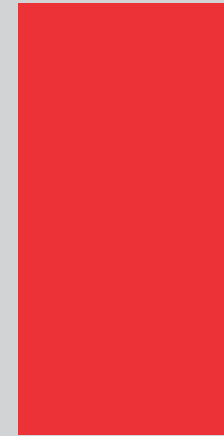


IMM PROSPECTUS

ADVERTISING
ENTERTAINMENT
JOURNALISM &
PUBLIC RELATIONS
DIGITAL MARKETING



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

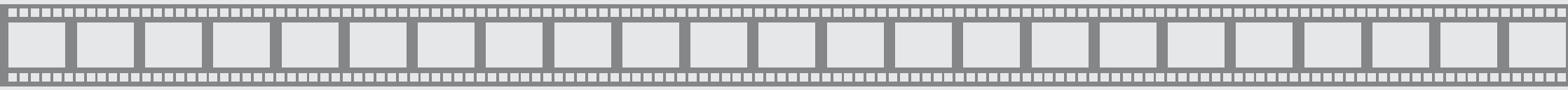
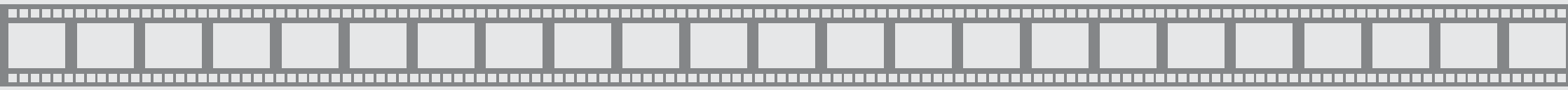
Bhujbal Knowledge City
INSTITUTE OF MASS MEDIA

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



are you one of them?





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

STUDENT CONTENT

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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 हर्यम् नच राज हर्यम् ।
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

