

IMM

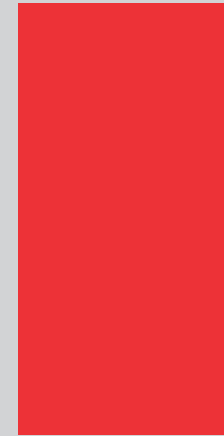
PLACEMENT BROCHURE

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

CONTENTS

Our Faith / Our Vision / Our Mission	1
Introduction	2
The MET Edge	4
From the Chairman's Desk	5
Sharp at Every Turn	6
MET Institute of Mass Media	8
From the Trustee	9
Advantage - MET IMM	10
The Industry Speaks / Media Voice	11
Industry Interaction	12
Alumni in the Spotlight	14
Alumni Speak	16
Life at MET IMM	19
Program Educational Objectives (POEs) / Training Pedagogy	23
industry Faculty	24
Student Profiles Advertising	26
Student Profiles Entertainment	37
Student Profiles Digital Marketing	42
Student Profiles Journalism & Pr	45
ADVANCED DIPLOMA IN MASS MEDIA - ADVERTISING	48
ADVANCED DIPLOMA IN MASS MEDIA - ENTERTAINMENT	56
ADVANCED DIPLOMA IN MASS MEDIA - DIGITAL MARKETING	64
ADVANCED DIPLOMA IN MASS MEDIA - JOURNALISM & PUBLIC RELATIONS	72
Our Esteemed Patrons	80
Recruitment Opportunity	81
Recruitment Form	82



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

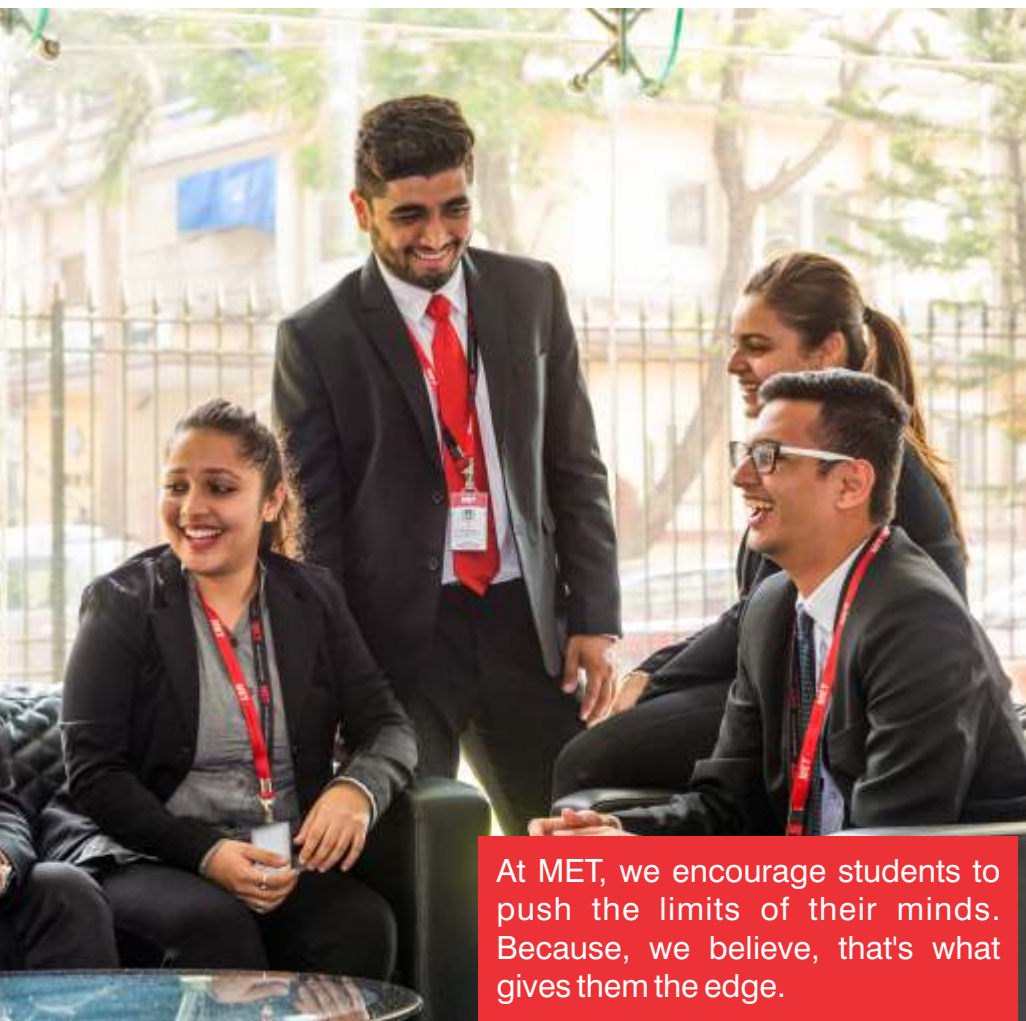
Bhujbal Knowledge City, Adgaon, Nashik

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.

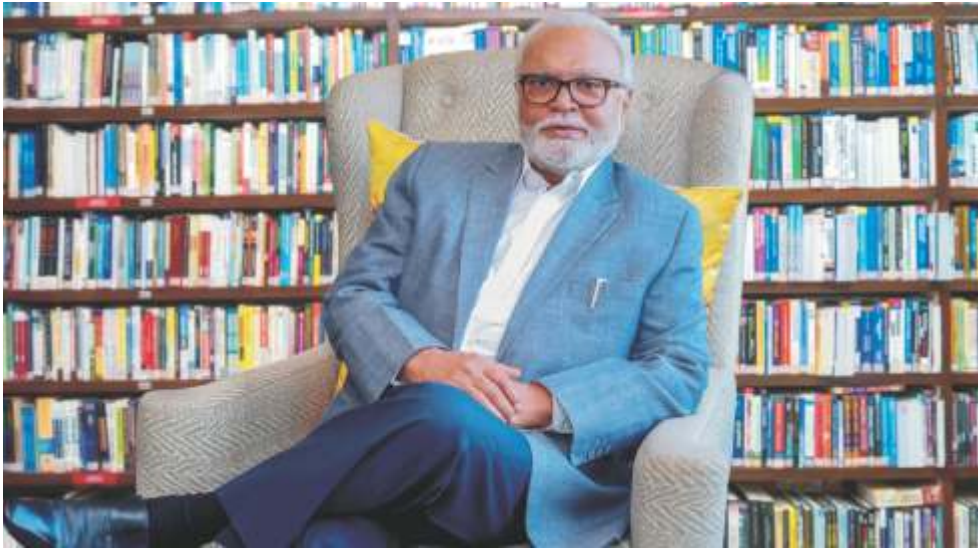
Just a stone's throw away from the Arabian Sea, is an institution that is creating waves. Because, it is quite simply, a cut above the rest. The MET League of Colleges is a conglomerate of premiere educational institutions, driven by a single-minded focus on imparting quality education to make students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



- Ranked 2nd Best B-School in Mumbai, India's 17th Best Pvt. B-School, 28th Best B-School All India and 14th amongst Top West B-Schools by the Times B-School Survey 2023
- 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 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



With many Indians evidently occupying influential positions globally in business, research, space, design, fashion, technology and more, the world is unmistakably acknowledging India's potential, as much as counting on it. This also bears testimony to the fact that India's education system has consistently performed better than that of many countries. On one hand, the finest educational institutions like IITs, IIMs, AIMS are producing world class professionals. On the other hand, India has also successfully reached out to the rural and suburban section and significantly improved gender equality in education besides boosting literacy rate itself, making people life-long learners. This has resulted in students, even from India's interior districts, rising to commanding heights in various arenas.

With newer proposed changes in Education as a sector, and IT backing and enabling its delivery and reach, we look forward to not only better serve Indian students, but also to attract and groom talent from around the world. All stakeholders, including academia students, industries, and government will have to play critical roles in making institutions capable of taking the next major leap forward and build an independent education ecosystem.

We, at three of our world class MET BKC campuses in Mumbai and Nashik, and at our International School - MET Rishikul Vidyalaya, are ceaselessly endeavoring to provide the best infrastructure, human capital, processes and values, so that tomorrow's India will outperform the India of yesteryears. We at MET believe that India's glorious period is not behind us but ahead of us, as a matter of fact we all are carving it out today.

