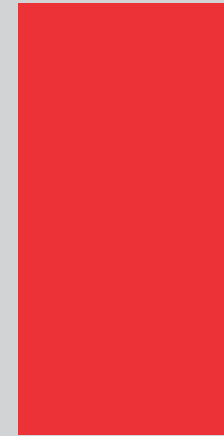


IMM PROSPECTUS

ADVERTISING
ENTERTAINMENT
JOURNALISM &
PUBLIC RELATIONS
DIGITAL MARKETING



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

Bhujbal Knowledge City

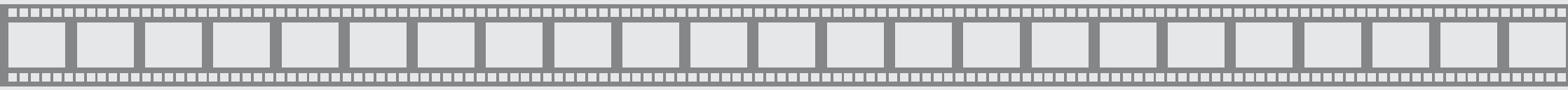
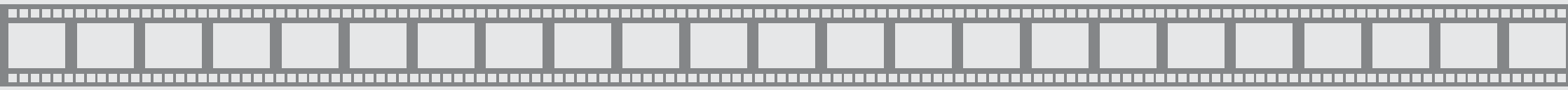
Toll free: 1800 22 0234 | www.met.edu

Looking for a few good people...



are you one of them?





MET
Institute of Mass Media

ADVERTISING
ENTERTAINMENT
JOURNALISM &
PUBLIC RELATIONS
DIGITAL MARKETING

All of us who professionally use the mass media are the shapers of society. We can vulgarise that society. We can brutalise it. Or we can help lift it onto a higher level.

- William Bernbach

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Mahatma Jyotiba Phule
(1827-1890)



Shrimati Savitribai Phule
(1831-1897)

विद्येविना मती गेली मतीविना नीती गेली ।
नीतीविना गती गेली । गतीविना वित्त गेले ॥
वित्ताविना शुद्र खचले । इतके अनर्थ एका अविद्येने केले ॥

Lack of knowledge leads to indiscretion;
Indiscretion leads to lack of ethics.
Lack of ethics leads to absence of direction and momentum;
Absence of direction and momentum result in bankruptcy.
Such is the havoc caused by the lack of knowledge.

- Mahatma Jyotiba Phule

OUR FAITH

न चौर हार्यम् नच राज हार्यम् ।
न भातृभाज्यम् नच भारकारी ।।
व्यये कृते वर्धते एव नित्यम् ।
विद्याधनं सर्वधन प्रधानम् ।।

Knowledge can neither be stolen by a thief,
nor snatched by a king.
It is indivisible unlike ancestral property,
it never burdens the bearer,
it multiplies manifold when offered to others.
Knowledge is the supreme form of wealth.

OUR VISION

To shape professionals, to conquer the present and the future challenges
to the socio economic fabric of our society, by institutionalising search,
development, research and dissemination of relevant knowledge
through structured learning systems.

OUR MISSION

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

INTRODUCTION



Bhujbal Knowledge City, Mumbai

Institute of Management
Institute of Post Graduate Diploma in Management
Institute of Mass Media
Asian Management Development Centre
Centre for Insurance Training, Research & Development
Institute of Pharmacy
Institute of Information Technology
Institute of Software Development & Research
Institute of Computer Science
Institute of International Studies
Rishikul Vidyalaya

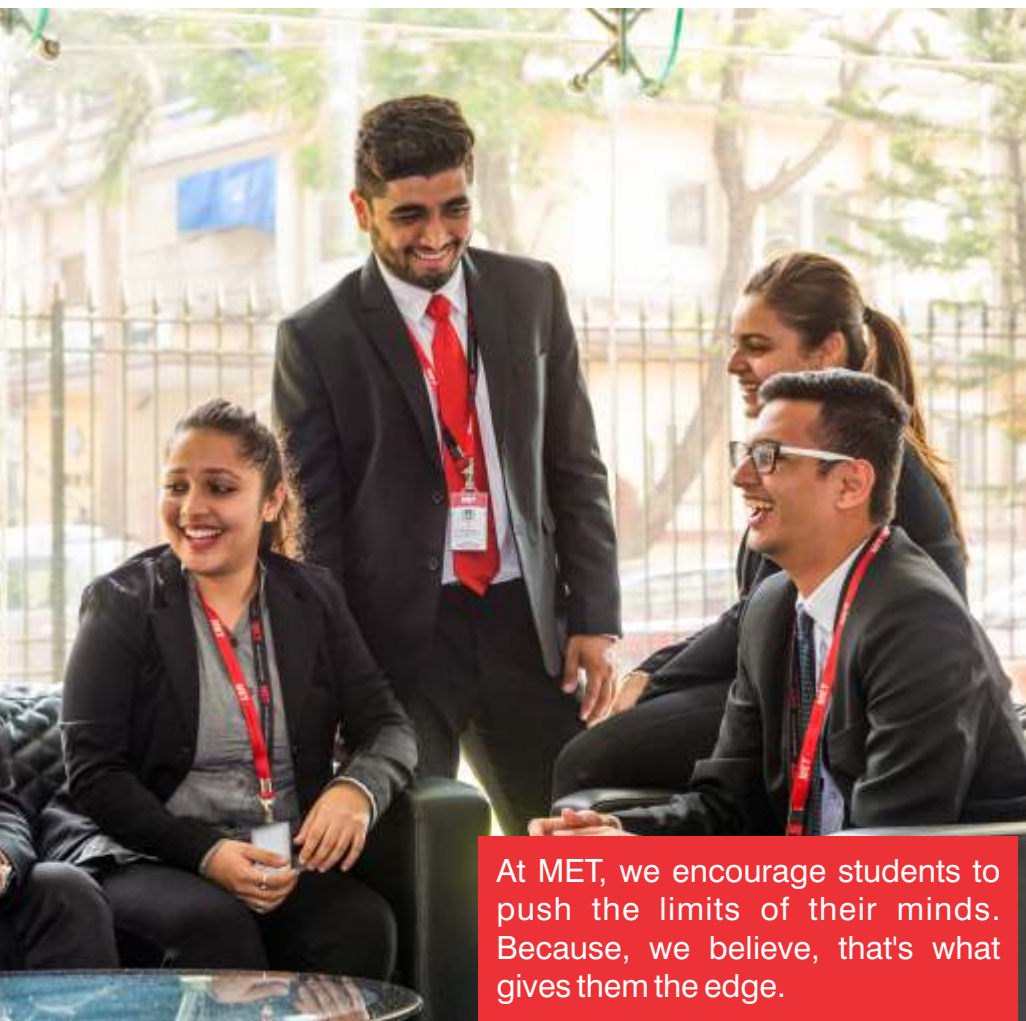
Bhujbal Knowledge City, Adgaon, Nashik

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 (Jr College)

Bhujbal Knowledge City, Gowardhan, Nashik

School of Architecture & 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.