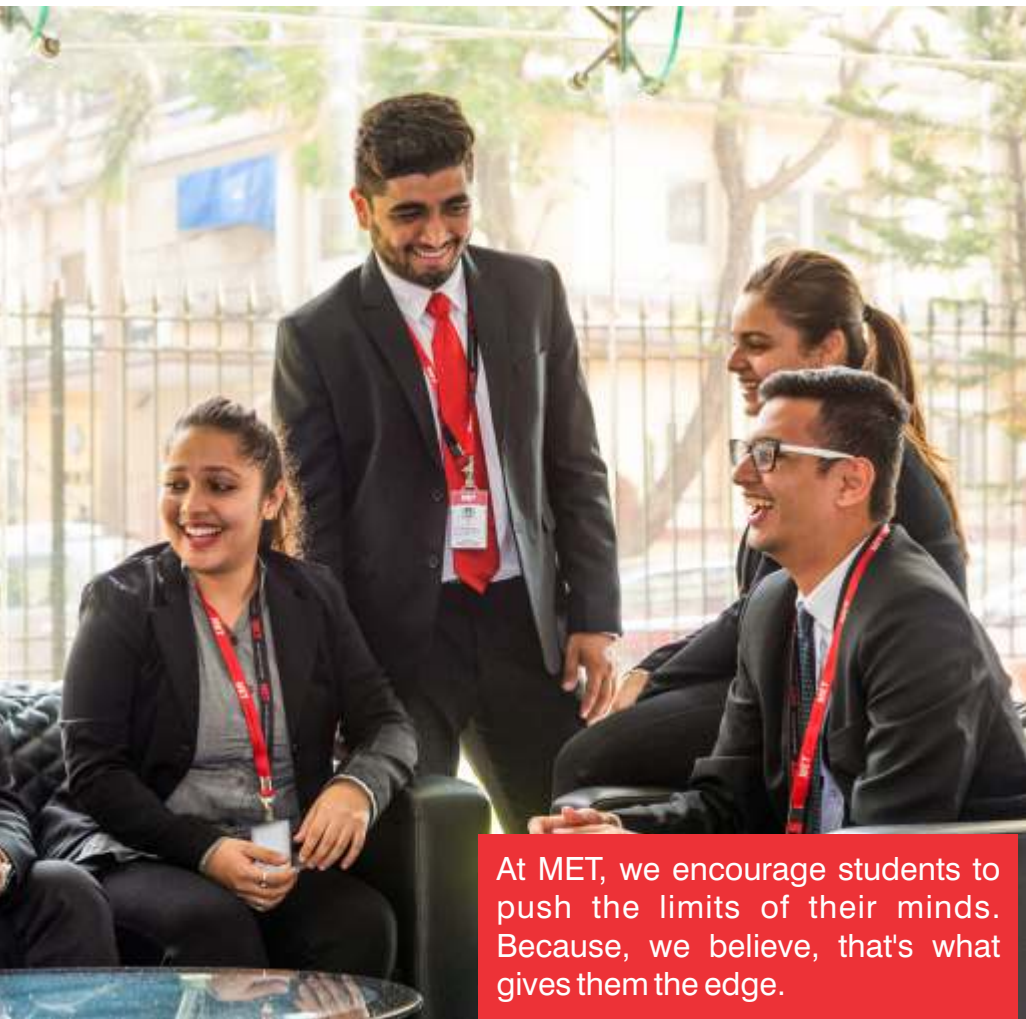
Bhujbal Knowledge City, Adgaon, Nashik

- 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





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

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

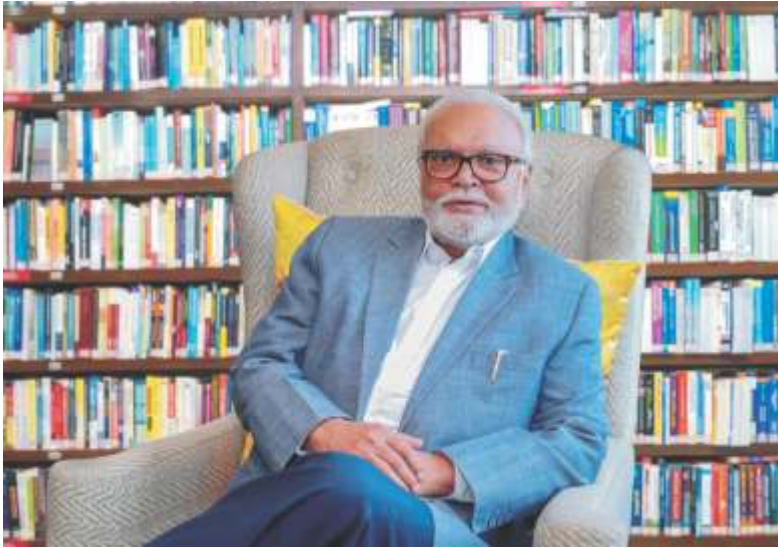
Just a stone's throw away from the Arabian Sea, is an institution that is creating waves. Because, it is quite simply, a cut above the rest. The MET League of Colleges is a conglomerate of premiere educational institutions, driven by a single-minded focus on imparting quality education to make students 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 HOPE of 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





“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

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
- Collaboration with Institute of Creative Excellence (ICE) - founded by Balaji Telefilms Ltd.
- 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

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



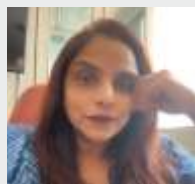
Renuka Shahane
Writer, Director & Actor
My life My Stories



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



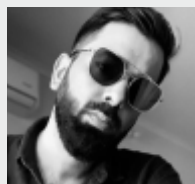
Mrunal Thakur
Actress
My life My Stories



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



Suchitra Pillai
Actress
My life My Stories



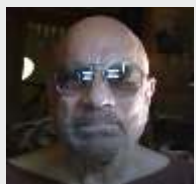
Manish Tiwari
Music Content Specialist,
Youtube Music (Via Cognizant)
My life My Stories



