing)

Certificate Courses
• Advanced Digital Marketing Course - IIEDM

Projects
• Created a Social Media Strategy for Durex.
• Created a new product line (Personal Hygiene) for Dettol.
• Market Research on Lays chips (Qualitative & Quantitative Questionnaire)
• Created Creative post for 'Durex'

Skills
• Written & Verbal Communication
• Execution.

Work Experience
• Client Servicing Intern at Ogilvy for 3 months.
• Freelance Content writer at Meddco for 2 months.
• PR Executive at Indus Communications for 3 months.

Technical
• Editing software: Adobe Premiere Pro (Basic)
• Designing software: Canva
• Sound editing: Audacity

Shreyas Kiran Joshi
24, B. Com (Mass Com)

Certificate Courses
• Inbound and Social Media Marketing - Hubspot Academy
• The Fundamentals of Digital Marketing - Google Digital Unlocked
• Diploma in Cyber law and Cyber security - ASCL

Projects
• Revamped Durex's communication strategy
• Revamped Nestea's products and marketing plans based on Design Thinking.
• Evaluated as the 'Best Moderator' for a Media Research Simulation (at MET) for the brand 'Micromax Mobiles.
• Created a new product for Netflix (Gaming Platform)
• Creating a PR Campaign, Event Flow & Ideas, Crisis Strategy for MET Utsav (Assignment)

Skills
• Creative Strategy
• Copywriting
• Campaign Execution
• Team worker-adaptive

Work Experience
• Summer Trainee at 82.5 Communications. (Ogilvy) for 3 months
• Business Analyst at Sushma Technology pvt ltd.(IT firm)
• Marketing Executive at STPL.
• Legal intern at Flagship Biotech International.

Technical
• Editing software: Adobe Premiere Pro
• Designing software: Adobe Photoshop, Illustrator and Canva
• Sound editing: Audacity

Claim to Fame
• Best Moderator as part of Online Media Research Simulation at MET- Insitute of Mass Media -2021

Vinay Shantilal Nirmal
23, B.M.M(Advertising)

Certificate Courses
• Inbound and Social Media Marketing - HubSpot Academy
• The Fundamentals of Digital Marketing - Google Digital Unlocked

Projects
• Developed a PR strategy and did crisis management for Hyundai India
• Edited 26 sec Promo/teaser for "Commando" movie
• Conducted and drafted a Qualitative and Quantitative research report on Parle Kaccha Mango Bite and PassPass Pulse
• Created nine minute video content which was spoof of movie"Rab Ne Bana Di Jodi"
• Recreated Durex promotional strategy including market re-search and survey

Skills
• Creative thinking
• Elegant listener
• Keen observer
• Communication Skills

Work Experience
• Account Management Intern at TBWA\ India for 3 months
• Intern at Archi Fashion for 3 months

Technical
• Editing software: Adobe Premiere Pro, Kinemaster
• Designing software: Adobe Photoshop, Pics art and Canva
• Sound editing: Audacity
• Computer Skills: Microsoft Powerpoint, Microsoft Word, Google Slides and Google forms
• Writing: Celtx (Scriptwrting/Screenplay)

Student Profiles
Entertainment

Entertainment

Ayush Shukla
23, B. Com
Certificate Courses
• Inbound Marketing - Hubspot Academy
• The Fundamentals of Digital Marketing - Google Digital Unlocked
• Digital Journalism - Reuters
Projects
• Ideated & scripted short films 'I Saw Her', 'The last Audition'
• Written & Scripted 'dhuha hi dhuha' & 'Gulabi khidki', 'Ek Raat', '4 piece'
• Created a 'Radio spot ad' on milk
• Directed one short film 'The Last Audition'
• Created a Marketing Campaign and User Person's for Durex
Skills
• Scripting
• Content Creation
• Ideation & Execution
Work Experience
• Community Intern at Tech4billion (Chingari App) for 3 months
Technical
• Sound Editing: Audacity
• Desiging Software: Canva
• Editing Software: Kinemaster(Basic)

Harihar Muni
22, B.M.M (Journalism)
Certificate Courses
• Inbound Marketing - Hubspot Academy
• The Fundamentals of Digital Marketing - Google Digital Unlocked
Projects
• Scripted and Directed a Short film titled - N95
• Researched and Re-designed for the Durex Condom brand campaign.
• Scripted and Edited for Radio in bi-lingual languages (Hindi and Odia) for a Papad brand i.e Chandrika Papad
• Scripted and Edited a two-minute short film (The Final Audition)
Skills
• Writing/Scripting
• Content Creation
• Editing
• Social Media Marketing
Work Experience
• Content Ideation intern at White Turtle Studios for 3 months
• Assistant to the Director for a TV show at Keylight Productions for 1 month
• Intern for Participants certificate at Frapp for 1 day
Technical
• Editing software: Adobe Premier Pro, Cinema 4D and After Effects
• Design software: Indesign,Quarexpress, Adobe Photoshop and Canva
• Sound Editing software: Audacity