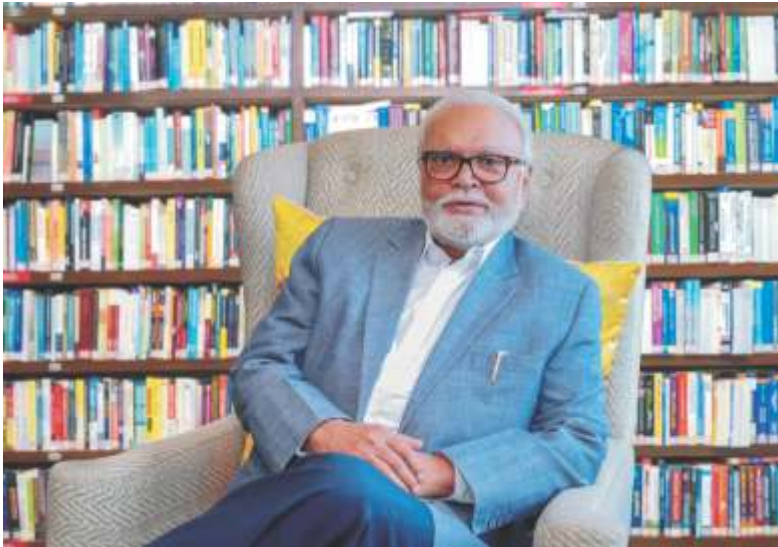
Just a stone's throw away from the Arabian Sea, is an institution that is creating waves. Because, it is quite simply, a cut above the rest. The MET League of Colleges is a conglomerate of premiere educational institutions, driven by a single-minded focus on imparting quality education to make students 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 4th Best B School in Mumbai and 14th Best B School in West Zone by the Times B School Survey 2021
- Ranked 5th Best B-School in Mumbai & 18th Best Pvt. B-School All India by the Times B-School Survey 2020
- MET Institute of Management ranked 9th in the Times Top Institutes of West India Survey 2020 across Western and Central India
- MET is recognised as the Best Education Brand 2019 by The Economic Times
- 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 corporate in India and abroad
- Global faculty and international knowledge sharing modules
- Sensitising the students towards social causes through MET Seva CSR programmes
- Unique partnership with the Chartered Insurance Institute, London and NCC Education, UK

FROM THE CHAIRMAN'S DESK



“When things get tough, the tough get going”

- Anon

It is said that when the unexpected or impossible happens, you are caught off balance. In this third decade of the millennium, Indian economy was at an inflection point but we were unexpectedly hit by a pandemic wave from the East. As the nation went in a lockdown, its impact was felt across all strata of our society. The youth had to shoulder the burden of the system collapse hurting the education sector. But unfazed by the unexpected crisis, dynamic professional institutions rose to the challenge as they set about energizing millions of young minds to fight the adversity. They rapidly retooled, redesigned and delivered a significant body of knowledge to deliver seamless digital learning engaging the youth across the country to alleviate the suffering of the young students, quenched their thirst of knowledge aided by smart tools and teachers, restoring sanity and peace in the society.

We at MET, took the challenge head-on and established seamless learning platforms across our campuses located at Bhujbal Knowledge City in Mumbai and Nashik delivering wholesome learning inputs meeting stakeholder appreciation. From kids to young professionals enlightening virtual inputs were delivered across Pharma, Engineering, IT, Mass Media and Management domains brushing past delivery hurdles. Blessed by the state of the art platforms and technologies accessed by us, our committed faculty and staff rose to the challenge. Frequent counseling to the affected, concessions and accommodation to the needy acted as balm to the stakeholder battling the adversity as they lived up to the 'knowing-doing-being' motto of professionals meeting the demands of the marketplace.

We at MET, through our Rishikul Vidyalaya are continuing to expose the school kids, blending the traditional pedagogy with the Cambridge learning systems till the A Level. We are also building links and partnerships with global players for carrying forward the dynamic learning processes at both undergraduate and postgraduate levels. We are continuing our focus on injecting the spirit of Creativity-Innovation in the pedagogy so that the students are nudged and exposed to solution oriented problem solving dynamic learning platforms, as the gateway to incubators and start-up culture.

But, it will require coordinated efforts between the regulator and the holy trinity of students, parents and teachers combined to mitigate the crisis. One must remember that, the dynamic education sector led by the youth, are the backbone leading us through the turbulent waters. Therefore, the higher education regulators must immediately act to shore up this sector with resources and policy stimulus, to drive the dark clouds and let the bright sunshine bloom the flower of Indian youth. We must remember, as Bobby Knight says, “The key is not the will to win. Everybody has that. It is the will to prepare to win that is important”.

Wishing you success in all your professional pursuits.

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 & carom 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 book 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 programmes offered:

Advanced Diploma in Mass Media (ADMM)

Specialization in:

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



FROM THE DIRECTOR'S DESK



Dr. Mangesh Karandikar
Director, MET Institute of Mass Media

***“Let’s grab the future, because the present is already past;
make the best of what we have now, and prepare for the better.”***

A vibrant country needs an equally vibrant media. India, the largest democracy in the world, does make the largest number of films every year, has more than 800 television channels, and is also one of the top producers of web series. With this kind of growth, the media sector requires trained media professionals who can produce and manage media content.

To cater to this tremendous growth, media education requires an approach which is more practical oriented than just theory-based. Though conceptual and theoretical understanding is extremely important, media cannot be learnt only from books. To make a great career in any sector within media, you must be adept in producing content, practicing what you learn in the classroom.

This is where MET Institute of Mass Media takes giant strides ahead, giving an entirely different perspective to media teaching and learning. MET Institute of Mass Media offers a solid 360 degrees, hands-on approach with intense classroom sessions, exhaustive practical exercises and live projects.

With the media universe in India undergoing a fast paced, technology-led evolution, MET IMM students are always ready for the media of the future. The post graduate programmes in Entertainment, Advertising, Digital Marketing, Journalism and Public Relations at MET Institute of Mass Media are structured to impart to you with the skills as well as the knowledge. MET lays a solid foundation on which you can build a rewarding and a satisfying media career in the industry.

Welcome to the MET Institute of Mass Media for a bright and rewarding future.

Dr. Mangesh Karandikar
Director
MET Institute of Mass Media

ADVANTAGE - MET IMM



- Established in 2005
- Holistic approach based on the 3 A's of Media Education – 'Acquire, Assemble and Apply'
- Recognized as the 'Outstanding Institute for Mass Media Management of the Year by World Education Summit Awards 2019
- Ranked 4th Best in Advertising & PR categories and 9th Best Post Graduate Media School all India by the Edutainment Awards 2017
- Unity in Diversity Educational Institute Award awarded by Global Dialogue Foundation and United Nations Alliance of Civilizations (UNAOC) in 2016
- 4th Best Marketing Communication & Advertising Management School and 4th Regional Best Media School (West) by Edutainment Show 2015
- MET Mass Media Management is the only top ranking Specialized Programme amongst emerging B-Schools by TOI
- Collaboration with Institute of Creative Excellence (ICE) - founded by Balaji Telefilms Ltd.
- Fully-functional, well-equipped class rooms, library and state of the art in-house studio complex
- Exhaustive media industry interface and a strong alumni network base.
- Curriculum designed in consultation with media industry experts
- Business & function driven training pedagogy with an implementation value and in line with the media convergence trends
- 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 & Industry Orientation
- Exclusive year round training towards career support services based on 'Growth Mindset' with MET's - Campus To Corporate Programme

MEDIA VOICE

"... India's first ever B school offers a full-time programme in Journalism, Advertising and Entertainment.... With the idea of training students of mass media in business aspects of the industry, the MET Institute of Mass Media introduced new courses that focus on business management..."