Anjum Rajabali
Film Script Writer
My life My Stories



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



Bharat Dabolar
Ad Guru and Actor
My life My Stories



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



Baljit Chaddha
Content Head, Alt Balaji
My life My Stories



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 Head,
EsselVision Productions (ZEE)



Ruchi Abbasi
Founder,
Elixir 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,
Promocon Media



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

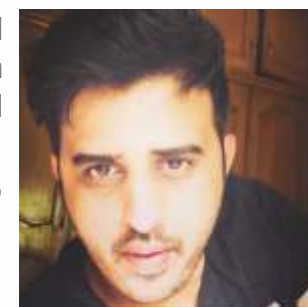


MET IMM gave me the direction to pursue marketing as a career. Whatever I have achieved so far is only because of the support extended by this institute
Chetan Dubey, Deputy Brand Manager, Parle Products

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, Sr. Account Manager, Network 18 Media & Investment Ltd.



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, 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.



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



Renowned Script Writer & Lyricist, Javed Akhtar inaugurating METamorphosis.



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



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



Anu Malik at METamorphosis, the MET IMM event.



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



Singer, Ankit Tiwari at MET IMM for student interaction.



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



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



Prolific Indian Screen Actor, Manoj Joshi at METamorphosis.



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



Graduating batch at the recently held MET Annual Convocation Ceremony.



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



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



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

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 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

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
Vice President, Marketing
SMARTe.Inc



Priyanka Shetty
Senior Director
Pitchfork Partners



Ruta Patel
Senior Vice President,
FCB Interface



Pankaj Solanki
Line Producer
GOODCO



Vandana Sharma
Brand Director, Marketing, HME
Viacom 18 Media Pvt. Ltd.



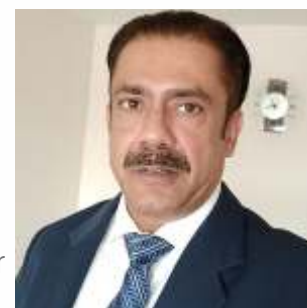
Atul Mandale
Director
Maadhyam Rural Initiatives



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

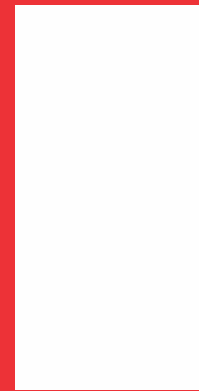


Richa Singh
Digital Marketing Manager
Tata Consultancy Services



Yusuf Shaikh
Business Head,
Percept Picture Company

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 programme 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 professional-level media training programme, including 2 certificates and Internship for immersive practical industry training, conducted over a period of 18 months.

ADMM - Advertising

- Certificate in Introduction to Mass Media (C IMM)
- Advanced Diploma in Mass Media (Module - 1) – Advertising
- Internship
- Advanced Diploma in Mass Media (Module - 2) – 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.
- **Advanced Diploma in Mass Media (Module - 1):** This specialization module 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 Module - 1 concludes with students taking up a two to three month internship where they are able to understand the uncertainties and business pressure and learn the actual tricks of the trade while implementing their classroom learnings to real-life situations.
- **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 create advertisements in all media formats, learning trans medial communication, create their own 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)

- 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
- Basics of Audio Production

Media Essentials

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



ADVANCED DIPLOMA IN MASS MEDIA (MODULE - 1) - ADVERTISING

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

Media Essentials

- Media Economics
- Customer Relationship Management
- Corporate Social Responsibility
- Evaluated Internship



ADVANCED DIPLOMA IN MASS MEDIA (MODULE - 2) - ADVERTISING

- Film & Television Advertising
- Direct Marketing & Ad Sales
- Media Planning & Buying
- Outdoor Communications
- Print Advertising
- Rural Advertising
- Integrated Marketing Communications