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.

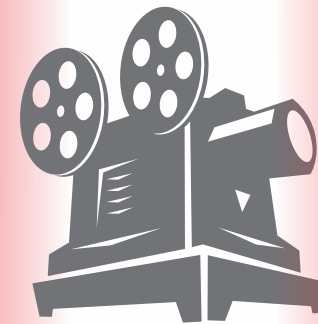
At the MET Institute of Mass Media, in addition to theoretical knowledge, we will throw you into the deep end of the pool, sink you into project work, drown you with case studies, and rope in experts who have gone the distance in the business of communication. We will take you as close to the real world 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
- Fully-functional, well-equipped 5G class rooms, library and state of the art 4k in-house studio complex
- A strong alumni network base of seventeen years
- Professional 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

THE INDUSTRY SPEAKS

"I really enjoyed meeting the students at MET. They are inquisitive, questioning & confident. They surely have the academic tools & mindset to succeed in the Business of Television."

- Myleeta Aga, Managing Director & Creative Head, BBC Worldwide

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

- J. D. Majethia, Managing Director & Chairman, Hats Off Productions Pvt. Ltd.

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

- Renuka Shahane, Actress

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

- Anurag Basu, Film Maker

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

- Paresh Chaudhry, Global Group President - Adani Group

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

- Bhawana Somaaya, Renowned Columnist, Critic, Author and a Showbiz Consultant

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.

INDUSTRY INTERACTION



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



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



Charulata Ravikumar
MD, Accenture
Managing Organizational Stress



Mrunal Thakur
Actress
My life My Stories



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



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



Anjum Rajabali
Film Script Writer
My life My Stories



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



Aditi Anand
Head of Marketing, L'oreal
Landscape of Brand Marketing



Bharat Dabholkar
Ad Guru and Actor
My life My Stories



Aarushi Sethi
Business Head
Pollen (Zoo Media)
Influencer Marketing



Dr. Samir Kapur
Director - Adfactor PR
Case Studies PR



Baljit Chaddha
Content Head, Alt Balaji
My life My Stories



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



Bhahmanand Singh
CEO & Founder-Chairman
Mobius Biopics Pvt. Ltd
In conversation with



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



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



Vishal Mishra
Indian Music Composer
Event & Concerts

INDUSTRY INTERACTION



Chandan Agarwal
Global CMI Director
(Personal Care), Unilever
Inaugration Ceremony



Radhika Harshe Vidhyasagar
Actress (Theatre, Film, Ads)
Talk Show



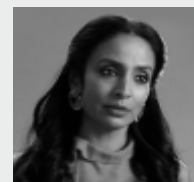
Snehal Dixit Mehra
Actress, Digital Influencer, Director
Head Content & Programming Alt
Balaji
Talk Show



Sameer Tewari
Writer, Director, Producer
Talk Show



Tanvi Trivedi
Special Correspondent &
Senior Journalist - TOI
A Day in the life of a Journalist



Suchitra Pillai
Actress
My life My Stories



Karan Kundrra
Actor
A town hall - Interview



Carol Vaz
Human Resources
Fremantle India Television
Productions Pvt Ltd



Stephen Daniel
Head - Human Resources
Balaji Telefilms



Roshin Mascarenhas
Head Talent Acquisition
HR Viacom18



Fiona Machado
AVP - HR & Administration
Endemol Shine India



Kamlesh Gupta
Associate Director
Business HR
Havas Life Sorento



Ashutosh Thatte
Associate Vice President-
HR
Edelman India Pvt Ltd.



Meghna Sampat
Group Head
Talent Acquisition
VMLY & R-A WPP Group



Shobha Cecil
General Manager HR
Reliance Brands

ALUMNI IN THE SPOTLIGHT



Abhishek Mukherjee
Creative Producer
Endemol Shine India



Kanchan Mhatre
Creative Lead
Irada Entertainment



Ainee Nizami
Content Head
Be Beautiful Worldwide Media



Serena Menon
Director - PR
Netflix India



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



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



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



Apoorva Lad
Deputy Manager
Corporate Communication
Axis Mutual Fund



Rohan Popere
Assistant Manager
Editing-Programming Corporate
Viacom18 Media Pvt. Ltd.



Juhi Bhatt
Artist - Web Series
Tumse Na Ho Paeega
ErosNow



Arshia Nair
Digital Strategy Associate
Everymedia
Technologies Pvt. Ltd.



Richa Vaidya
Marketing, Digital Ventures
(Voot Select)
Viacom18 Media Pvt. Ltd.

ALUMNI IN THE SPOTLIGHT



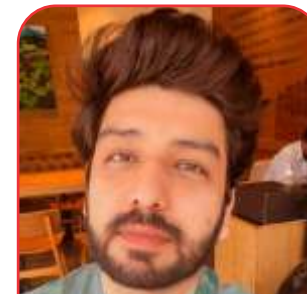
Nidhi Nair
Brand Service Manager
MullenLowe Lintas Group



Gautami Gada
Management Trainee
The Social Street



Tushar Rothe
Founder
TYCHE Films & Media Solutions



Monish Bhatt
Talent & Influencer Marketing
HeyHey!



Roopa Pant
Content Writer
Emerging Media



Hormaz Fatakia
Senior Correspondent
CNBC - TV18



Pratika Bhosale
Account Executive
AvianWE/Zee5



Veronica Jose
Partner Solution Manager
Entertainment Facebook



Nupur Jain
Assistant Account Manager
Communicate India



Ankit Jain
OAP Creative Communication
Be Beautiful Worldwide Media



Mitali Mall
Social Media Marketing
Viacom 18 Media Pvt. Ltd.



Mehek Singh
Marketing Manager
Disney+Hotstar

ALUMNI SPEAK



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

Sarvesh Belekar
Management Supervisor
Ogilvy India

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

Siddhesh Jadyar
Associate Creative Manager
FoxyMoron (Zoo Media)



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

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

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

Royson Almeida
Media Manager Media Buyer Wavemaker - Group M



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

Delna Shroff
Creative Director
L&K Saatchi & Saatchi

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

Priyanka Surve
Founder & Creative Director
Motley Advertising



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

Anup Kadam
Creative Executive - India Series Team
Netflix India

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

Rupali Sawant
Sr. Director
Group M (Mindshare)



ALUMNI SPEAK



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

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

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

Jainisha Savla
Copywriter
Bay Leaf Global



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

Saad Shaikh
Business Head
XXL Studioworks Private Ltd.

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

Swati Suresh Surve
Sales Associate
TM VENTURES PVT LTD



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

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

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

Priyanka Mohanty
Executive Producer
The Luminant Media



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

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

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

Renu Chaudhary
Account Executive
Adfactors PR



ALUMNI SPEAK



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

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

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

Prakash Chaudhary
Brand Alliances
T Series

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

Sandeep Shaminami
Assistant Business Manager
Airtel Ads (West)



LIFE AT MET IMM



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



Renuka Shahane, Actress at MET Institute 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.



Ms. Poonima 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'.



Abhinay Deo an Indian filmmaker with ADMM Students.



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 Kochlen, 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.

LIFE AT MET IMM



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



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



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



Harshvardhan Rane, Indian actor at MET utsav.



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



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



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



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

LIFE AT MET IMM



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



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



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



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



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



Media Students at the Induction Programme of ADMM M18 Batch.



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



ADMM students at 'Rural Immersion Trip' to the Wada Village.

PROGRAM EDUCATIONAL OBJECTIVES (PEOS):

PEO1

Conducive Learning Environment:

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

PEO2

Professional Development:

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

PEO3

Core Competency:

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

PEO4

Technical Skills:

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

PEO5

Corporate Life Skill Development:

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

TRAINING PEDAGOGY

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

INDUSTRY FACULTY



Aditya Chakravarthi
Senior Director, Marketing
HighRadius



Priyanka Shetty
Co-founder
Prominent Communications
Partners



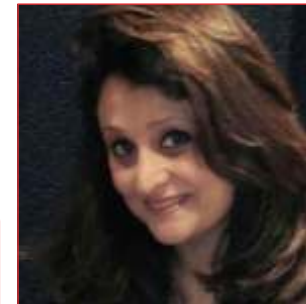
Ruta Patel
Head - Brand Marketing
Raymond Limited



Anand Limaye
Visiting Faculty
Marketing Professional



Vandana Sharma
Director, Marketing
Viacom 18 Media Pvt Ltd



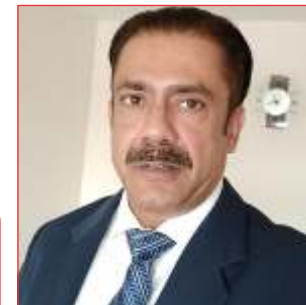
Poonam Kanwal
Co-Founder
Bindass Party Pvt. Ltd.