- The Times Of India

"It is time for the management professionals to ride the boom-times in the media and entertainment industry... now a course that goes beyond the creative essentials to teach you all the important business side of journalism, advertising and media."

- The Economic Times

"The folks at Mumbai Educational Trust recognise the eclecticism and bottomless pit syndrome that characterise the youth of the 21st century, and assembled the MET World of Music....the best part of the endeavour is its indiscriminate outlook and musical liberality."

- Mumbai Mirror

KEY CELEBRITY - MET ALUMNI



"I had the most memorable time studying at MET. The faculty was most helpful and guided me at every step in honing my core competencies. I thank all those who guided me for the wonderful experience."

Tarun Katial, CEO, Zee5 India



"My MBA degree helps in understanding the professional management approach in Bollywood. It helps me understand the strengths of 'John Abraham' - the brand and maximise my earnings. The MBA degree has given me a sense of worldly wisdom and empowers me to utilise my resources to the fullest."

John Abraham, International Celebrity

THE INDUSTRY SPEAKS

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

- Paresch Chaudhry, Global Group President - Adani Group

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

- Renuka Shahane, Actress

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

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

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

- Anurag Basu, Film Maker

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

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

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

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



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.

ALUMNI IN THE SPOTLIGHT



Abhishek Mukherjee
Creative Producer,
Endemol Shine India



Faraz Ansari
Writer, Producer, Director,
Futterwacken Films



Kanchan Mhatre
Creative Head,
EsselVision Productions (ZEE)



Ruchi Abbasi
Founder,
Elixir Media



Kumar CD Mane
Group Manager, Conceptualizer
Radio Mirchi



Ainee Nizami
Consulting Editor,
iDiva (Times of India)



Sumit Kumar
CEO,
Market Chanakya



Manali Sanghvi
Deputy Marketing Manager,
Future Consumer Limited



Serena Menon
Visual Communications Manager,
Netflix



Pratham Jadhav
Radio Jockey - All India Radio News



Delzeen Mistry
Founder,
Hormaz Marketing &
Brand Consultancy



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



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



Pep Figueiredo
Manager - Content,
Digital Business,
Sony Pictures



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

ALUMNI SPEAK



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

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



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

Prakash Chaudhary, Brand Alliances - T Series



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

Priyanka Surve, Founder & Creative Director - Motley Advertising



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

Chetan Dubey, Deputy Brand Manager, Parle Products

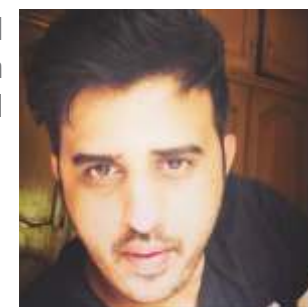
The entire practical approach to teaching at MET IMM, helped me hit the ground running as soon as I set foot in the Industry. The mentors were superb and the entire management has been supremely supportive

Anish Raul, Senior Manager - Brand Strategy, The Glitch



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, National Creative Lead - Zee5



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

Sandeep Shaminami, Brand Allainces Manager - Radio Mirchi



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, Senior PR Executive - ALT Balaji



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 IMM initiative.



Singer, Ankit Tiwari at MET IMM for student interaction.



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



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



Prolific Indian Screen Actor, Manoj Joshi at METamorphosis.



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



Graduating batch at the recently held MET Annual Convocation Ceremony.



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.

CAREER OPPORTUNITIES



Broadcast Journalism
(TV/Online/Radio)



Media



**Public Relations
& Talent Management**



Audio - Visual
(Television/Films/OTT)



Print Journalism



Events



Advertising



Digital & Social Media



MET - Campus To Corporate Programme is spans over two modules across 12 months within the academic journey of an ADMM student at MET Institute of Mass Media. The program focuses on self-management skills, growth and leadership mind set.

The scientifically designed interactive training sessions and evaluations monitor the student's progress at each step and guide them to self-actualize, pitch, position and adapt themselves with challenging pressures of corporate life. They are groomed into well-rounded employable candidatures, ready to take on the dynamics of their upcoming professional journey.

Module I: • Communication of Clothes • The Art of Meaningful Conversations • Business Dining Etiquettes • Self-Management Skills • Leadership Communication • Image Management • The Learning Curve Assessment

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

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

Student Profiles Advertising



Aastha Bhanushali

22, B.M.M (Advertising)

Certifications

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

Projects

- Business plan for a new advertising agency startup
- Created promotional plan for 'Tesla' and 'Burger King'
- Marketing plan for 'ICICI Bank'
- Product launch PR plan for 'Huda Beauty'

Key Skills

- Copywriting • Content creation • Social media

Professional Experience

- Social media intern at Mid-day Infomedia for 6 months
- Client servicing intern at Telex Advertising Pvt Ltd. for 4 months
- Intern at Dainik Bhaskar for 4 months
- Marketing intern at Balaji Advertisers Pvt Ltd. for 3 months

Technical Know-how

- Editing software: Kinemaster
- Designing software: Adobe Photoshop and Canva
- Sound editing: Audacity

Claim to Fame

- Gold Medalist at The Indian International Model United Conference Debate - Year 2018



Aditya Nair

22, B.M.M (Advertising)

Certifications

- Social Media Marketing - HubSpot Academy
- Fundamental of Digital Marketing - Google Digital Unlocked

Projects

- Re-created a direct marketing campaign for 'Whisper'
- Created a jingle and storyboard (audio clip)

Key Skills

- Team work • Social media marketing

Technical Know-how

- Editing software: Adobe Photoshop, Premiere Pro, After Effects
- Designing software: Adobe Illustrator and Canva
- Sound editing: Adobe Audition



Arushi Borkar

22, B.M.M (Advertising)

Certifications

- Inbound and Social Media Marketing - HubSpot Academy
- SWOT Analysis - The Management Study Guide
- Fundamentals of Digital Marketing - Google Digital Unlocked

Projects

- Business plan for a new Advertising agency startup
- Marketing plan for 'ICICI Bank'
- Promotional plan for 'Tesla' and 'Burger King'

Key Skills

- Ideator with an ability to orate effectively • Confident and poised with people interactions • Client servicing

Professional Experience

- Content creator at Aquilla Digital Pvt. Ltd. for 1 month
- Management Team at Mrs. India Universe for 1 month
- Project manager and artist manager for Hamleys at TwentyPlus2 Events
- Influencer outreach and database management at Chtrbox for 1 month
- Workshop and event organiser at AIESEC Organisation (Vietnam) for 2 months

Technical Know-how

- Editing software: Kinemaster
- Designing software: Adobe Photoshop and Canva
- Sound editing: Audacity