Harshita Sheruwa
22, B. com
Certificate Courses
• Inbound Marketing - Hubspot Academy
• The Fundamentals of Digital Marketing - Google Digital Unlocked
Projects
• Redesigning Durex Brand for a Campaign
• Developed a Crisis Management Plan for 'Hyundai Motors' – recent twitter controversy
• Designed social media content for 'Bombay Shaving Company' for better social engagement
• Creating and marketing a new product under the brand 'Stayfree'
• Written and directed a short film 'Sajeesh'
Skills
• Marketing
• Social Media
• Research
• Ideation & Execution
Work Experience
• Content Solution Intern in Zee Entertainment Enterprise for 3 months
Technical
• Editing software: Inshot and Adobe Photoshop
• MS Office
• Designing software: Canva
Claim to Fame
• Best Moderator as part of Online Media Research Simulation at MET- Insitute of Mass Media -2021

Nishita Sanjay Sharma
22, B. Com (Advertising and Management)

Certificate Courses
- Inbound and Content Marketing- Hubspot Academy
- The Fundamentals of Digital Marketing - Google Digital Unlocked
- Digital Journalism - Reuters
- Elementary Entrepreneurship Course - Wadhwani Foundation
- Advanced Google Analytics- LinkedIn
- Writing Marketing Plan- LinkedIn

Projects
- Revamped Durex Brand for a design thinking project
- Created Market Campaign and User Persona for Durex under Brand Management Final Project
- Production Head for guided shoot The Final Audition
- Written & Recorded a Radio Ad on biodegradable sanitary napkins in 3 languages
- Written and Directed Short films, 'No Refund', 'Suicide', 'Fish Fetish' & 'The one with the birthday'

Skills
- Production
- Talent Management
- Content Creation
- Leadership

Work Experience
- Business Development Intern at Bling! Entertainment for 3 months
- Assistant Supervision at CityFurnish for 1 Month
- Entertainment Journalist Intern at Laughing Colors for 3 Months
- Web Journalist Intern at Business Upturn for 3 months
- Human Resource Intern at Aashman Foundation for 4 months

Technical
- Editing Software: Adobe Premiere Pro(Basics)and Inshots.
- Sound Editing: Audacity.
- Designing Software: Adobe Photoshop (Basic), Canva, Photogrid, Snapseed & Picsart.
- Presentation software: Google slides

Claim to Fame
- Awarded with Gold and Bronze medal in Taekwondo tournament -2015
- Awarded for presentation as best paper presenter on Sindhi Language by Jai Hind College - 2020

Pavan Gunduka
22, B.M.M (Advertising)

Certificate Courses
- Digital Marketing- Udemy
- The Fundamentals of Digital Marketing- Google Digital Unlocked

Projects
- Media research on Mountain Dew (Qualitative and Quantitative)
- Written a Short script- The Blind Date
- Cinematographer for Short film- The Last Audition
- Made PR strategy for MET Utsav Fest

Skills
- Production
- Filmmaking
- Content Creation

Work Experience
- Community intern at Tech4billion (Chingari App) for 3 months
- Content moderation at Toch.ai for 3 months

Technical
- Editing software: Adobe Premier pro (Basic)
- Desiging Software: Canva, Adobe Photoshop (Basic)
- Camera Handling: Canon 700D

Prem Khese
22, B.M. M (Advertising)

Certificate Courses
- Digital Marketing- Udemy
- The Fundamentals of Digital Marketing - Google Digital Unlocked

Projects
- Revamped Nestea's products and marketing plan
- Conducted and drafted a Qualitative and Quantitative research report on Parle G and Milk Bikis.
- Moderated a research simulation for Hershey's.
- Created a new product (protein bar) for Nike.

Skills
- Production
- Direction

Work Experience
- Marketing Intern at Tech4billion (Chingari App) for 3 months

Technical
Editing: Inshot, Adobe Premier pro (Basic)
Designing Software: Canva and Adobe Express

Ritu Karle
23, B.A.F.T.N.M.P (Bachelor of Art in Films, Television and News Media Production

Certificate Courses
- Inbound Marketing - HubSpot Academy
- The Fundamentals of Digital Marketing - Google Digital Unlocked
- Digital Journalism - Reuters
- Speaking Confidently and Effectively- LinkedIn
- Writing a Marketing Plan- LinkedIn
- Leadership Mindsets and Screenwriting- LinkedIn