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



Kailash Talegaonkar
Asst.Info-graphics Editor
Times of India



Praveen Mani
Chief Facilitator
Professional Metamorphosis



Isha Paratkar
Consultant - Online
Reputation Management
Gozoop Group



Sangeeta Chacko
Head - Corporate Comm.
Percept Ltd.



Yusuf Shaikh
Business Head
Percept Picture Company

INDUSTRY FACULTY



Arnob Mukherjee
Senior Director - Amplifi
Dentsu International



Shreyansh Shukla
Associate Director
Disney+ Hotstar



Jitendra Patel
Media Manager
Alo Creative LLC



Amit Agarwal
Founder & CEO
Brotards Madvertising



Abhinav Vaidhya
Freelance Screen Writer



Kalpana Rane
Features Editor
Saamana Newspaper



Rajkamal Pandey
Group Head
Adfactors PR Pvt Ltd



Noel D'souza
Senior Manager
Adfactors PR



Milan Modi
Business Director
Madison World



Tanish Choughule
Co-founder, Writer, Director
Triaksh Films



Jiggar Rambhia
Associate Director
NielsenIQ Bases



Mohan Azaad
Director
R G Films & TV and MAW

Student Profiles ADVERTISING



Aayushi Atul Gupta

25, BSc (Computer Science)

Certificate Course

- Certificate in Design Thinking - Think School
- Content Writing - TEDxRambaug, Writing that sells - TTT academy

Projects

- Advertising Research on Vogue
- Creative Writing and Campaign ideation for OLA
- Advertising Campaign for Dr. Rashel

Skills

- Public Speaking
- Curating Speeches Copywriting for blogs
- Long captions, Basic understanding of design thinking

Work Experience

- Copywriting Internship at Scarecrow M&C Saatchi for 3 months
- Content Writing at TedxRambaug for 3 months

Technical

- Designing Software: Canva
- Computer Skills: Microsoft Word, Microsoft Excel, Google Slides, Google Docs, ChatGpt



Aditya Sachin Rane

24, Bachelor's in Engineering

Projects

- Brand study on 'Mahindra & Mahindra'
- Created Influencer Marketing plan for MuscleBlaze
- Launched the product 'MediDoc' and strategic its Event

Skills

- Client Management
- Digital Communication
- Content Creation
- Management & Presentation Skills

Work Experience

- Account Management Intern at Scarecrow M&C Saatchi for 3 months

Technical

- Presentation Software: Powerpoint, Canva, Google Docs and Google Slides
- Editing Software: Adobe Photoshop and VN Video editing



Anuja Shirke

24, Bachelor's in Commerce (Finance)

Projects

- Product launched for a car brand named 'Esseltic'
- The short film named, 'How not to get a girlfriend'
- Created a Campaign for Hotstar

Skills

- Social Media Management
- Event Management
- Ideation
- A self-motivated individual with a keen eye for detail
- Resourceful team player with effective people skills.

Work Experience

- Account Management Intern at Scarecrow M&C Saatchi for 3 months
- Analyst at Accenture for 12 months.
- Sales Intern at Echo Boom Management and Entrepreneurial Solution for 5 months

Technical

- Designing Software: Adobe Photoshop and Canva
- Computer Skills: Microsoft Word, Microsoft Excel and Google Slides



Anusha Billava

24, Bachelor's in Financial Markets

Certificate Course

- Fundamental of Digital Marketing -Google Digital Garage
- Writing Tools And Hacks -Coursera

Projects

- Influencer Marketing Strategy on the brand Gucci
- Case study on Lifebuoy
- Strategy for Promoting Raymonds in Telly Awards

Skills

- Communication
- Analytical Thinking
- Problem Solving
- Writing and Content Creation

Work Experience

- Account Management Intern at Ogilvy India for 3 months
- Associate Service Delivery at Accenture for 12 months
- Content Writing Intern at Finomenal Techserve for 3 months

Technical

- Designing Software: Adobe Illustrator, InDesign and Canva



Anushka Atul Mody

22, Bachelors in Arts (Psychology)

Certificate Course

- Basics in Design Thinking - Adobe, Voice Training - vevo voice academy
- Certificate course in REBT training - KES College

Projects

- Brand awareness and Influencer marketing for 'Raymond'
- Marketing for Virgin Airlines News Product
- Market Research of Frooti

Skills

- A self-motivated with the ability to pay attention to fine detail
- Quick learner and capacity to adapt to new situations
- Active Listening and understanding the perspective of others
- Artistic and empathetic.

Work Experience

- Operational Trainee at Erasustain for 2 months
- Creative Strategist Trainee at Barcode Entertainment for 2 months
- Intern at Avon Lifestyle for 3 months
- Intern at Mind Temple 3 months

Technical

- Presentation Software: Powerpoint, Canva, Google Docs & Google Slides
- Editing Software: Adobe Photoshop and Inshot



Archita Rajesh Iyer

21, BMM (Advertising)

Certificate Course

- Animation Course - Arena animation
- Digital Marketing Course - Mirakuru education

Projects

- Influencer Marketing ideation and presentation for urbanic
- Creating a new service campaign for the brand Samsonite
- Extensive consumer research for Bournvita

Skills

- Making Creatives
- Design Thinking
- Campaign Ideation
- Curating Ads/Social Media Posts

Work Experience

- Art Intern at Ogilvy for 3 months
- Digital Marketing intern at The Yolk Media for 12 months

Technical

- Designing Software: Adobe Photoshop, Adobe Illustrator, Indesign and Canva
- Video Editing : Adobe After Effects
- Sound Editing: Pro Tools, Computer Skills: Microsoft Word, Microsoft Excel and Google Slides/Docs



Bhavik Dilip Pandya

23, BMM (Advertising)

Certificate Course

- Content creation curation and marketing - Younity . in
- Genz development program - Younity . in
- Meta digital Journalism - Google Digital
- Fundamentals of Digital Marketing - Google Digital Unlocked
- POSH Awareness program - MET Institute of Mass Media

Projects

- Brand Plan for Awerness of the MTR foods
- Launched plan for Hard Rock café
- Creative content and planning calender Happilo x Surya Kumar Yadav

Skills

- Digital Communication
- Campaign Building
- Long & Short Content Writing

Work Experience

- Intern at Arka Communication for 3 months
- Intern at tech international for 7 months

Technical

- Presentation Software : PowerPoint
- Designing Software: Adobe Illustrator and CorelDRAW
- Editing Software: Pro tools, Adobe Premeir Pro and Canva
- Writting software: Celtx, ChatGpt



Darshan Vaghela

22, BMM (Advertising)

Certificate Course

- Fundamentals of Digital Marketing-Google Digital Garage
- Social Media Marketing-HubSpot
- Facebook Masterclass (Facebook & Instagram Ads) -Skill Nation

Projects

- Created a campaign and product launch for a medicated soap
- Influencer Marketing plan for the brand PUMA
- Conceptulization & Scripting for a Radio Ad for a Health Food store

Skills

- Digital Knowledge
- Client Servicing
- Time management
- Quicklearner

Experience

- Account Management Internship at Ogilvy for 3 months
- Digital Marketing Internship at AcmaCorp Communications for 2.5 months

Technical

- Presentation Software: Canva, Google Slides
- Editing Software: Adobe Photoshop and Inshot
- Designing Software: Adobe InDesign and Canva and Adobe Illustrator