Power Packs / Super Sessions

- Fashion, Luxury, Retail & Services Marketing
- Entrepreneurship Skills

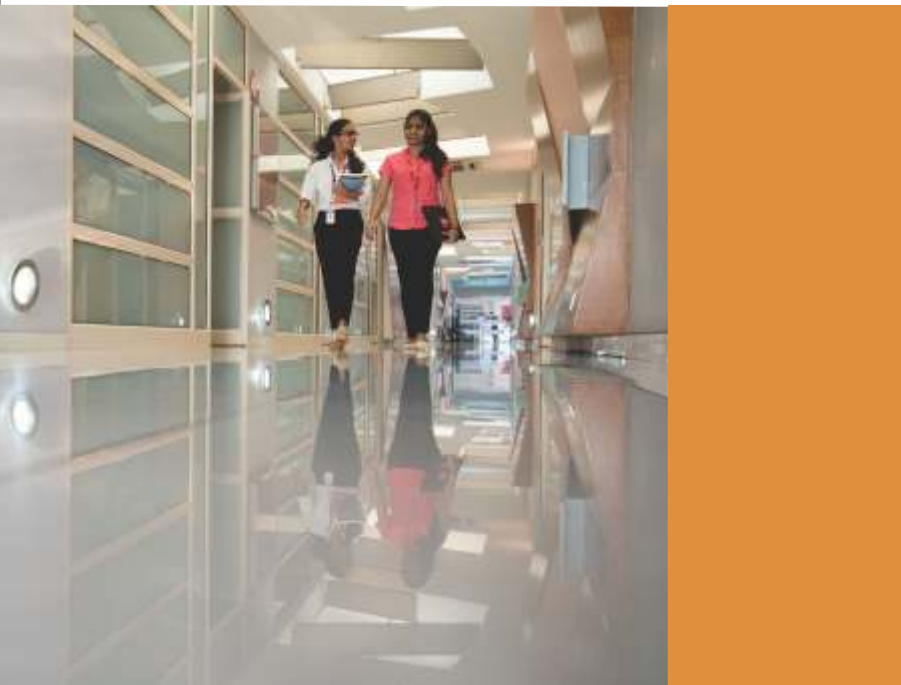
ENTERTAINMENT

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



ADVANCED DIPLOMA IN MASS MEDIA - (ENTERTAINMENT)

The Media and Entertainment sector keeps growing at an unprecedented rate with mobile based entertainment platforms, it is bound to grow even faster and this is the right time to join the industry. At MET IMM, the approach to learning media is based on practical media management, understanding the requirements of organizations in the industry (Television, Films, Radio, Digital, Marketing, Events, PR & Talent Management) for candidates at the entry level. This mass media course is designed to provide graduates with the necessary understanding of skills and knowledge sets required in these fast-changing industries. With this course, PG students of mass media learn to think beyond the classroom learning that they acquired during their graduation in media and entertainment. The objective is to train the students to create sellable content and market it. 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 professional-level media training programme, including 2 certificates and Internship for immersive practical industry training, conducted over a period of 18 months..

ADMM - Entertainment

- Certificate in Introduction to Mass Media (CIMM)
- Advanced Diploma in Mass Media (Module - 1) – Entertainment
- Internship
- Advanced Diploma in Mass Media (Module - 2) – 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)

- 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
- Basics of Audio Production

Media Essentials

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



ADVANCED DIPLOMA IN MASS MEDIA (MODULE - 1) - ENTERTAINMENT

- Integrated Brand Management
- Social Media & Influencer Marketing
- Public Relations & Talent Management
- Event Management
- Radio Programming
- Media Laws & Ethics

Film Production Techniques

- Film Analysis
- Script Writing
- Direction
- Production and Budgeting
- Television Commercials

Media Essentials

- Media Economics
 - Customer Relationship Management
 - Corporate Social Responsibility
 - Essentials of VFX
- Evaluated Internship



ADVANCED DIPLOMA IN MASS MEDIA (MODULE - 2) - ENTERTAINMENT

- Media Planning & Buying
- Film Marketing & Distribution
- Television Production & Programming
- Television Marketing & On Air Promotions
- Branded Entertainment
- Integrated Marketing Communications

Power Packs / Super Sessions

- Fashion, Luxury, Retail & Services Marketing
- Entrepreneurship Skills

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, knowledge, skills and in-depth understanding of the ways of the world.