Projects
- Created Market Campaign and User Person's for Durex
- Conducted a detailed Qualitative and Quantitative Research on 'BarOne'
- Designed social media content for 'Bombay Shaving Company' for better social engagement
- Conducted and drafted research report on' Netflix' 'Amazon Prime' and 'Hotstar'
- Creating and marketing a new product under the brand 'Stayfree'

Skills
- Marketing
- Production
- Creatives
- Content Creation

Work Experience
- Creative Intern at Iradaa Entertainmnet for 3 months
- Videography and editing for online teaching - Ursa Minor for 3 months

Technical
- Editing software: Adobe Premier pro (basic) and Inshot
- Desiging Software: Canva, Adobe Photoshop and Picsart
- Sound Editing: Audacity
- Camera Handling: Canon 1500D and Nikon 700D

Rohit Shigam
22, B.M.M (Advertising)

Certificate Courses
- Inbound Marketing - Hubspot Academy
- The Fundamentals of Digital Marketing - Google Digital Unlocked
- Digital Journalism - Reuters
- SWOT Analysis - Management Study Guide
- Screenwriting - LinkedIN

Projects
- Ideated & scripted 'Kavita's birthday', 'Sonu Aur Munni Ki Toh Nikal Padi' & 'Amol Desai'
- Edited short films 'After the Funeral' & 'I Saw Her'
- Prepared the production budget for the short film 'Sakshi Ghar Pe Hai?'
- Ideated and created a youth-oriented celebrity lifestyle television channel 'Glamour TV' and prepared its FPC
- Re-created a teaser of the movie 'Kurup'

Skills
- Film Production
- Film Marketing
- Film Distribution

Work Experience
- Production Intern at Balaji Telefilms - Naagin 6 for 3 months
- Assistant Director Intern at Fireworks Productions for 1 month
- Graphic Designer at V3Designs for 1 month
- Production Co-ordination Intern at Essel Vision Productions for 2 months

Technical
- Video Editing : Adobe Premiere Pro and DaVinci Resolve
- Sound Editing : Adobe Audition and Audacity
- Designing Software: Adobe Photoshop and Illustrator
- Camera Handling: Canon 500D, Nikon 700D, Sony DSC-HX1 and Alpha A6000

Ruchi Chiranjeev Negi
24, B.M.M (Journalism)

Certificate Courses
- Customer Service: Managing Customer Expectations - LinkedIn
- Leadership Mindsets- LinkedIn
- The Fundamentals of Digital Marketing - Google Digital Unlocked
- Social Media and Inbound Marketing -HubSpot Academy

Projects
- Created a Marketing Campaign and User Person's for Durex
- Conducted and drafted a Qualitative and Quantitative research report on Lakme and Maybelline
- Created a new product (BEEFREE) for STAYFREE
- P.R campagin for Hyundai Motors on PakistanHyundai statements

Skills
- Leadership
- Communication
- Design Thinking

Work Experience
- PR Intern in R.K Swammy BBDO for 3 months
- Spoken English Trainer in Ezy English for 10 months
- Spoken English, IELTS Trainer / Counselor in Speakwell English Academy for 24 months "

Technical
- Editing software: Inshot and Adobe Photoshop
- Sound Editing: Audacity
- Designing software: Canva

Student Profiles
Digital Marketing

Jash Kiran Vora

23, B.B.A (Finance)

Certificate Courses

- Inbound Marketing and Social Media Marketing - HubSpot Academy
- The Fundamentals of Digital Marketing - Google Digital Unlocked
- Digital Marketing Course - NSDM India

Projects

- Detailed Analysis & Presentation of Social Media Marketing Strategy for 'Asian Paints'
- Created Content Calendar for 'Asian Paints' and 'Tata Coffee'
- Created a Marketing presentation on Brand 'Boat' wherein introduced shoe brand Adrenox' (2021)
- Created a hybrid PR campaign presentation – Met Utsav
- Wrote an SEO article on 'Nestle Gold Coffee'.

Skills

- Social Media ideation & Execution
- Content strategy
- Openness to feedback
- Team player

Work Experience

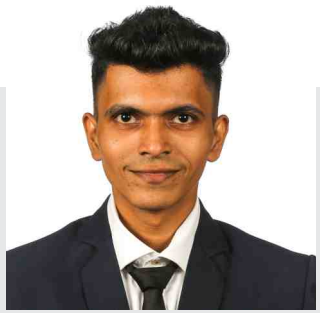
- Digital strategist Intern at 'Sony Pictures Network' for 3 months
- Campus Ambassador Intern at International Model United Nations for 2 months
- Inventory Anaylist at 'Lifestylestores' for 2 months

Technical

- Presentation software: Canva, MS - Office and Google slides
- Video editing: InShot, Adobe Premiere Pro
- Photo editing: Adobe Photoshop, Picsart, Corel draw
- Website designing: Wix and WordPress