Diya Sanjay Dhanresha

22, Bachelor's in Financial Markets

Certificate Course

- Social Media Marketing - HubSpot Academy
- Fundamentals of Digital Marketing - Google Digital Unlocked
- POSH Awareness program - MET Institute of Mass Media
- Graphic Designing - Walk In Educate
- Computerised Financial Accounting - Keerti Computer Institute

Projects

- Creative writing and campaign ideation for Ola
- Pitch Deck Strategy for an event for DRR Care Company
- Brand plan for awareness of Raw Pressery

Skills

- Digital Communication
- Client Management
- Self-management Skills

Work Experience

- Account Management Intern at Scarecrow M&C Saatchi for 3 months
- Graphic Design Intern at Scribbled Space for 3 months
- Graphic Design Intern at IceWarp India and Middle East for 4 months
- Graphic Design Intern at Zoodie for 3 months
- Freelance Graphic Designer

Technical

- Designing Software: Adobe Photoshop, Adobe Illustrator, CorelDRAW and Canva
- Editing software: Adobe After Effects
- Sound Editing: Pro Tools, Computer Skills: Microsoft Word, Microsoft Excel and Google Slides



Esha Ashish Dethe

22, BMM (Advertising)

Certificate Course

- Voice Training - Ultimate Voice Academy
- Social Media Marketing - Hubspot Academy

Projects

- Social media campaign for 'OLA'
- Creative Strategy for 'Shaadi.com'
- Brand study on 'Mamaearth' and 'Neemans'

Skills

- Presentation skills
- Creativity
- Strategic Thinking
- Team player with effective Listening skills

Work Experience

- Media planning intern at Bright outdoor media for 3 months
- Digital Marketing intern at Renwir Media
- Media Planning intern at Bright Outdoor Media for 3 Months

Technical

- Designing Software: Adobe Photoshop, Adobe Illustrator and Canva
- Computer skills: Microsoft Word, Microsoft Power Point and Microsoft Excel



Faizan Shaikh

22, BMM (Advertising)

Certificate Course

- Social Media Marketing - Hubspot Academy, Fundamentals of Digital Marketing - Google Digital Unlocked

Projects

- Launch the new service for Shoppers Stop
- Marketing strategy for Bisleri
- Influencer marketing strategy for VOGO SNIPPETS

Skills

- Social Media Management
- Sales & Marketing
- Ideation
- A self-motivated individual with a keen eye for detail.

Work Experience

- PR Executive Intern at The Other Circle for 3 months
- Marketing Executive at Hyundai India for 16 months

Technical

- Presentation Software: Powerpoint, Canva, Google Slides
- Editing Software: Adobe Photoshop and VN Video editing



Karan Sunil Deogharkar

22, BMS (Marketing)

Certificate Course

- Copywriting - Udemy
- Conceptual Thinking for Advertising Campaigns - Domestika app

Projects

- Drafted scripts under creative writing
- Social media campaign for 'OLA'
- Market Research for Maggie
- Worked on scripting of Radio Ad for Zeel Raincoats.

Skills

- Copywriting
- Script Writing
- Screen Playwriting & Lyrics Writing

Work Experience

- Copywriter Intern at Motley Advertising for 3 months
- Copywriter Intern at Buzo Media for 2 months

Technical

- Designing Software: Canva, Adobe Illustrator, Adobe InDesign
- Video Editing : Adobe Premier Pro, VN Editor, Adobe After Effects
- Writing tools: Celtx, Final Draft, Chat GPT



Khushi mehta

22, BMM (Advertising)

Certificate Course

- Fundamental of Digital Marketing - K.E.S College
- Web design and development- K.E.S College

Projects

- Brand awareness strategy for Zabwee
- Product launch strategy for 'Virgin Airlines'
- Lakme's brand awareness strategy
- Virgin Airlines new product launch strategy
- Influencer Marketing plan for the brand VOGO

Skills

- Account Management
- Ideation
- Social Media Management
- Research

Work Experience

- Social Media intern at Mot ley Advertising for 3 months
- Social media executive at Dimerse for 4 months
- Social media intern at Vibrant Experiences for 4 months

Technical

- Presentation Software: Powerpoint, Canva, Google Docs and Google Slides
- Video Editing : Adobe Photoshop and Inshot
- Designing Software: InDesign and Canva



Kshama Mitesh Gandhi

22, BAMMC (Advertising)

Certificate Course

- Human Resource Management - Management Study Guide
- Digital Marketing - VocSkill, Logo Design - Udemy

Projects

- Market Research on the brand 'Bournvita'
- Product Launch of the brand 'Hennes & Mauritz'
- Influencer Marketing for the brand 'Raymond Ethnix'

Skills

- Strategizing and Planning, Market Research and Understanding Consumer Behaviour
- Presentation Skills
- Design Thinking
- Ideation and analytical skills

Work Experience

- Account Planning Intern at Socheers for 3 months
- Research Associate at Mauka for 1 month
- Social Media Marketing Intern at M7Admit for 2 months

Technical

- Designing Software: Adobe Photoshop, Adobe Illustrator, Premiere pro and Canva
- Sound Editing: Pro Tools
- Computer Skills: Microsoft Word, Excel & Google Slides



Manas More

22, Bachelor in Commerce

Projects

- Influencer Marketing Campaign for Urbanic
- Created a Audio Film using Logic Pro
- Launched a Product Lineup for boAt earphones

Skills

- Audio Editing
- Client Servicing
- Creative Thinking
- Quick Learner & Good Communicator

Work Experience

- Account Management Intern at Ogilvy for 3 months

Technical

- Designing Software: Adobe Photoshop, Adobe Illustrator and Canva
- Sound Editing: Pro Tools
- Computer Skills: Microsoft Word, Microsoft Excel and Google Slides



Nabendu Kamat

22, B. A (Psychology + Sociology)

Certificate Course

- Digital Marketing Course - Udemey

Projects

- Media research of Dairy Milk Silk Oreo
- Created ads for Emami hair oil
- Social media campaign for Ola

Skills

- Making Creatives
- Creating Competitive Analysis
- Campaign Ideation
- Curating Ads/Social Media Campaigns
- Fluent Communication Skills

Experience

- Account Management Intern at Ogilvy for 3 months
- Social Media Intern at Anar B2B Ltd for 3 months
- Campus Ambassador and co-ordinator at IIT Bombay for 3 months

Technical

- Designing Software: Adobe Photoshop, Adobe Illustrator and Canva
- Editing Software: Adobe After Effects
- Sound Editing: Pro Tools
- Computer Skills: Microsoft Word, Microsoft Excel and Google Slides



Neer Mota

25, BMM (Advertising)

Projects

- Constructed an 'Organ India' Campaign
- Scripted a Radio spot on LIC
- Created a new product line for 'Britannia'

Skills

- Copy Writing
- Scriptwriting
- Jingle Writing
- Ideation

Work Experience

- Copywriting Intern at Scarecrow M&C Saatchi for 3 months
- Copy Writer Intern at SAK Group of Advertising for 4 months

Technical

- Presentation Software: PowerPoint
- Designing Software: Adobe Illustrator and CorelDRAW
- Editing Software: Pro Tools, Adobe Premier pro and Canva
- Writing Software: Celtx
- Ai: ChatGpt



Nitish Gupta

22, BAMMC (Advertising)

Projects

- Spec Ads for Taj Group Of Hotels
- Durex and Acko
- Sci-Fi Script for Screen Writing Assignment
- Event Design for A Medicated Soap

Skills

- Copywriting
- Creative Thinking
- Design Thinking
- Ideation

Work Experience

- Copywriting Internship at Famous Innovations for 3 months

Technical

- Designing Software: Adobe Photoshop, Adobe Illustrator, Indesign and Canva
- Editing software: Adobe After Effects
- Sound Editing: Pro Tools
- Computer Skills: Microsoft Word, Excel and Google Slides/Docs



Parth Modak

22, BAMMC (Advertising)

Certificate Course

- Fundamentals of Digital Marketing - Google Digital Garage

Projects

- Influencer Marketing for Maybelline New York
- Increasing Brand Awareness for Gillette
- Launch the new service for Shopper Stop

Skills

- Social Media Manager
- Digital Communication
- Ideation
- Quick learner with an organized approach

Work Experience

- Account Management Intern at Scarecrow M&C Saatchi for 3 months

Technical

- Designing Software: Adobe Photoshop, Adobe Illustrator and Canva
- Sound Editing: Pro Tools
- Computer Skills: Microsoft Word, Excel and Google Slides



Pratiksha Banerjee

22, Bachelor's in Arts

Certificate Course

- Art of Reasoning and Critical Thinking - Guru Nanak Khalsa College
- NSS (National Service Scheme) program with MDAC (Maharashtra State Aids control society) - Guru Nanak Khalsa College
- Participation certification for Delphic wall art project

Projects

- Business Overview for brands like Mama Earth
- Under Armour and Nike
- Increased the viewership of library content on Hotstar
- Influencer marketing strategy for the brand Raymond Ethnix

Skills

- Creative Thinking
- Design thinking
- Planning and Strategizing
- Analytical with a forte in interpersonal skills

Work Experience

- Account Management Intern at Ogilvy India for 3 months

Technical

- Designing Software: Adobe Illustrator, InDesign and Canva
- Video Editing: Power Director (Video Editing App)
- Sound Editing: Pro Tools



Prayash Beldar

24, BMS (Finance)

Certificate Course

- Advance Excel - Anubhav Institute
- Financial Modelling - IMS Proschool Pvt. Ltd.