Claim to Fame

- Winning team member of the 'The Ultimate Business Stalwart' competition as part of MET IMM's Campus to Corporate Program (2020-21)



Bhavesh Singh

22, B.M.M (Advertising)

Certifications

- Inbound and Social Media Marketing - HubSpot Academy
- Fundamentals of Digital Marketing - Google Digital Unlocked
- SWOT Analysis - The Management Study Guide

Projects

- Re-branded and redesigned logo and packaging of 'Chedda's and 'Patanjali'
- Market segmentation of 'Tesla' & Market Strategy for 'Runwal'.
- Created a business plan for own Advertising agency start up

Key Skills

- Critical thinking • Research & marketing Skills • Communication skills & active listener

Professional Experience

- Creative intern at Jio Creative Labs for 3 months
- Producer's assistant for a feature film 'Guilty' for 3 months

Technical Know-how

- Editing software: Adobe Photoshop, Premiere Pro, After Effects
- Designing software: Adobe Illustrator and Canva
- Sound editing: Audition



Esha Madkaikar

21, B.M.M (Advertising)

Certifications

- Inbound Marketing and Social Media - Hubspot Academy
- SWOT Analysis - The Management Study Guide
- Fundamentals of Digital Marketing - Google Digital Unlocked
- Lintern Learning Program - MullenLowe Lintas Group

Projects

- Deconstruction of 'Jockey' advertisement
- Researched and created digital visuals for 'Bumble'
- Ideated and pitched a rural marketing campaign for 'Bajaj Finserv'

Key Skills

- Social media • Creative content writing • Ability to articulate and ideate effectively

Professional Experience

- Content writer at Brahma Creations for 1 month
- Content writer at PSquare Software Developers for 12 months
- Content writer and social media manager at Raynine Media Works for 2 months

Technical Know-how

- Designing software: Canva and Adobe Photoshop
- Sound editing: Audacity



Gauri Raorane

23, B.M.M (Advertising)

Certifications

- Fundamentals of Digital Marketing - Google Digital Unlocked
- PR Council's Agency - Ready Certificate Program
- Inbound and Social Media Marketing - HubSpot Academy

Projects

- Re-designed and created an advertising campaign for 'Pepperfry'
- Ideated and presented a pitch deck for Valentine's Week digital campaign - 'Coca Cola'
- Ideated and pitched a rural marketing campaign for 'Bajaj Finserv'

Key Skills

- Creative Skills • Copy proof-reading • Eye for detail

Professional Experience

- Copywriting intern at FCB Interface Mumbai for 2 months
- Social media intern at the Aghori Media House for 1 month

Technical Know-how

- Designing software: Adobe Photoshop, Adobe Illustrator and Canva
- Editing software: Adobe Premiere Pro, Kinemaster (basic)
- Sound editing: Audacity

Claim to Fame

- Winning team members of the 'The Ultimate Business Stalwart' Competition as part of MET IMM's Campus to Corporate Program (2020 - 21)



Ishita Gupta

22, B.M.M. (Advertising)

Certifications

- Inbound and Social Media Marketing - HubSpot Academy
- PR Council's Agency - Ready Certificate Program
- Fundamentals of Digital Marketing - Google Digital Unlocked
- Lintern Learning Program - MullenLowe Lintas Group

Projects

- Designed a launch campaign for a hypothetical shampoo brand
- Designed rural marketing campaign for 'Engage'
- Ideated and wrote radio jingle for 'Amul Atta'

Key Skills

- Presentation skills • Creative thinking and strategic communication • Ability to work under stressful situations

Professional Experience

- Media planner at Credit 1 Payments for 6 months
- Casting intern for Zee TV Did Lil' Masters at Essel Vision Productions for 2 months
- Business development, marketing and sales Intern at The Climber - MyCaptain for 1 month
- HR intern at The Climber - MyCaptain for 1 month

Technical Know-how

- Editing software: Kinemaster
- Designing software: Canva and Adobe Photoshop
- Sound editing: Audacity



Jeet Sehra

22, B.M.M (Advertising)

Certifications

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

Projects

- Designed a digital marketing campaign for the brand 'Swarovski'
- Re-designed logo for the brand 'Patanjali'
- Designed a digital marketing campaign for 'JOTUN Paints'

Key Skills

- Communication skills • Creative bent of mind

Technical Know-how

- Editing software : Canva, PicsArt
- Designing software: Adobe Photoshop, Adobe Illustrator, CorelDraw



Jiten Salian

24, B.Com

Certifications

- Inbound Marketing and Social Media Marketing - HubSpot Academy
- Fundamentals of Digital Marketing - Google Digital Unlocked
- SWOT Analysis - The Management Study Guide

Projects

- Ideated and created a valentines week digital marketing campaign for 'Adidas Originals'
- Conceptualised and created an ad film script for 'Honda'
- Re-branded and created an advertising plan for 'Pepperfry'

Key Skills

- Copywriting, ideation and writing of television commercial and copies • Generating creative ideas • Client assessment and analysis

Professional Experience

- Billing specialist at HUDL for 12 months
- Social media content creation and marketing for Kandivali Football Club for 24 months
- Marketing and sales intern at OING Food services Ltd for 2 months

Technical Know-how

- Video editing: Kinemaster and iMovie
- Designing software: Canva and Adobe Photoshop(basic)
- Sound editing: Audacity



Kanishka Tomer

23, B.A.J.M.C

Certifications

- Inbound and Social Media Marketing - HubSpot Academy
- SWOT Analysis - The Management Study Guide
- Fundamentals of Digital Marketing - Google Digital Unlocked

Projects

- Business plan for an ad agency startup
- Planned promotional strategy on 'Tesla' and 'Burger King'
- Marketing strategy on Brand Runwal - 'The Reserve'

Key Skills

- Digital Marketing • Communication Skills • Management Skills

Professional Experience

- Editor and Vlogger at JAMMUthreesixty for 1 month
- Manager at Archerz Mrs. India 2017 for 1 month
- Backstage manager at Mrs. India Universe 2017 for 1 month
- Assisted Alesia Raut at Mrs. India Universe 2019 Mauritius
- Manager in auditions of Quarantine Queen 2020

Technical Know-how

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

Claim to Fame

- Winner team members of the 'The Ultimate Business Stalwart' Competition as part of MET IMM's Campus to Corporate Program (2020-21)



Karan Prasad

22, B.M.M (Advertising)

Diploma in Digital Marketing

Certifications

- Inbound and Social Media Marketing - HubSpot Academy
- Fundamentals of Digital Marketing - Google Digital Unlocked
- SWOT Analysis - The Management Study Guide
- Intern Learning Program - Mullen Lowe Lintas Group

Projects

- Created marketing strategy for 'Pepsodent'
- Pitched an IMC plan for 'Hershey's India'
- Rural marketing plan for 'Bajaj finserv'

Key Skills

- Confident for strategy preparation and execution b) Critical thinking and decision making skills

Professional Experience

- a) Social media intern at Futwork Pvt Ltd. For 2 months
- b) Event coordinator at Dreamland and 7 Shades Event for 2 months

Technical Know-how

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

Claim to Fame

- Awarded as the Best Male student of B.M.M Batch (2017-18) at Siddharth College of Commerce and Economics