Claim to Fame

- Best Performer for the 'Management week contest' at BHPE Society Ahmednagar college -2019
- 2nd Rank in Business Letter Competition held by ELTIS SYMBIOSIS, Pune 2019



Omkar Ashok Kolambkar

22, B.M.M (Advertising)

Certificate Courses

- The Fundamentals of Digital Marketing-Google Digital
- Inbound and Social Media Marketing- Hubspot Academy
- Social Media Management (Value Added Course)- Vidyalankar school of information technology

Projects

- Wrote SEO article on "How to get Adobe Premiere Pro full version for free."
- Created Twitter Moments on Memories#2021.
- Created Content calendar and social media content for Urban Company
- Made a Reel as a part of a Content calendar project for the brand Ferragamo.
- Social media content strategy for MET UTSAV 2021 as a part of PR assignment.

Skills

- Design skills
- Creative
- Social Media Strategy
- Content Creation

Work Experience

- Social Media intern at Capsmash Media Pvt. Ltd. for 3 months.
- Graphic Designer at Bhatakna Tours and Travel India Pvt. Ltd for 3 months

Technical

- Presentation Software: Powerpoint, Canva & Google Slides.
- Video Editing: Adobe Premiere Pro, Adobe After Effects(Basic), VN Video Editor, Kinemaster and Inshot.
- Photo Editing: Adobe Photoshop, Adobe Illustrator (Basic), Procreate (Basic) , Picsart.
- Wix

Raveena Ishwardas Rajwani

29, B.M.M (Advertising), Web Designing & Development - Keerti Computer Institute

Certificate Courses

- The Fundamentals of Digital Marketing-Google Digital
- Social Media and Inbound Marketing - Hubspot Academy

Projects

- Created Twitter Moments topic - Mahabaleshwar Hill Station
- Created Linked in Page, created content and have posted for the start-up company named Anokhi Jewel
- Created Content Calendar and Social Media content for Brand 'Haldiram' product 'Thandai'
- Detailed Analysis & Presentation of social media Marketing Strategy for 'Spotify'

Skills

- Team Leader with a growth mindset
- Good Communication Skills

Work Experience

- Social Media Intern at Capsmash Media Private limited for 3 months
- Client Servicing Executive/Media Co-ordinator a Riyo Newspaper Advertising for 5 years

Technical

- Presentation Software: Canva, and Google slides
- Photo Editing: Adobe Photoshop and Adobe Illustrator (Basics)
- Designing : Html 5, CSS 3 and Dreamweaver

Rishabh Kiran Naidu
22, B.M.M (Advertising)

Certificate Courses
• The Fundamentals of Digital Marketing - Google Digital Unlocked
• Inbound Marketing -HubSpot Academy

Projects
• Created and posted Instagram creatives for brand 'Nivea'.
• Analyzed social media marketing strategy on the brand 'Amul'
• Wrote a short SEO article on the brand 'Nivea'.
• Created Content Calendar for 'Nivea'
• Made a reel as a part of content calendar project.

Skills
• Team Player
• Good communication Skills
• Advertising & social media strategy

Work Experience
• Social Media Intern at Motley Advertising for 3 months

Technical
• Presentation software: Canva and Google slides
• Video editing: InShot and Kinemaster (Basic)
• Photo editing: Adobe Photoshop, Picsart, Adobe Illustrator (Basic)

Rohan Rajesh Yadav
24, BSc IT
Certificate Courses
• The Fundamentals of Digital Marketing-Google Digital
• HubSpot Academy- Inbound Marketing

Projects
• Created twitter moments on Cryptocurrency & NFT.
• Wrote a short SEO article on the brand 'Beardo'.
• Revamped Nestea's products and marketing plan
• Conducted and drafted a Qualitative and Quantitative research report on 'Khadim'.
• Created a new product (Netmeals) for 'Netflix'

Skills
• Communication skills
• Creative
• Research
• Design Thinking

Work Experience
• Digital Marketing Intern at Arcon TechSolution Pvt. ltd. for 3 months
• Associate Researcher at Datamatics Business Solutions ltd. for 33 months
• Digital Marketing Intern at SilverLabs India Pvt. ltd. for 1 month
• Voice-Over Artist at togetU Mediatech India Pvt ltd for 3 months

Technical
• Presentation Software: Canva, Powerpoint, Google Slides.
• Video editing: Inshot, Kinemaster, VN,Filmora.
• Photo Editing: Photoshop (basic), Pixlr.
• Designing - HTML5, Android studio (basic) .
• Database: SQL, Firebase and Advance Excel.