Projects

- Business overview for brands like Mama Earth
- Under Armour and Nike, Advertising & Marketing of PaperBoat
- Influencer marketing strategy for the brand Saffola Gold

Skills

- Creative Thinking
- Planning and Strategizing
- Brand Management
- Analytical thinking

Work Experience

- Account Management Intern at Ogilvy for 3 months
- Financial Analyst at State Street Corporation India for 6 months
- Business Analyst at Capgemini India Pvt. Ltd. for 15 months

Technical

- Designing Software: Adobe Illustrator, InDesign & Canva



Priya Hungund

24, Bachelor's in Banking and Insurance

Projects

- Creative Writing and campaign ideation for OLA
- Built up Concept card for hair oil brand
- Creative Strategy for Shaadi.com

Skills

- Creative Writing
- Referencing and Construting Content Calendar
- Campaign Ideation
- Curating Ad Copies Proactive

Work Experience

- Account Management Intern at Ogilvy for 3 months
- Social Media Intern at Sitegenius for 3 months
- Social Media Intern at Mahpall Media 1 month

Technical

- Designing Software: Adobe Illustrator and Canva
- Computer Skills: Microsoft Word, Excel and Google Slides



Riddhesh Atul Joshi

23, BMM (Advertising)

Projects

- Brand awareness plan for 'Firebolt Company'
- Launch plan for a new product for FABINDIA
- Increase the viewership of Amazon prime video

Skills

- Client Servicing
- Communication skills
- Ideation
- Resource team player with effective people skills

Work Experience

- Account Management Intern at Scarecrow M&C Saatchi for 3 months
- Marketing executive at Khushi Advertising ideas Pvt. Ltd. for 5 months

Technical

- Designing Software: Adobe Photoshop, Adobe Illustrator and Canva
- Video Editing: Adobe After Effects
- Sound Editing: Pro Tools
- Computer Skills: Microsoft Word, Microsoft Excel and Google Slides



Riddhi Rajesh Chouhan

22, BMM (Advertising)

Certificate Course

- Google SEO and Instagram Marketing - Udemy
- Introduction to Digital Journalism - Reuters
- Digital Marketing Workshop - NorthStorm Academy

Projects

- Brand Awareness plans for MyGlammm
- Business Plan for Balaji Telefilms
- Influencer led Outdoor Campaign for Decathlon
- Kia Motors pitch deck for new product launch.

Skills

- Ideation & writing, Communication
- Influencer Management
- Creative thinking

Work Experience

- Influencer Marketing Intern at SoCheers for 3 months

Technical

- Designing Software: Adobe Photoshop, CorelDRAW, Canva, Chat GPT
- Computer Skills: Microsoft Word, Excel, Google Slides



Ritti Mahendra Jain

21, BMM (Advertising)

Certificate Course

- Graphic Designing - Walk In Educate-Charni Road
- Event Manager for MET Synergy 2022, Introduction to Digital Journalism - Reuters
- Participated in 'Instagram Reels' workshop - MET Institute of Mass Media

Projects

- Brand plan for awareness of the 'Blinkit' App
- Launch plan for a new product for 'Hard rock Café'
- Influencer marketing & campaign plan for 'GUCCI' Project

Skills

- Social Media Management
- Digital Communication
- Resourceful team player with effective people skills
- Quick learner with an organized approach

Work Experience

- Marketing Intern at Lovechild by Masaba for 3 months
- PR Intern at Synergy Public Relations for 1 month
- Freelance Graphic Designer

Technical

- Designing Software: Adobe Photoshop and Canva
- Computer Skills: Microsoft Word, Microsoft Excel and Google Slides



Sejal Samir Gosavi

23, BMM (Advertising)

Certificate Course

- Advance Excel Course - L.S Raheja College
- Digital Marketing Course - L.S Raheja College
- POSH Awareness Program - MET Institute of Mass Media

Projects

- Advertising Marketing research for Coca Cola
- Ad design & campaign planning for a FMCG brand
- Studied Case study of Horlicks and its deals with GSK.

Skills

- Communication Skills
- Ideation
- Creative Thinking
- Client Servicing.

Work Experience

- Account Management Intern at TBWA\India for 3 months

Technical

- Designing Software: Adobe Illustrator, Photoshop, InDesign and Canva
- Computer Skills: Microsoft Word, Excel and Google Slides



Shreyas Rajan Koli

22, BMM (Advertising)

Projects

- Launch plan of Stylist service Shoppers stop
- Influencer Marketing for Muscle Blaze Protein Powder
- Media research of Cadbury Dairy Milk, Oreo Silk

Skills

- Brand Management
- Ideation
- Team player with effective people skills

Work Experience

- Copywriting Intern at Scarecrow M&C Saatchi for 3 months

Technical

- Designing Software: Adobe Photoshop and Canva
- Computer Skills: Microsoft Word, Excel and Google Slides



Simran Kumari

22, Bachelor's of Arts, English

Certificate Course

- Fundamentals of Digital Marketing - Google Digital Garage

Projects

- Marketing strategy for promoting a brand 'Dabur'
- Promotional strategy for 'Tanishq' in 'Femina Miss India Awards'
- Narrated an original script 'Pickup the Call'

Skills

- Content Writing
- Ideation
- Social Media Management
- Digital communication

Work Experience

- Content Writer Intern at Channel 176 production company for 3 months

Technical

- Presentation Software: Google Slides
- Editing Software: Adobe Photoshop and Inshot
- Designing Software: Indesign and Adobe Illustrator



Swara Harish Koli

22, BAMMC (Advertising)

Projects

- Researched Forest Essentials brief
- STP and advertising mediums, Business plan for 2021-22 of Netflix
- Creative Strategy for Shaadi.com

Skills

- Creative Thinking
- Account Management
- Communication
- Ideation

Work Experience

- Account Management Intern at Scarecrow M&C Saatchi for 3 months

Technical

- Designing Software: Adobe Photoshop, Illustrator & Canva
- Sound Editing: Pro Tools
- Computer Skills: Microsoft Word, Microsoft Excel and Google Slides

Student Profiles

ENTERTAINMENT



Adarsh Varma

24, BMM (Advertising)

Certificate Course

- Graphic Designing and Web Designing -Keerti computer Institute
- Video Editing and Motion Graphics - Online Certification from Edyo

Projects

- Worked as DOP in a short film titled- The last meet
- Created Google and YouTube campaigns for Levis brand.
- Influencer marketing Campaign strategy for GUCCI.

Skills

- Direction
- Cinematographer
- Camera Operation
- Video Production

Work Experience

- Assistant Director intern at Colage Communication for 3 months

Technical

- Presentation Software: Powerpoint, Canva and Google Slides
- Video Editing: Adobe Premiere Pro, Adobe After Effects, VN Video Editor, Kinemaster and Inshot
- Editing Software: Adobe Photoshop, Adobe Illustrator and Adobe In Design.