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

ADVANCED DIPLOMA IN MASS MEDIA - JOURNALISM & PUBLIC RELATIONS

Digital technology has changed the way Journalism is practised, 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 programme is designed to give the media aspirants a thorough understanding of the principles and concepts, at the same time giving them a hands on training and exposing them to the real time business through live projects and internship opportunities during the program.. This fusion of disciplines gives an extra edge to the students, giving them an advantage, increasing their employability in the media world. This program is taught by 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 professional-level media training programme, including 2 certificates and Internship for immersive practical industry training, conducted over a period of 18 months.

ADMM - Journalism & Public Relations

- Certificate in Introduction to Mass Media (CIMM)
- Advanced Diploma in Mass Media (Module - 1) - Journalism & Public Relations
- Internship
- Advanced Diploma in Mass Media (Module - 2) - 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.
- **Advanced Diploma in Mass Media (Module - 1):** This specialization module in Journalism and PR practices, allows the students to gain a concrete perspective of the functional aspects of their chosen media profession. This PG course in media also helps students understand the business cycles of the media domain. It is aimed at creating resourcefulness, enhancing networking skills and encourages teamwork.
- **Industry Orientation (Internships):** The Module - 1 concludes at students taking up a two to three month internship where they are able to understand the uncertainties and business pressures learn the actual tricks of the trade and implement their classroom learnings to real -life situations.
- **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 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

- 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
- Basics of Audio Production

Media Essentials

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



Advanced Diploma in Mass Media (Module - 1) - Journalism & Public Relations

- Integrated Brand Management
- Event Management
- Advanced Journalistic Writing Skills
- PR Agency Management & Campaign Planning
- Media Laws & Ethics
- Talent Management, Talent PR & Influencer Marketing
- Digital PR & Online Reputation Management

PR Skills

- Press Skills & Press Releases
- Blogging & ROI
- Press Kits & Dockets
- Press Conferences

News Media Production

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

Media Essentials

- Media Economics
- Customer Relationship Management
- Corporate Social Responsibility
- Evaluated Internship



Advanced Diploma in Mass Media (Module - 2) - Journalism & Public Relations

- Corporate Communications
- Conflict & Crisis Communication
- Integrated Marketing Communications
- Business & Financial Journalism
- Political & Investigative Journalism
- Sports Journalism

Genres & Beats

- Entertainment, Lifestyle & Fashion
- Health, Fitness and Education
- Food & Travel
- Social & Rural Beat
- Crime & Court Journalism
- Photo Journalism

Power Packs & Super Sessions

- Fashion, Luxury, Retail & Services Marketing
- Entrepreneurship Skills
- Developmental & Metropolitan Journalism
- Public Sector PR
- Science, Technology & Environment

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.