Claim to Fame
• Winner of Datamatics Got Talent 2020 organized by Datamatics Business Solutions ltd • National Winner for College Idol 2020 organized by National Institute Of Event Management • Featured in Maharashtra Times newspaper for Artwork - 2018 • Featured in Mid-day newspaper for winning College Idol organized by National Institute Of Event Management -2020 • Featured in Times Of India newspaper - 2019 • Featured in Everyuth Times Freshface instagram official page as 'King Of Mimicry' - 2019 • Judged the Youth got talent event of Borivali Design Fair Season 3 organised by Aditya Group of Institute - 2019 • Judged Manzil 2022 event sponsored by Angrezi Dhaba Restro-Bar and SnacAtac- 2022 • Won Personality Pageant title of various Intercollege competitions - ML Dahanukar , Sathaye, Podar, SM Shetty, Nagindas khandwala, MV, Reena Mehta, Rotaract Club - 2018-2019

Student Profiles
JOURNALISM & PR

Arti Gupta
23, B.A. (English Literature)
Certificate Courses
• Inbound Marketing- Hub spot Academy
Skills
• Creative Writing
• Communication Skills
• Creative Thinking
• Content Writing
Work Experience
• Marketing Intern at Dharma Productions for 3 months
Technical
• Editing software: Adobe Premiere Pro
• Designing software: Adobe Photoshop, Adobe Illustrator and Canva
• Sound editing: Audacity
Projects
• Revamped Durex's communication strategy
• Design a Tobloid, Braoad sheet & Magazine through Adobe InDesign
• Worked on PR strategies for METUtsav
• Conducted a qualitative & quantitative research on Agatha Christi's and Colleen Hoover's Best Sellers

Manali Nivruti kadam
21, B.M.M (Journalism)
Certificate Courses
• The Fundamentals of Digital Marketing - Google Digital Unlocked
• Inbound Marketing -Hub spot Academy
Skills
• Team player with Leadership Qualities
• Good In time Managment
Adaptive and Creative Thinking
• Communication skills
Work Experience
• Web Intern at TV9 Marathi Digital for 3 months
Technical
• Editing software: Adobe Premiere Pro
• Designing software: Adobe Photoshop, Adobe Illustrator and Canva
• Sound editing: Audacity
Projects
• Revamped Durex's communication strategy
• Revamped Nestea's Products and Marketing Plans based on Design Thinking
• Design Tabloid, Broadsheet, Magazine through Adobe InDesign
• News Media Production and Media writting a script shooting video and interviewing the people

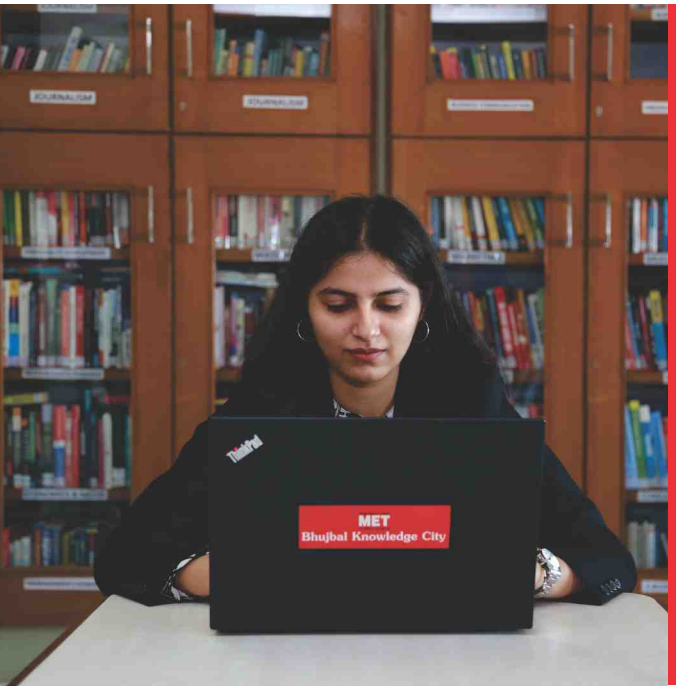
ADVERTISING
ENTERTAINMENT
JOURNALISM &
PUBLIC RELATIONS
DIGITAL MARKETING

ADVERTISING

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.

ADVANCED DIPLOMA IN MASS MEDIA - (ADVERTISING)

Advertising is persuasive communication at its best. The advertising profession dynamic, fast paced and ever changing. In the advertising world, ad styles are dynamic and keep changing based on the need of the times and tastes of the audiences. Today, advertising 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. Today, mass media and advertising courses provide a good understanding of the theory. However, the industry demands a practical approach, which this program in Advertising provides. This programme is designed to give PG students of advertising an edge by providing the functional synergies and knowledge required to sustain in industry dynamics. The programme structure also takes into account that the advertising 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 training with a practical, hands-on approach. Taught by top professionals from the advertising industry, students of this advertising course are fully prepared to take on the industry.