Aditi Shetty

22, BMS (Marketing)

Certificate Course

- Fundamentals of Digital Marketing- Google Digital Garage
- Digital Journalism Certificate- Reuters
- Social Media Management Certificate- Great Learning Academy

Projects

- Created a pitch for TV show titled- 'Anurag'
- Created & presented an analysis of the Top 5 OTT players in the country
- Converted the popular movie- Bhool Bhulaiya into an 8 episodic series

Skills

- Writing Blogs and Scripts
- Public Speaking
- Social Media
- Marketing

Work Experience

- Content Moderation Intern at Jio Cinema for 3 months

Technical

- Designing Software: Canva
- Editing Software: Adobe Premiere Pro and Inshot
- Computer Skills: Microsoft Word, Excel & PowerPoint



Arya Prabhu

21, BAMMC (Advertising)

Certificate Course

- Fundamentals of Digital Marketing -Google Digital Garage
- Search Engine Optimization -E-marketing Institute
- Social Media Marketing -E-marketing Institute
- Blogging - E-marketing Institute
- Content Marketing - HubSpot Academy

Projects

- Movie conversion to an 8 episodic web series
- Editing of Shortfilm 'The Last Meet'
- Increasing Engagement for library content on 'Amazon Prime'

Skills

- Video Editing
- Content Creation
- Content Marketing
- Social Media Marketing

Work Experience

- Story Editor Intern at Endemol Shine India Pvt. Ltd (BiggBoss) for 3 months
- Content Creation Intern at Wubba Lubba Dub Dub Pvt. Ltd. for 2 months

Technical

- Designing Software: Canva, Adobe Illustrator, InDesign
- Editing Software: Adobe Premier Pro, VN Editor and Adobe After Effects
- Sound Editing: Pro Tools



Dhruv Dave

24, B.Com

Projects

- Adapted 'Vikram' film into 8-episodie series for OTT channel
- Produced 'Saptrang' show for Sony SAB
- Showcased writing skills through compelling scene

Skills

- Writing
- Direction
- Team Managing
- Editing

Work Experience

- Casting Intern at Black Drongo Cating for 2 months
- Acted at Sapno ki Chhalaang TV show on Sony Entertainment Television Channel for 1 month

Technical

- Designing Software: Canva, Adobe Illustrator and Adobe InDesign
- Editing Software: Adobe Premier Pro, VN Editor and Adobe After Effects, Sound Editing: Pro Tools



Dishi Ajmera

21, BMM (Journalism)

Certificate Course

- Fundamentals of Digital Marketing - Google Digital Unlocked
- Basics of Content Marketing - Great Learning
- Ultimate Masterclass of Public Relations- Udemy
- Introduction to ScreenWriting -Alison
- Fundamentals of Digital Marketing - Google Digital Academy
- Advanced Diploma in Social Media Marketing - SimpliLearn

Projects

- Pitched a new daily soap to Star Plus Channel- Ek Anokha Rishta
- Created Influencer Marketing Strategy for Nutrela Soya Chunks
- Created Marketing Strategy for Virgin Airlines

Skills

- Content Writing
- Strategizing and Planning
- Market Research
- Understanding Consumer Behaviour.

Work Experience

- Content Writer intern at Ultra Media Entertainment Ltd. for 3 months
- Transcription Writer at Boscoe Solutions Pvt Ltd for 3 months
- Web Content Writer and Social Media Intern at Business Upturn for 6 months
- Web Content Writer at Laughing Colors for 2 months
- Web Content Writer at Bollywoodamma for 3 months
- Content Writer and Social Media Intern at IndiaShorts for 2 months

Technical

- Designing Software: Canva, Editing Software: VN Editor



Samrat Chatterjee

26, BMM (Journalism)

Projects

- Ideate and scripted a short film 'Hello Love'
- Increased enegagement for library content on 'Netflix'
- Promoting Yash Raj Films (YRF)

Skills

- Good Communication
- Adaptability
- Content creation
- Ideation and Execution

Work Experience

- Production Intern at Colage Communication 3 months
- Promotional Marketing and Social Media Marketing Intern at Forever Living Product for 3 months

Technical

- Designing Software: Canva
- Sound Editing: Pro Tools
- Computer Skills: Microsoft Office and Google form



Samrdha Gupta

23, BJMC

Projects

- Movie conversion to an 8 episodic web series
- Directed and Edited the Shortfilm 'The Last Meet'
- Creating a show with storyline characters and Character Diamonds

Skills

- Video Editing
- Production
- Communication Skills
- Content Creation

Work Experience

- Story Editor Intern at Endemol Shine India Pvt. Ltd (BiggBoss) for 3 months

Technical

- Presentation Software: Powerpoint, Canva and Google Slides
- Video Editing: Adobe Premiere Pro, Adobe After Effects and Final cut Pro
- Editing Software: Adobe Photoshop, In Design, Computer Skills: Microsoft Office, Google Sheet, Docs



Saurabh Shukla

22, BJMC

Projects

- Increase viewership of Disney+ Hotstar, Directed and Edited content for Ariel with Masterchef Pankaj Bhadouria
- Gangubai conversion to an 8 episode web series

Skills

- Direction
- Content Creation
- Creative Direction
- Cinematography

Work Experience

- Creative Director Intern at Balaji Telefilms Ltd for 4 months

Technical

- Presentation Software: Powerpoint
- Canva and Google Slides
- Video Editing: Adobe Premiere Pro, After Effects and Final cut Pro
- Editing Software: Adobe Photoshop, In Design
- Computer Skills: Microsoft Office, Google Sheet, Docs



Sonam Jadhav

22, BA (Marathi Literature & Political Science)

Certificate Course

- Fundamentals of Digital Marketing - Google Digital Unlocked

Projects

- Pitch a new daily soap show for Star Plus titled - Paheli Sulzhegi ya Ulzhegi
- Work as a writer and assistant director in short film titled 'last meet'
- Influencer Marketing for the brand Decathlon

Skills

- Research
- Writing (Lyrics, Scripts)
- Management
- Communication
- Design Thinking

Work Experience

- Assistant Director Intern at Colage Communication for 3 months
- Creative Intern at Framej Production for 1 month

Technical

- Designing Software: Canva and Adobe Illustrator, InDesign
- Writing Tools: Writer Duet and Celtx
- Computer Skills: MS word, Power Point and Google slide, ChatGPT



Vidhi Sharma

22, BMM (Journalism)

Projects

- Pitched a reality show for Starplus - 'Sweet Tooth'
- Created Marketing Strategy for 'Virgin Airlines'
- Influencer Marketing Campaign for Urbanic

Skills

- Good Communication
- Adaptability
- Content creation
- Ideation and Execution

Work Experience

- Intern at RedFox media for 3 months

Technical

- Presentation Software: Powerpoint, Canva and Google Slides
- Video Editing: Adobe Premiere Pro, Adobe After Effects, Kinemaster and Inshot
- Editing Software: Adobe Photoshop, Illustrator, In Design
- Computer Skills: Microsoft Office, Google Sheet, Docs

Student Profiles

DIGITAL MARKETING



Bhavin Milan Kapadia

22, BMM (Advertising)

Certificate Course

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

Projects

- Introduced a new product category Electric bike for an existing brand KIA motors
- Online reputation Management for the brand Durex
- Created Content Calender for Brand PVR Cinemas.