Keziah Jacob

23, B.M.M (Advertising)

Certifications

- Inbound and Social Media Marketing - HubSpot Academy
- Fundamentals of Digital Marketing - Google Digital Unlocked
- SWOT Analysis - The Management Study Guide

Projects

- Digital campaign for 'The Stables India'
- Advertising campaign for 'Vi', 'Burger King', 'Go Air' and 'Tesla'
- Planned the launch of 'Amul Atta' in rural areas of MP

Key Skills

- Creative strategy • Talent management

Professional Experience

- Social media head at House of Prayer for 14 months
- Social media executive at Digital Sukoon for 13 months
- Content writer intern at TravelLegend for 2 months
- Production intern at Sparkz Entertainment for 2 months

Technical Know-how

- Editing software: Adobe Premiere Pro and Kinemaster
- Designing software: Adobe Photoshop, CorelDraw and Canva (Pro)
- Sound editing: Audacity, Adobe Audition, and Logic Pro



Kumar Harshit

23, B.M.M (Advertising)

Certifications

- Inbound and Social Media Marketing - HubSpot Academy
- SWOT Analysis - The Management Study Guide

Projects

- Qualitative and quantitative research on 'Colgate'
- Business plan deck for an ad agency startup
- Promotional strategy on 'Burger king' and launch of 'Tesla'

Key Skills

- Critical Thinking • Team management

Professional Experience

- Content operations executive at Vidunit Media Pvt. Ltd for 24 months

Technical Know-how

- Editing software: Kinemaster
- Designing software: Adobe Photoshop and Canva (Pro)
- Sound editing: Audacity

Claim to Fame

- Winning team members of the 'The Ultimate Business Stalwart' Competition as part of MET IMM's Campus to Corporate Program (2020-21)



Nitish Ahire

23, B.M.M (Advertising)

Certifications

- Inbound and Social Media Marketing - HubSpot Academy
- Fundamentals of Digital Marketing - Google Digital Unlocked
- SWOT Analysis - The Management Study Guide

Projects

- Created an advertising campaign for brand 'Vi'
- Created a social media marketing campaign for brand 'Boat'
- Strategised and pitched a launch plan for mobile brand 'MotoG60'

Key Skills

- Copywriting • Storytelling • Strategic communication

Technical Know-how

- Editing software: Kinemaster
- Designing software: Adobe Photoshop and Canva
- Sound editing: Audacity



Prachi Shiledar

24, B.A. (Journalism)

Diploma in Graphic Designing

Certifications

- Inbound and Social Media Marketing - HubSpot Academy
- PR Council's Agency - Ready Certificate Program

Projects

- Created a valentine's week social media pitch deck for 'Amazon prime'
- Written and re-designed a copy for 'Reebok'
- Rural marketing pitch deck for 'ENGAGE'

Key Skills

- Creative bent of mind • Problem solving • Team player

Technical Know-how

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

Claim to Fame

- Winner of Photography Competition at CISCO Youth Parliament (2019)



Prajakta Surawase

22, B.M.M(Advertising)

Certifications

- Inbound and Social Media Marketing - HubSpot Academy
- Fundamentals of Digital Marketing - Google Digital Unlocked
- SWOT Analysis - The Management Study Guide

Projects

- Created a presentation on unique futuristic Re-cash app
- Created a digital campaign for valentine's week for 'Domino's Pizza'
- Recreated logos and marketing copies for 'Patanjali'

Key Skills

- Creative and design thinking • Effective communication skills • Logical thinking

Technical Know-how

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



Riddhi Hathalia

24, B.M.M. (Advertising)

Certifications

- Inbound Marketing - HubSpot Academy
- Fundamentals of Digital Marketing - Google Digital Unlocked
- SWOT Analysis - The Management Study Guide

Projects

- Valentine's day social media campaign for 'Starbucks'
- Launch plan of 'Engage' and 'Swiggy InstaMart' for rural markets
- Pitched an advertising campaign for 'Burger King', 'Tesla' and 'Go Air'

Key Skills

- Team player and active learner • Ability to articulate and ideate effectively

Professional Experience

- Events intern at Indian Television Dot Com for 3 months
- Events intern at Exchange4media for 2 months

Technical Know-how

- Editing software: Kinemaster
- Designing software: Adobe Photoshop, Adobe Illustrator and Canva
- Sound editing: Audacity



Sandesh Ramraje

23, B.Com

Certifications

- Inbound and Social Media Marketing - HubSpot Academy
- Fundamentals of Digital Marketing - Google Digital Unlocked
- SWOT Analysis - The Management Study Guide

Projects

- Created a 'TVC' for 'Reebok' with a new tagline
- Stop motion advertisement for 'Hershey's India'
- Created social media pitch deck for valentine's week for a fashion brand called 'Urban Monkey'

Key Skills

- Writing and directing television commercials, ideation and copywriting
- Active listener and presentation skills
- Engaging storyteller

Professional Experience

- Information Analyst at Tata Consultancy Services for 9 months

Technical Know-how

- Designing software: Adobe Photoshop, Adobe Illustrator and Canva
- Editing software: Kinemaster
- Sound editing: Audacity

Claim to Fame

- Awarded as 'Mr.University 2017-18' of Mumbai University at 50th Youth Festival and featured on All India Radio Akashwani for the achievement



Shantanu Thapliyal

23, B.M.M (Advertising)

Certifications

- Inbound and Social Media Marketing - Hubspot Academy
- SWOT Analysis - The Management Study Guide

Projects

- Qualitative and quantitative research on 'Britannia Cheese'
- Created a promotional plan for 'Tesla'
- Business plan deck for an ad agency startup

Key Skills

- Copywriting
- Generating ideas
- Adaptive to new situations

Professional Experience

- Social media manager & research analyst at VidUnit Pvt. Ltd. for 3 months
- Event manager at S.N. Events for 3 months
- Freelancer - social media at PickleDo
- Marketing team at IIT Kanpur Masterclass

Technical Know-how

- Editing software: Kinemaster and iMovies
- Designing software: Adobe Photoshop and Canva
- Sound editing - Audacity

Claim to Fame

- Winning team member of the 'The Ultimate Business Stalwart' Competition as part of MET IMM's Campus to Corporate Program (2020-21)



Shivani Borate

22, B.M.M (Advertising)

Certifications

- Inbound and Social Media Marketing Hubspot Academy
- SWOT Analysis - The Management Study Guide

Projects

- Designed an ad campaign themed on valentines day for 'Ikea'
- Creative campaigns for the brands: 'Bajaj Finserv, Pepperfry, Asian Paints and Airtel'
- Created a direct marketing campaign for 'Bikaji'

Key Skills

- Copy and content writer
- Active listener and critical thinker
- Creative thinker and strategic planner

Professional Experience

- Marketing intern at Organic Cinema for 4 months
- Content writing intern at The Social Lions for 3 months
- Content developer at Huge Consultancy for 6 months
- Creative manager at AISA Motivation for 4 months

Technical Know-how

- Editing software: Kinemaster
- Designing software: Adobe Photoshop and Canva
- Sound editing: Audacity



Shrishti Pamnani

21, B.A.J.M.C (Hons)