Programme Overview

Advanced Diploma in Mass Media (ADMM) is a three pronged certficate programme; each certificate duration being four to five months, which includes training and practical work and imbibed with an internship

ADMM - Advertising

- Certificate in Introduction to Mass Media (CIMM)
- Diploma in Mass Media (DMM) – Advertising
- Advanced Diploma in Mass Media (ADMM) – Advertising

Programme Highlights

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

SHARPENING PROCESS: ADMM (ADVERTISING)

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

- Certificate in Introduction to Mass Media (CIMM): CIMM 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..

- Diploma in Mass Media (DMM): This specialization certificate allows the students to gain a concrete perspective of the functional aspects and understand the business cycles of the advertising profession . It is aimed at creating resourcefulness, enhancing networking skills and encourages teamwork. This diploma takes students deeper in the advertising course, giving them deeper insights into the world of advertising.

- Industry Orientation (Internships): The DMM Certificate concludes at 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.

- Advanced Diploma in Mass Media (ADMM): This certificate 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 show reels and portfolios.

- Career Services Support: On successful completion of academic and internship evaluations, the Placement Cell assists students getting access to the best of career opportunities.

CERTIFICATE IN INTRODUCTION TO MASS MEDIA

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

CERTIFICATE IN INTRODUCTION TO MASS MEDIA (CIMM)

Certificate I

- Communication Concepts
- Overview to Indian Media Business
- Contemporary Marketing & Management
- Writing for Media
- Business Communication & Presentation Techniques

Practical Sessions - I

- Essentials of Graphic Designing
- Camera & Studio Sensitization
- Video Editing Skills
- Sound Recording & Editing Orientations

Short Modules

- Basics of Media Research
- Consumer Insights & Media Vehicles
- Design Thinking Foundations
- Principles of Digital Marketing

DIPLOMA IN MASS MEDIA (DMM) - ADVERTISING

Certificate II

- Integrated Brand Management
- Advertising Research
- Creativity in Communication
- Account Management & Account Planning
- Social Media Marketing
- Public Relations & Talent Management
- Event Management
- Radio Advertising

Short Modules

- Ethics in Advertising
- Influencer Marketing
- Media Economics
- Media Laws & IPR

ADVANCED DIPLOMA IN MASS MEDIA (ADMM) - ADVERTISING

Certificate III

- Film & Television Advertising
- Direct Marketing & Ad Sales
- Media Planning & Buying
- Outdoor Communications
- Print Advertising
- Integrated Marketing Communications
- Portfolio & Show Reel Presentation

Workshops & Short Modules

- Rural Advertising
- Fashion, Luxury, Retail & Services Marketing
- Entrepreneurship Skills
- Customer Relationship Management
- Corporate Social Responsibility

ENTERTAINMENT

The Indian media & entertainment industry is projected to increase at a CAGR of 13.5% from 2019 to 2024 and estimated to reach US$ 43.93 billion by 2024.

Source- https://www.ibef.org/industry/entertainment

ADVANCED DIPLOMA IN MASS MEDIA - (ENTERTAINMENT

The Media and Entertainment sector keeps growing at an unprecedent 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 fastchanging 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. The objective is NOT to make them technicians, but to help them understand the technology of this sector so that they can apply this in functional sense. 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

Advanced Diploma in Mass Media (ADMM) is a three pronged certficate programme; each certificate duration being four to five months, which includes training and practical work and imbibed with an internship

ADMM - Entertainment

- Certificate in Introduction to Mass Media (CIMM)
- Diploma in Mass Media (DMM) – Entertainment
- Advanced Diploma in Mass Media (ADMM) – Entertainment

Programme Highlights

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

SHARPENING PROCESS: ADMM (Entertainment)

An insightful induction programme is held prior to the course commencement

- **Certificate in Introduction to Mass Media (CIMM):** CIMM gives a foundation of mass media as a business. This certificate is based on the convergence approach and therefore relevant across the streams.

- **Advanced Diploma in Mass Media (Module - 1):** 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.

- **Industry Orientation (Internships):** 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.

- **Advanced Diploma in Mass Media (Module - 2):** 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 Support:** On successful completion of academic and internship evaluations, the Placement Cell assists students getting access to the best of career opportunities.