Skills

- Communication Skills
- Creative Thinking
- Social Media Strategy
- Team Work

Work Experience

- Account Management Intern at TBWA /India for 3 months

Technical

- Presentation Software: Canva, Google Docs, Google Slides
- Video Editing :VN Video Editor, Kinemaster and Inshot
- Computer Skills : Outlook PowerPoint and Teams



Nishita Parikh

22, BMM (Advertising)

Projects

- Buyer Personas & Social Media Strategy For Nykka
- Digital And PR Strategy for Sketchers
- Influencer Marketing for Yoga Bars

Skills

- Communication Skills
- Social Media strategy
- Creatives
- Content Creation

Work Experience

- Social Media Intern for IN10 Media Network Pvt. Ltd. for 3 months
- Social Media Intern at Fabista for 6 months
- Content Creation Intern at Kiyoo for 2 months

Technical

- Designing Software: Adobe Photoshop , Canva, Adobe Illustrator, Inshot, VN editor and Pics Art
- Computer Skills: Microsoft Word, Microsoft PowerPoint, Microsoft Excel and Google Slides
- Social Media Apps: Twitter, Instagram, Youtube, Mailchimp



Rajas Narkar

27, BMS (Marketing)

Certificate Course

- Fundamental of Digital Marketing - Google Certificate
- Introduction to Digital Journalism - Reuters

Projects

- Youtube Ads Campaign Set up for A Shoe Brand 'Nike'
- Buyer Persona and Social media Strategy for Brand Decathlon
- Online Reputation Management for the Brand Muscle Blaze

Skills

- Digital Strategy Growth for Running a online Campaign
- Team player and Planner
- Excellent communication Skills

Work Experience

- Digital Marketing Intern at Pinnacle Web India for 3 months
- Sr. Customer Service Executive at BVC Brinks Diamond and Jewellery Services LLP 3 years 3 months

Technical

- Presentation Software: PowerPoint, Canva, Google Docs Slides
- Video Editing: Inshot, Computer Skills: Microsoft Word, Excel, PowerPoint



Yukta Bachani

23, MBA (HR) & PGDM (HR)

Certificate Course

- Digital Marketing and E-commerce - Google Certificate
- Fundamental of Business Analysis - Udemy
- Intermediary & Advanced Excel and Microsoft Office 360 Certificate - Raj Computers, Graphic Design (Corel Draw + Photoshop) -Raj Computers

Projects

- SEO Strategy for Dior
- Social Media Marketing for Instagram Account
- E-Commerce Management Analysis for ClayCo

Skills

- Excellent Communication skills
- Attention to Detail, Creativity and Problem Solving
- Writing and Content Creation

Work Experience

- Client Servicing Intern at Ogilvy for 3 months
- Human Resources Intern at Equinox 2 months
- Human Resources Intern at APLL Logistics 2 months Jr. Human Resources Executive at Gametion Technologies 5 months

Technical

- Designing Software: Adobe Photoshop, Illustrator, Canva
- Computer Skills: Microsoft Word, PowerPoint, Excel, Google Slides

Student Profiles

JOURNALISM & PR



Garvit Gaur

25, BJMC (Journalism)

Certificate Course

- Introduction to Digital Journalism - Reuters

Projects

- Public Interview about Aarey Metro Car-shed impacting the forest
- Public Interview about Newspaper reading habits
- Report Writing on rural immersion trip to Wada Maharashtra

Skills

- Presentation Skills
- Team player with leadership qualities observation Skills

Work Experience

- News Reporter Intern at The big bench for 3 months

Technical

- Presentation Software: Powerpoint, Canva and Google Slides
- Video Editing: Adobe After Effects, Kinemaster and Inshot



Neeharika Rajbhar

22, BAMMC (Journalism)

Certificate Course

- Fundamentals of Digital Marketing - Google Digital Garage Unlocked
- Introduction to Digital Journalism - Reuters
- Diploma in Computer Programming in DTP - Vidya Institute
- Digital Marketing - HubSpot Academy, Social Media Marketing - Hubspot Academy Event Planning
- Marketing and Management - Udemy

Projects

- Public Interview about Aarey Metro Car-shed impacting the forest
- Public Interview about Newspaper reading habits
- Report Writing on rural immersion trip to Wada, Maharashtra

Skills

- Team mate with good leadership qualities
- Adaptability
- Presentation Skills
- Project Management Skills

Work Experience

- PR Intern at Synergy PR for 2 months

Technical

- Presentation Software: PowerPoint, Canva and Google Slides
- Video Editing Software : VN Video Editor, Kinemaster & Inshot
- Editing Software: Adobe Lightroom, Inshot, Adobe Photoshop C6, Picsart and Retouch
- Designing Software: Canva, Inshot, CorelDraw6 and Pagemaker 2.0



Supriya Singh

22, BMS (Marketing)

Certificate Course

- Volunteered at Rakul preet Singh - Event at Bandra
- Volunteered at Rema - Event Nesco (Goregaon)
- Volunteered at International Iconic Award Season - 9 event at Bandra
- Volunteered at Guru Randhawa event - Nesco, Goregaon

Projects

- Public Interview about facing travelling issues from Virar to Churchgate
- Report Writing on rural immersion trip to Wada, Maharashtra
- Public Interview about Newspaper reading habits

Skills

- Team player with Leadership Qualities Observation Skills
- Speaking & News Researching

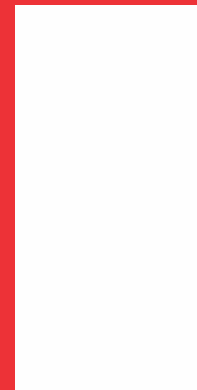
Work Experience

- PR Intern at Dr. Rashel for 3 months
- Intern at Aditya Birla Group for 2 months
- Intern at Sarvaria & Brothers Pvt. Ltd for 2 months

Technical

- Presentation Software: Powerpoint, Canva and Google Slides
- Video Editing: Adobe After Effects, Kinemaster and Inshot

ADVERTISING
ENTERTAINMENT
JOURNALISM &
PUBLIC RELATIONS
DIGITAL MARKETING

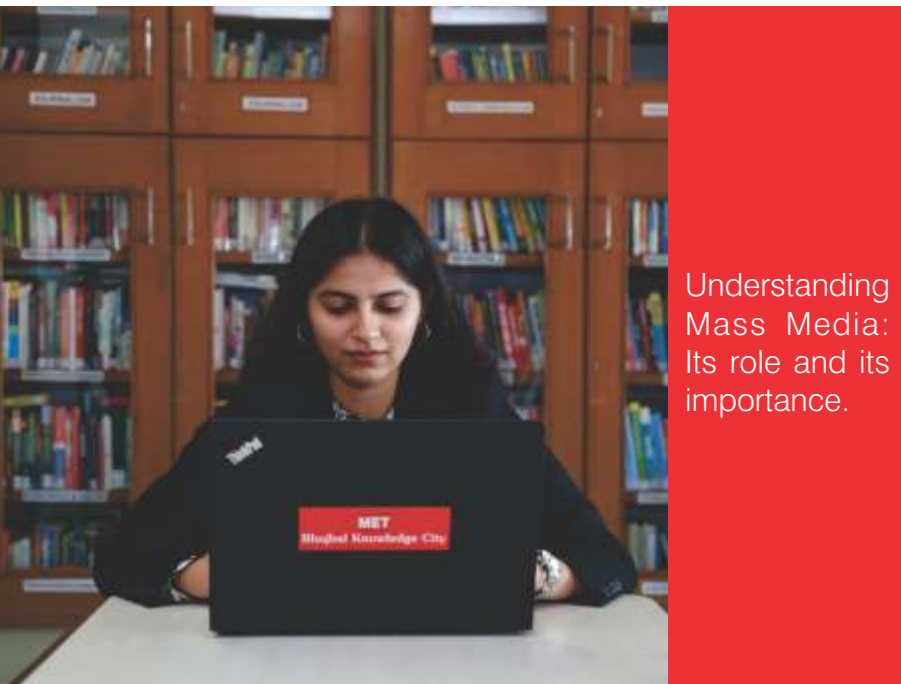


ADVERTISING

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



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 certificate 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)
- Advanced Diploma in Mass Media (Module-1) – Advertising
- 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 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 Module-1 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 (Module-2):** 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)

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

Short Module

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



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

- Advertising Research
- Account Management & Account Planning
- Advanced Creative Writing
- Creativity in Communication
- Radio Advertising
- Print Advertising
- Event Management
- Integrated Brand Management
- Social Media Marketing

Short Module

- Influencer Marketing
- Customer Relationship Management
- Sports Management
- Talent Management
- Media Laws & Advertising Ethics



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

- Television Marketing
- Direct Marketing & Media Monetization
- Media Planning & Buying
- Outdoor Communications
- Rural Advertising
- Integrated Marketing Communications and Service Sector Marketing
- Public Relations
- Magazine Writing

Practical Sessions

- Essentials of Graphic Designing
- Camera & Studio Sensitization
- Video Editing Skills
- Basics of Audio Production

Short Module

- Corporate Social Responsibility
- Media Economics
- Affiliate Marketing
- Product Management