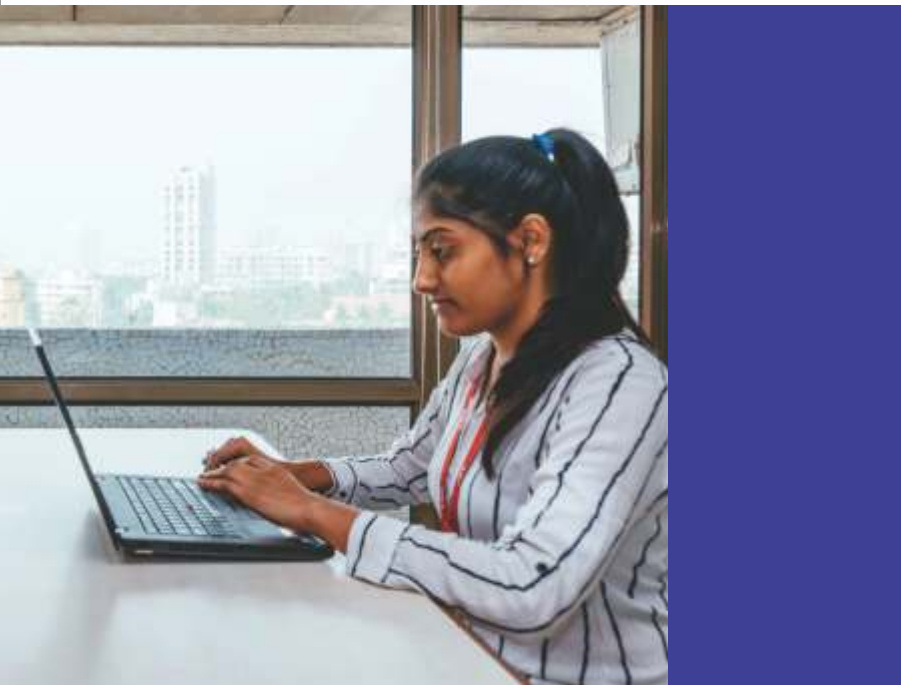


ADVANCED DIPLOMA IN MASS MEDIA (ADMM) - DIGITAL MARKETING

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

The 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 professional-level media training programme, including 2 certificates and Internship for immersive practical industry training, conducted over a period of 18 months.

ADMM - Digital Marketing

- Certificate in Introduction to Mass Media (CIMM)
- Advanced Diploma in Mass Media (Module - 1) – Digital Marketing
- Internship
- Advanced Diploma in Mass Media (Module - 2) – 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.
- **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.
- **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 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 also create their 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

- 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
- Basics of Audio Production

Media Essentials

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

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

Digital Media Utilities

- Essential Terminologies
- SEO Concepts & Keywords
- Pitch Decks & Webinars
- Blogging & ROI
- UX-UI Wire-Frame Orientations

Social Media Marketing

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

Media Essentials

- Media Economics
- Customer Relationship Management
- Corporate Social Responsibility
- Ecommerce Management Foundations
- Evaluated Internship





Advanced Diploma in Mass Media (Module - 2) - Digital Marketing

- 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
- Understanding Cyber Laws