CERTIFICATE IN INTRODUCTION TO MASS MEDIA

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

CERTIFICATE IN INTRODUCTION TO MASS MEDIA (CIMM)

Certificate I

- Communication Concepts
- Overview to Indian Media Business
- Contemporary Marketing & Management
- Writing for Media
- Business Communication & Presentation Techniques

Practical Sessions - I

- Essentials of Graphic Designing
- Camera & Studio Sensitization
- Video Editing Skills
- Sound Recording & Editing Orientations

Short Modules

- Basics of Media Research
- Consumer Insights & Media Vehicles
- Design Thinking Foundations
- Principles of Digital Marketing

DIPLOMA IN MASS MEDIA (DMM) - ENTERTAINMENT

Certificate II
- Integrated Brand Management
- Television Production & Programming
- Social Media Marketing
- Public Relations & Talent Management
- Event Management
- Radio Programming

Film Production Techniques
- Film Analysis
- Script Writing
- Direction
- Production and Budgeting

Short Modules
- Influencer Marketing
- Media Economics
- Essentials of VFX
- Media Laws & IPR

ADVANCED DIPLOMA IN MASS MEDIA (ADMM) - ENTERTAINMENT

Certificate III

- Media Planning & Buying
- Film Marketing & Distribution
- Television Marketing & On Air Promotions
- Branded Entertainment
- Integrated Marketing Communications
- Portfolio & Show Reel Presentation

Short Modules & Workshops

- Customer Relationship Management
- Fashion, Luxury, Retail & Services Marketing
- Entrepreneurship Skills
- Corporate Social Responsibility

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.

ADVANCED DIPLOMA IN MASS MEDIA (ADMM) - 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 460 million Internet users, out of which 430 million are mobile Internet users. With this kind of growth digital media business is expected to reach Rs. 19,000 crores in the near future.

The Advanced Diploma in Mass Media 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

Advanced Diploma in Mass Media (ADMM) is a three pronged certficate programme; each certificate duration being four to five months, which includes training and practical work and imbibed with an internship

ADMM - Digital Marketing

- Certificate in Introduction to Mass Media (CIMM)
- Diploma in Mass Media (DMM) – Digital Marketing
- Advanced Diploma in Mass Media (ADMM) – Digital Marketing

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
- Functional Visits, Assignments, Case Studies, Presentations & Evaluation

SHARPENING PROCESS: ADMM (DIGITAL MARKETING)

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

• Certificate in Introduction to Mass Media (CIMM): CIMM gives a foundation of mass media as a business. This certificate is based on the convergence approach and therefore relevant across the streams.

• Diploma in Mass Media (DMM): This specialization certificate 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.

• Industry Orientation (Internships): The DMM Certificate 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.

• Advanced Diploma in Mass Media (ADMM): This certificate 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 show reels and portfolios.

• Career Services Support: On successful completion of academic and internship evaluations, the Placement Cell assists students getting access to the best of career opportunities.

CERTIFICATE IN INTRODUCTION TO MASS MEDIA

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

Certificate in Introduction to Mass Media - Digital Marketing

Certificate I

- Communication Concepts
- Overview to Indian Media Business
- Contemporary Marketing &Management
- Writing for Media
- Business Communication & Presentation Techniques

Practical Sessions

- Essentials of Graphic Designing
- Camera & Studio Sensitization
- Video Editing Skills
- Sound Recording & Editing Orientations

Short Modules

- Basics of Media Research
- Consumer Insights & Media Vehicles
- Design Thinking Foundations
- Principles of Digital Marketing

Diploma in Mass Media - Digital Marketing

Certificate II :

- Integrated Brand Management
- Website Designing
- Writing for Digital Platforms
- Account Management & Planning
- Event Management
- Influencer & Affiliate Marketing

Digital Media Utilities

- Essential Terminologies
- SEO Concepts& Keywords
- Pitch Decks & Webinars
- Blogging & ROI

Social Media Marketing

- Facebook, Instagram & WhatsApp
- Twitter & LinkedIn
- SMS Marketing
- YouTube & Video Marketing
- Mobile Marketing
- Snapchat and Pinterest (Overview)

Short Modules

- Ecommerce Management Foundations
- Digital PR & Online Reputation Management
- Media Economics
- UX-UI Wire-Frame Orientations

Advanced Diploma in Mass Media - Digital Marketing

Certificate III

- Integrated Marketing Communications
- Search Engine Optimization
- Search Engine Marketing
- Content Marketing
- Email Marketing
- Digital Media Planning
- Google & Web Analytics
- Google Ad Words, AdSense, Display Orientations
- Portfolio & Show Reel Presentation

Short Modules & Workshops

- Understanding Cyber Laws
- Customer Relationship Management
- Fashion, Luxury, Retail & Services Marketing
- Entrepreneurship Skills
- Corporate Social Responsibility

JOURNALISM & PUBLIC RELATIONS

Journalism and Public Relations are two sides of the same coin, both involving communication with the public. The element of trust and credibility is extremely crucial and therefore the relay information between them has to be designed in a way that is suitable and agreeable for both. In essence these professions are a combination of effort, perseverance, knowledg, skills and in-depth understanding of the ways of the world.

What is communicatio n? 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.