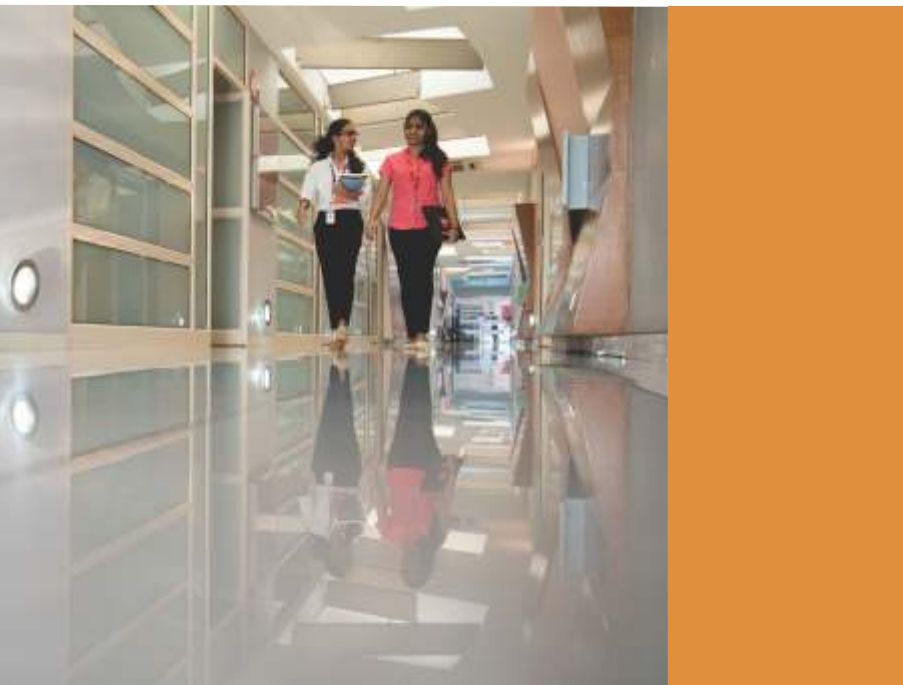
ENTERTAINMENT

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.

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 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 certificate 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 (C IMM)
- Advanced Diploma in Mass Media (Module-1) – Entertainment
- 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)

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

Short Module

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



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

- Advanced Creative Writing
- Event Management
- Integrated Brand Management
- Radio Programming
- Television Production & Programming (Production Process)
- Television Production & Programming (Channel)
- Social Media Marketing

Short Module

- Influencer Marketing
- Customer Relationship Management
- Sports Management
- Talent Management
- Media Laws & Ethics



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

- Film Marketing & Distribution
- Media Planning & Buying
- Television Marketing & On Air Promotions
- Branded Entertainment
- Integrated Marketing Communications and Service Sector Marketing
- Public Relations
- Magazine Writing

Practical Sessions

- Essentials of Graphic Designing
- Camera & Studio Sensitization
- Video Editing Skills
- Basics of Audio Production
- Essentials of VFX

Short Module

- Corporate Social Responsibility
- Media Economics
- Product Management

Film Production Techniques

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

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.

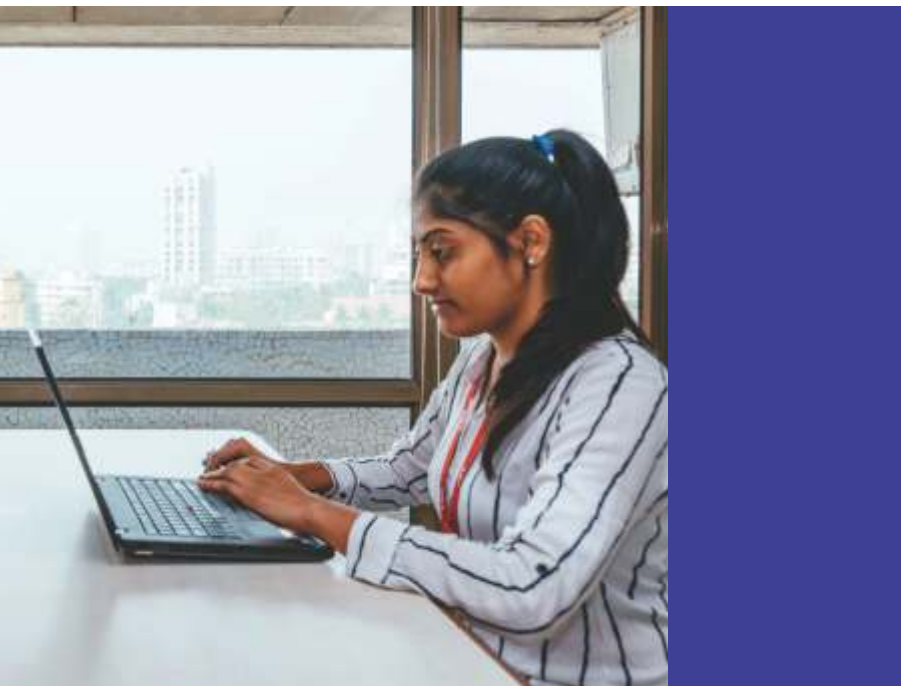


ADVANCED DIPLOMA IN MASS MEDIA (ADMM) - DIGITAL MARKETING

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 certificate 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 (C IMM)
- Advanced Diploma in Mass Media (Module-1) – Digital Marketing
- 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 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 (CIMM)

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

Short Module

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



Advanced Diploma in Mass Media (Module - 1) - Digital Marketing

- Account Management & Planning
- Creativity in Communication
- Digital PR & Online Reputation Management
- Ecommerce Management Foundations
- Event Management
- Integrated Brand Management
- Search Engine Optimisation
- Website Designing
- Writing for Digital Platforms

Social Media Marketing

- Facebook, Instagram & WhatsApp
- Youtube & Video Marketing

Short Module

- Influencer Marketing
- Customer Relationship Management
- Sports Management
- Talent Management & Talent PR
- Understanding Cyber Laws



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

- Search Engine Marketing, Paid media and Google series
- Content & Email Marketing
- Integrated Marketing Communications and Service Sector Marketing
- Digital Media Planning
- Google & Web Analytics
- Magazine Writing

Practical Sessions

- Essentials of Graphic Designing
- Camera & Studio Sensitization
- Video Editing Skills
- Basics of Audio Production

Short Module

- Corporate Social Responsibility
- Media Economics
- Affiliate Marketing
- Product Management

Social Media Marketing

- Twitter & LinkedIn
- SMS Marketing
- Mobile Marketing
- Snapchat and Pinterest (Overview)
- Digital Media Utilities

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 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 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 certificate 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 (C IMM)
- Advanced Diploma in Mass Media (Module-1) - Journalism & Public Relations
- 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 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 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 (CIMM)

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

Short Module

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



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

- Advanced Journalistic Writing Skills
- Writing for Digital Platforms
- PR Agency Management & Campaign Planning
- Digital PR & Online Reputation Management
- Print Media
- Online Media
- Event Management
- Integrated Brand Management
- Radio Journalism

Short Module

- Influencer Marketing
- Customer Relationship Management
- Sports Management
- Talent Management & Talent PR
- Media Laws & Ethics

PR Skills

- Press Skills & Conference
- Blogging & ROI



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

- Corporate Communications
- Conflict & Crisis Communication
- Integrated Marketing Communications and Service Sector Marketing
- Business & Financial Journalism
- Political & Investigative Journalism
- Sports Journalism
- Broadcast Media (TV)
- Magazine Writing
- Media Planning & Buying

Practical Sessions

- Essentials of Graphic Designing
- Camera & Studio Sensitization
- Video Editing Skills
- Basics of Audio Production

Short Module

- Corporate Social Responsibility
- Media Economics
- Product Management

Genres & Beats

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

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
Placement Department
Bhujbal Knowledge City
Bandra Reclamation, Bandra (West), Mumbai 50.

- placements_imm@met.edu
- Pratibha Naidu (Placement Coordinator) | pratibhan_imm@met.edu
- Tel: (+91 22) 395542 383/281 | 9892667671

RECRUITMENT FORM

Kindly provide your hiring needs for Final Placements/ Summer Internships by scanning the QR code or clicking the link below to access the Recruitment Form.



or Visit <https://bit.ly/323dO6x>



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.

Tel: (022) 022 - 395542383/281/ 222

Email: placement_imm@met.edu | www.met.edu