Certifications

- Inbound Marketing and Social Media Marketing - HubSpot Academy
- Fundamentals of Digital Marketing - Google Digital Unlocked
- SWOT Analysis - The Management Study Guide

Projects

- Ideated a valentine's day digital campaign for 'Bonkers Corner'
- Pitched an advertising campaign for 'Vi', 'Burger King' and 'Tesla'
- Pitched an Integrated Marketing Communication plan for 'Hershey's India'

Key Skills

- Active listener • Creative Strategy • Client Assessment & Analysis

Professional Experience

- Content writer and marketing intern at ADPrayas for 2 months

Technical Know-how

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

Claim to Fame

- Winning team member of the 'The Ultimate Business Stalwart' Competition as part of MET IMM's Campus to Corporate Program (2020-21)



Shruti Sawant

21, B.M.M (Advertising)

Certifications

- Inbound Marketing and Social Media - HubSpot Academy
- PR Council's Agency - Ready Certificate Program
- SWOT Analysis - The Management Study Guide

Projects

- Redesigned packaging of 'Amul Atta'
- Created social media campaign for 'Lifestyle'
- Created brand plan for 'Hershey's India'

Key Skills

- Research analysis and logical reasoning
- Creative ideation and problem solving
- Communication and presentation

Technical Know-how

- Video editing: Kinemaster
- Editing software: Canva, Light Room, and PicsArt
- Designing software: Adobe Photoshop, Adobe Illustrator, and CorelDraw

Claim to Fame

- Winner of Photography Event (Exposure) at Bhavans College Mumbai - 2019



Stavros Sharma

22, B.M.M(Advertising)

Certifications

- Inbound and Social Media Marketing - HubSpot Academy
- PR Council's Agency - Ready Certificate Program
- Fundamentals of Digital Marketing - Google Digital unlocked
- Lintern Learning Program - MullenLowe Lintas Group

Projects

- Created an rural ad campaign for 'Amul Atta'
- Designed a valentine's day digital campaign for the brand 'Armour'
- Written and re-designed a copy for 'Reebok'

Key Skills

- Creative strategies • Presentation Skills • Client assessment and analysis

Professional Experience

- Media planner at Let's Smile - dental clinic for 3 months
- Media planner at Namaskar restaurant for 3 months
- Sales and marketing intern at The Climber-MyCaptain for 1 month

Technical Know-how

- Editing software: Kinemaster
- Designing software: Canva and Adobe Photoshop
- Sound editing: Audacity



Swapnil Manjrekar

22, B.M.M (Advertising)

Certifications

- Inbound and Social Media Marketing - HubSpot Academy
- Fundamentals of Digital Marketing - Google Digital Unlocked
- SWOT Analysis - The Management Study Guide

Projects

- Advertising campaign for 'Vi Cellular'
- Ideated and wrote radio jingle for 'Amul Atta'
- Re-branded and designed an advertising campaign for 'Amul'

Key Skills

- Content writing • Creative thinking • Team player

Technical Know-how

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

Claim to Fame

- Awarded as the 'Student of the Year' by Chetana College (2016 - 2019)



Unmesh Potdar

24, B.M.M (Advertising)

Certifications

- Inbound and Social Media Marketing - HubSpot Academy
- Fundamentals of Digital Marketing - Google Digital Unlocked
- SWOT Analysis - The Management Study Guide

Projects

- Re-branding plan for 'Amul'
- Research project for Amazon Prime
- Digital promotion plan for Zomato

Key Skills

- Critical and analytical thinking
- Timely management of teams and individuals
- Strategic communication in traditional and digital media

Professional Experience

- PR executive at White Marque Solutions for 7 months
- PR executive at Communicate India for 16 months

Technical Know-how

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

Student Profiles Entertainment



Akshaya Tribhuvan

23, B.M.M. (Advertising)

Certifications

- The Fundamental of Digital Marketing - Google Digital Unlocked • Social Media and Inbound Marketing - HubSpot Academy

Projects

- Ideated & created a new television channel for travel genre called 'Travel Explore'
- Talent PR plans for Music Director, Lyricist, Singers, Band Artist

Key Skills

- Script writing • Photography
- Direction

Technical Know-how

- Designing software: Adobe Photoshop
- Audio editing: Audacity
- Camera handling: Canon 200D



Bhavya Kotian

22, B.Com

Certifications

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

Projects

- Created a promo for the series Game of Thrones season 6
- Scripted, edited and dubbed audio ads: 'ISRO', 'Aam Panna' and 'Fevicol'
- Re-designed the logo, website and social media post for the brand 'Heads up for Tails' and 'Lego'

Key Skills

- Content creation • Resourceful team player • Quick learner

Professional Experience

- Fashion consultant intern at Reliance brand's Satya Paul for a period of 3 months

Technical Know-how

- Editing software: Adobe Premiere Pro, Inshot and Audacity
- Designing software: Adobe Photoshop, Adobe Illustrator and Snapseed
- Camera handling: Sony DSC-HX1

Claim to Fame

- Runner up team member of the 'Ultimate Business Stalwart' competition as part of MET IMM's Campus to Corporate Program



Deepen Thaper

24, B.M.M (Advertising)

Certifications

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

Projects

- Ideated a one-minute mobile film named, 'A Bad Day'
- Ideated and created an individual podcast playing two characters by voice modulation
- Edited a teaser for 'Special Ops' webseries

Key Skills

- Good leader, keen observer with an eye for details • Active listener • Photography

Professional Experience

- Graphic Designer at BKV Learning Systems Pvt. Ltd. for 6 months

Technical Know-how

- Editing software: Adobe Premiere Pro and Audacity
- Designing software: Adobe Photoshop, Adobe Illustrator and Adobe InDesign
- Camera handling: Nikon D7200 & D500, Canon 1D, 5D and 700D and Sony Alpha A6000

Claim to Fame

- Runner up team of 'Ultimate Business Stalwart' Competition as part of MET IMM's Campus to Corporate Program (2020-2021)



Dhruv Joshi

22, B.M.M. (Advertising)

Certifications

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

Projects

- Scripted and edited and dubbed a radio ad for Uttarakhand Tourism and Fevicol
- Assistant director of short film, 'Biryani' and co-directed a one-minute mobile film, 'Orfunage'.
- Strategized a business plan and created new shows for a television new channel, 'Sports Home'

Key Skills

- Direction • Problem solving & leadership • Content creation

Professional Experience

- Content writer intern at QuoDeck Technologies Private Limited for 3 months

Technical Know-how

- Editing software: Adobe Premiere Pro, and Filmora
- Sound editing: Adobe Audition and Audacity
- Designing software: Adobe Photoshop and Adobe Illustrator
- Camera handling: Canon 700D

Claim to Fame

- Awarded as the runner up team of the 'Ultimate Business Stalwart' competition as part of MET IMM's Campus to Corporate Program (2020-21)
- Awarded as the 'Best All-Rounder Student' for the year (2017 - 2020) by Lala Lajpatrai College



Gauri Dhanawade

22, B.M.M (Advertising), M.A. (Entertainment)

Certifications

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

Projects

- Ideated and scripted a One minute film named 'Focus'
- Scripted, recorded and edited audio projects for 'Jabong and Coronavirus'
- Strategized a new television channel titled 'LSD'