ADVANCED DIPLOMA IN MASS MEDIA - JOURNALISM & PUBLIC RELATIONS

Digital technology has changed the way Journalism is practiced, even though the core function of investigation and reporting remains the same. At the same time, the Public Relations profession has come to its own, creating newer job opportunities. In the media world today, we have seen many Journalists and PR professionals interchanging their professions. This unique combined program explores the symbiotic relationship between both the professions, and helps students benefit from both the disciplines. The program 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 PR 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 and Public Relations 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

Advanced Diploma in Mass Media (ADMM) is a three pronged certficate programme; each certificate duration being four to five months, which includes training and practical work and imbibed with an internship

ADMM - Journalism & Public Relations

- Certificate in Introduction to Mass Media (CIMM)
- Diploma in Mass Media (DMM) - Journalism & Public Relations
- Advanced Diploma in Mass Media (ADMM) - Journalism & Public Relations

Programme Highlights

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

SHARPENING PROCESS: ADMM (JOURNALISM & PUBLIC RELATIONS)

An insightful induction programme is held prior to the course commencement

- **Certificate in Introduction to Mass Media (CIMM):** CIMM gives a foundation of mass media as a business. This certificate is based on the convergence approach and therefore relevant across the streams.

- **Diploma in Mass Media (DMM):** This specialization certificate 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.

- **Industry Orientation (Internships):** The DMM Certificate 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.

- **Advanced Diploma in Mass Media (ADMM):** This certificate 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 Support:** On successful completion of academic and internship evaluations, the Placement Cell assists students getting access to the best of career opportunities.

CERTIFICATE IN INTRODUCTION TO MASS MEDIA

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

Certificate in Introduction to Mass Media - Journalism & Public Relations

Certificate I

- Communication Concepts
- Overview to Indian Media Business
- Contemporary Marketing & Management
- Writing for Media
- Business Communication & Presentation Techniques

Practical Sessions

- Essentials of Graphic Designing
- Understanding Camera & Studio Sensitization
- Video Editing Skills
- Sound Recording & Editing Orientations

Short Modules

- Basics of Media Research
- Consumer Insights & Media Vehicles
- Design Thinking Foundations
- Principles of Digital Marketing

Diploma in Mass Media (DMM) - Journalism & Public Relations

Certificate II
- Integrated Brand Management
- Event Management
- Advanced Journalistic Writing Skills
- PR Agency Management & Campaign Planning
- Media Laws & IPR

PR Utility Module
- Press Skills & Press Releases
- Blogging & ROI
- Press Kits & Dockets
- Press Conferences

News Media Production
- Print Media
- Broadcast Media (TV & Radio)
- Online & Mobile Media

Genres & Beats
- Health, Fitness and Education
- Sports Beat
- Food & Travel
- Entertainment, Lifestyle & Fashion

Short Modules - I
- Media Economics
- Digital PR & Online Reputation Management
- Influencer Marketing
- Talent Management & Talent PR

Advanced Diploma in Mass Media (ADMM) - Journalism & Public Relations

Certificate III
- Corporate Communications
- Conflict & Crisis Communication
- Integrated Marketing Communications
- Business & Financial Journalism
- Political & Investigative Journalism
- Portfolio & Show Reel Presentation

Genres & Beats
- Developmental & Metropolitan Journalism
- Public Sector PR
- Science, Technology & Environment
- Photo Journalism
- Social & Rural Beat
- Crime & Court Journalism

Short Modules & Workshops
- Customer Relationship Management
- Fashion, Luxury, Retail & Services Marketing
- Entrepreneurship Skills
- Corporate Social Responsibility

OUR ESTEEMED PATRONS

RECRUITMENT OPPORTUNITY

Summer INTERNSHIP for batch 2021 - 22
- Selected Process for Advertising, Entertainment, Digital Marketing and Journalism and PR Verticals : Mid October 2022 onwards
- Candidates joining: On or after – 15th December, 2022

Summer INTERNSHIP for batch 2022 - 23
- Internship - May to July 2023 (3 months)

Summary of profiles for this year
- **Advertising and Digital:** Client Servicing, Strategy & Planning, Copy /Content writing, Social Media, Online Reputation Management, Brand Reputation
- Management, Marketing, Business Development, SEO, Content and Email Marketing, Influencer Marketing and In-film Integrations.
- **Radio:** Creative Solutions and Marketing
- **Talent / Celebrity Management:** Business and Operations
- **Journalism:** Print / Web / Broadcast: Desk News , Reporting, Content Writing, Editorial
- **Public Relations:** Corporate, Brand, Fashion, Lifestyle and Entertainment sector.
- **TV / Films / OTT / Digital:** Script writing, Production, Direction, Creative, Brand Solutions and Marketing

For recruitment and related inquires please contact:

The Placement Cell
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RECRUITMENT FORM

To share your summer trainees/Interns and hiring requirements.
Please scan the QR code below.

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