Power Packs / Super Sessions

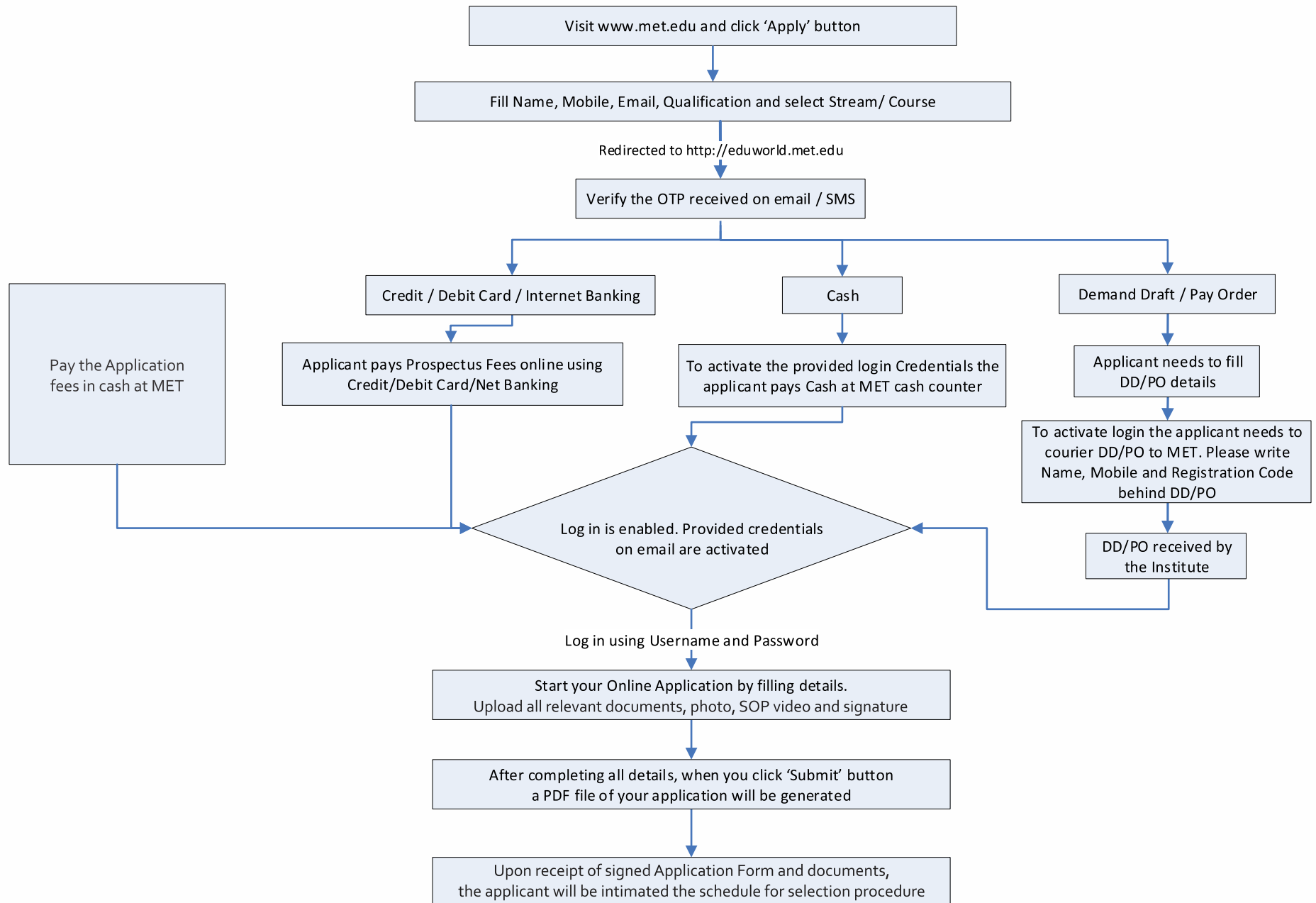
- Fashion, Luxury, Retail & Services Marketing
- Entrepreneurship Skills

OUR ESTEEMED PATRONS

and more

MET ONLINE REGISTRATION PROCESS





SELECTION PROCEDURE

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

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

The entrance procedure will encompass the following:

1. MET CET
2. Statement Of Purpose
3. Group Discussion / Personal Interview

Weightages

1. MET CET – 100 marks
2. Statement Of Purpose – 25 marks
3. Group Discussion / Personal Interview – 25 marks

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

Eligibility

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

Important Note

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

Miscellaneous Charges (as per institute norms)

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

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

Fee Structure

- Advanced Diploma in Mass Media (ADMM): ₹ 3,51,000 (Including GST)
 - Convocation Charges: ₹ 590 (cash)
 - Admission Application Fee: ₹ 1,200
- (The above fees are inclusive of GST as applicable)

- Refundable Security Deposit: ₹ 10,000

Payment Terms:

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

Note:

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

Loan Facility

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

Freeship Programme

The Freeship program funds the education of two academically qualified but financially challenged students. An impartial committee has been set up for this purpose. Students applying for the said opportunity will need to submit proof for the academic scores/family income. Though MET has a provision of one student per program, in case of more than one deserving candidates the grant is equally divided.

Attendance & Evaluation Guidelines:

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

Evaluation System:

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

Grade Chart:

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

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



SCHEDULES AND CODE OF CONDUCT

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



OGILVY. MT. BALAJI. FCB ULK A.
LOWE LINTAS. DNA. JWT.
GROUP M. TIMES OF INDIA.
PRIME FOCUS. EURO RSCG.
BBC. ZEE TV. WEB 18. SAB TV.
MUMBAI MIRROR. HANMER
MSBL. ZENITH OPTIMEDIA...
WHERE DO YOU
WANT TO GO?

MT





Bhujbal Knowledge City

MET Institute of Mass Media

Bandra Reclamation, Bandra (W), Mumbai 400 050.

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