Key Skills

- Production • Scripting & direction • Creatives

Professional Experience

- Freelancer (operations) at Sise Events & Media LLP for 24 months
- Creative intern at RAW Weddings for 4 months
- On-ground operations intern at Karan Shetty Photography for 2 months
- Volunteer at Memory Makers for Mrs & Miss Tiara for 1 month

Technical Know-how

- Editing software: Kinemaster and Inshot
- Sound editing: Audacity
- Designing software: Canva, Snapseed
- Camera handling: Canon 700D and Gimbal

Claim to Fame

- Awarded as 'Event Manager of the Year' by National Institute of Event Management (NIEM) (2019-20)
- Awarded for 'Best Conduct of the Year' by Thakur College of Science and Commerce (2017-18)



Hiral Bhatt

22, B.M.M. (Advertising)

Certifications

- The Fundamentals of Digital Marketing - Google Digital Unlocked
- Social Media and Inbound Marketing - HubSpot Academy
- SWOT Analysis - The Management Study Guide

Projects

- Edited trailer for 'Games Of Thrones Season 7'
- Voice over for radio jockey in one minute short film, 'A Bad Day'
- Created television show for a channel named 'Itv'

Key Skills

- Communication skills • Creative direction • Content creation

Professional Experience

- Content writer and video editor at Ipopdiaries Pvt Ltd. for 5 months
- Social media marketing at Unique Sound for 2 months

Technical Know-how

- Editing software: Adobe Premiere Pro, Audacity and ClipChamp
- Designing software: Adobe Photoshop, Adobe Illustrator and Adobe Lightroom
- Camera handling: Nikon D5100

Claim to Fame

- Runner up team member of the 'Ultimate Business Stalwart' competition as part of Campus to Corporate Program at MET IMM (2020 - 21)



Omkar Pilke

21, B.M.M. (Advertising)

Certifications

- Social Media Marketing & Inbound Marketing - HubSpot Academy
- Fundamental of Digital Marketing - Google Digital Unlocked

Projects

- Ideated, scripted & shot a one-minute short film 'The Sketch'
- PR plan for the movie 'Shamshera'
- Ideated, created & strategized TV channel launch and shows for 'Elite TV'

Key Skills

- Content Creation • Time Management • Team Player

Professional Experience

- Graphic designer intern at V3 Designs for 2 months

Technical Know-how

- Editing software: Adobe Premiere Pro, Kinemaster, Audacity and Filmora
- Designing software: Adobe Photoshop, CorelDraw and Adobe Illustrator
- Camera handling: Canon 700D



Pratika Bhosale

21, B.M.M (Advertising)

Certifications

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

Projects

- Created 360 degree PR & marketing plan for Jean-Claude Biguine Paris Salon, Gangubai Kathiawadi (Biopic), FAN and 3 Idiots
- Concept ideation for YouCon Awards, Kaushalya Educulture Summit, Lifeline App, LSD (Lifestyle. Stars. Drama) television channel
- Strategised marketing campaigns for Tesla, Burger King, Zomato'

Key Skills

- Celebrity management • Public relations • Anchoring

Professional Experience

- Freelance event coordinator at 'Critic's Choice Short Series Awards' by Film Companion
- Creative intern at Essel Vision Productions Limited for 3 months
- Celebrity interview at ALT Balaji's, Director's Lab (Episode - 4) Featuring Santosh Singh (Feat. Apharan, Fitrat) & Townhall featuring Jitendra Joshi, Tanuj Virwani and Rithvik Dhanjani (Feat. Cartel)
- Cluster manager at Chatterbox Technologies for 2 months

Technical Know-how

- Video editing: Inshot
- Designing software: Canva
- Audio editing: Audacity

Claim to Fame

- Elected as HOD, Celebrity Management at Cutting Chai XII Mass Media festival of RD National College



Purva Sankhe

22, B.M.M. (Journalism)

Certifications

- The Fundamentals of Digital Marketing - Google Digital Unlocked
- Social Media and Inbound Marketing - HubSpot Academy
- PR Council's Agency - Ready Certificate Program

Projects

- Strategised and created a GEC channel - Ornate TV.
- Conceptualised about Public Relations and its outcome in the film and sports fraternity.
- Digital & PR campaigns for the Promotion of 'Gangubai Kathiawadi, Nykaa and Hershey's'

Key Skills

- Public relations • Creative direction • Artist & event management

Professional Experience

- Creative intern at Essel Vision Productions Limited for 3 months.
- Campus influencer at Vivo for 2 months.

Technical Know-how

- Editing software : Inshot, Videoleap and Audacity
- Designing Software : Snapseed

Claim to Fame

- Runner up team member of the 'Ultimate Business Stalwart' Competition as part of MET - Institute of Mass Media's Campus to Corporate Program (2020-21)
- HOD - events for 'Cutting Chai' by R.D. National College (2019-2020)



Rashika Singh

24, B.M.S (Marketing)

Certifications

- Inbound and Social Media Marketing - HubSpot Academy

Projects

- Cinematographer for 'Art is Art' Short Film
- Pre-production meet presentation for Google
- Ideated and edited Game of Thrones S7 promo

Key Skills

- Strategic communication • Problem solving and design thinking • Time management

Professional Experience

- International sales executive at Marcus Evans for 12 months
- Marketing intern (live events) for BookMyShow for 4 months

Technical Know-how

- Editing software: Adobe Premiere Pro
- Sound editing: Audition, Audacity
- Designing software: Adobe Photoshop, Illustrator, InDesign
- Camera handling: Canon 200D, Camera Angles and Composition

Claim to Fame

- Received Best Salesperson Award for the month of April and March, 2020 at Marcus Evans Pvt. Ltd.



Rutwik Gupte

22, B.M.M (Advertising)

Certifications

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

Projects

- Scripted & edited, acted in one minute short film: 'A Bad Day'
- Voice recorded, scripted and edited a audio stories and radio ads
- Strategized a business plan for a new TV Channel 'Esports TV' & 'LSD TV'

Key Skills

- Content creation • Graphic designing

Professional Experience

- Graphic designer intern at ColorDrops Studios for 3 months

Technical Know-how

- Video editing: Adobe Premiere Pro and Filmora
- Audio editing: Audacity
- Designing software: Adobe Photoshop, Adobe Illustrator and Adobe Indesign

Technical Knowhow

- Video editing: Inshot
- Designing software: Canva
- Audio editing: Audacity

Claim to Fame

- Elected as HOD, Celebrity Management at Cutting Chai XII Mass Media festival of RD National College



Saraunsh Bhopi

23, B.M.M. (Journalism)

Certifications

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

Projects

- Created a marketing campaign with original content for 'The Souled Store'
- Edited a teaser promo for Game Of Thrones - Season 3
- Created a radio advertisement for 'Snapdeal'

Key Skills

- Scriptwriting • Content creation • Flexible & receptive

Technical Know-how

- Video editing Software: OpenShot, Filmora and Kinemaster
- Audio editing: Audacity



Tanmay Ingale

22, B.M.M (Advertising)

Certifications

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

Projects

- Scripted, edited, acted in 1 minute Short-Film - 'A Bad Day'
- Voice recorded, scripted and edited audio stories and radio ads
- Strategized a business plan for a new TV Channel 'Old Town Indie'

Key Skills

- Content creation • Graphic designing

Technical Know-how

- Video editing: Adobe Premiere Pro and Filmora
- Audio editing: Audacity
- Designing software: Adobe Photoshop, Adobe Illustrator and Adobe Indesign

Claim to Fame

- Runner up team member of the 'Ultimate Business Stalwart' Competition, for the business model 'Stereo Tales' as part of the Campus to Corporate Program at MET - Institute of Mass Media (2020-21)



Tej Thakkar

23, B.M.M (Advertising)

Certifications

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

Projects

- Director and writer of short film - Just 21
- Director and Cinematographer of Mobile Film Making Project - A Bad Day
- Voice recorded, scripted and edited an audio story, Wallpaper & radio ads - 'Odisha Tourism and Fevicol'

Key Skills

- Script writing • Direction • Content creation

Professional Experience

- Directed short films - "The Roka" under Irani Cafe Entertainment (in process), "Just 21", "Chicken Dinner Na Milegi Dobra", "A Bad Day"
- Creative director at Popdiaries Pvt. Ltd for 5 months
- Interviewed the Cast of AltBalaj's upcoming show Cartel, Akshay Choubey, Director of Puncch Beat 2, Mum Bhai for Director's Lab
- d) Voice over artist for Seven Seas Money App

Technical Know-how

- Editing software : Adobe Premiere Pro, Audacity and Da Vinci Resolve
- Sound editing: Adobe Audition, Audacity
- Designing software: Adobe Photoshop and Adobe Illustrator

Claim to Fame

- Appointed as Head General Secretary in Vivekanand Educational Society Polytechnic.

Student Profiles

Digital Marketing



Darshil Gangar

24, B.F.M (Financial Markets)

Certifications

- Inbound and Content Marketing - HubSpot Academy
- Fundamentals of Digital Marketing - Google Digital Unlocked

Projects

- Facebook & Instagram marketing for 'Patagonia'
- Building AARRR strategy for 'Handicraft studio'
- Designed the creatives, came up with digital marketing plan and future expansion ideas for business plan 'WOOF'

Key Skills

- Resourceful team player with an ability to lead
- Execution oriented
- Good at ideation and making marketing campaigns

Professional Experience

- Live project with HeyHey Global in Artist management and social Media

Technical Know-how

- Presentation software: Prezi, Canva, PowerPoint and Google slides
- Video editing: Kinemaster, Sony Vegas Pro and InShot
- Photo editing: Adobe Photoshop and Adobe Illustrator
- Website designing: Dreamweaver, WordPress and Wix

Claim to Fame

- Winner in 'Master Click 2020' (Macro category), an International Photography Competition organised by Jagran Lakecity University.
- Winner team member of the 'Ultimate Business Stalwart' Competition as a part of MET IMM's Campus to Corporate Program (2020- 21)



Gursimrath Sodhi

23, B.M.M (Advertising)

Certifications

- Inbound and Content Marketing - HubSpot Academy
- Fundamentals of Digital Marketing - Google Digital Unlocked

Projects

- Brand strategy deck for a 'Pharma Brand'
- Developing a product my own brand, 'Radiant Cosmetic' basis user persona and user journey mapping.
- Business plan for a dating app 'Woof'

Key Skills

- Presentation skills
- Digital campaigns
- Content creator & storyteller

Professional Experience

- Marketing intern at Fever 104 FM for 3 months
- Digital marketer at Tarsame Mittal Talent Management for 12 months

Technical Know-how

- Presentation software: Prezi, Canva, PowerPoint and Google slides
- Video editing: Kinemaster InShot and Filmora
- Photo editing: Adobe Photoshop & Adobe Illustrator
- Website designing: Dreamweaver and WordPress

Claim to Fame

- Winner team member of the 'Ultimate Business Stalwart' Competition as a part of MET- IMM's Campus to Corporate Program (2020 - 21)



Pearl Tarachand

25, B.Com

Diploma in Event Management

Certifications

- Inbound and Content Marketing - HubSpot Academy
- Fundamentals of Digital Marketing - Google Digital Unlocked

Projects

- Product creation, design & development for a Bookstore cum Café- The Happy Pages
- Created an entire brand launch strategy deck for brand in Pharma sector
- Developed an app for a business plan deck with a detailed revenue model

Key Skills

- Creative writing and proficiency in communications • Ideation, strategy and management of digital campaigns • Team player with an experience of leading a team

Professional Experience

- Campaign management and content writing intern at Prism Marketing Communications for 7 months
- Artist manager at Starlight Talent Management Pvt Ltd for 12 months

Technical Know-how

- Presentation software: Prezi, Canva, PowerPoint and Google slides
- Video editing: Kinemaster, InShot
- Photo editing: Adobe Photoshop and Adobe Illustrator
- Website designing: Dreamweaver and WordPress

Claim to Fame

- Winner team member of the 'Ultimate Business Stalwart' Competition as a part of MET IMM's Campus to Corporate Program (2020 - 21)



Sahil Chhapra

23, B.M.M (Advertising)

Certifications

- Inbound and Content Marketing - HubSpot Academy
- Fundamentals of Digital Marketing - Google Digital Unlocked
- SWOT Analysis - Management Study Guide

Projects

- Integrated marketing strategy for brands like, 'Tesla' and 'Burger King'
- Created a business plan for the dating app for Dogs 'Woof'
- Created my own brand Cyber Heaven which was an apparel & clothing brand

Key Skills

- Strong communication skills and effective time management

Professional Experience

- Junior Graphic designer at Screencraft Pvt. Ltd for 17 months

Technical Know-how

- Presentation Software: Prezi, Canva, PowerPoint and Google slides
- Video Editing Software: Kinemaster and InShot
- Photo Editing Software: Adobe Photoshop, Adobe Illustrator and CorelDraw
- Website Design Software: Dreamweaver, WordPress

Claim to Fame

- Winning team member of the 'Ultimate Business Stalwart' Competition as a part of MET IMM's Campus to Corporate Program (2020-21)



Shrehaan Kotian

23, B.M.M (Advertising)

Certifications

- Inbound and Content Marketing - HubSpot Academy
- Fundamentals of Digital Marketing - Google Digital Unlocked
- SWOT Analysis- certified by the Management Study Guide

Projects

- Digital PR campaign for 'Naturals Ice Cream'
- Business plan for a dating app 'Woof'
- Product marketing of Sula vineyard Creatives/ideas on social media

Key Skills

- Communication Skills • Team leadership • Creative Skills

Professional Experience

- Assistant Team Management Member at Getsetgo private limited for 3 months

Technical Know-how

- Presentation software: Prezi, Canva, PowerPoint and Google slides
- Video editing: Kinemaster, InShot and Filmora
- Photo editing: Adobe Photoshop & Adobe Illustrator
- Website designing: Dreamweaver and WordPress

Claim to Fame

- Winner team member of the 'Ultimate Business Stalwart' Competition as a part of MET IMM's Campus to Corporate Program (2020 - 21)



Shreya Joshi

24, B. Com (Commerce), PG Diploma in Financial Management

Certifications

- Inbound and Content Marketing - HubSpot Academy
- Fundamentals of Digital Marketing - Google Digital Unlocked
- SWOT Analysis- Management Study Guide

Projects

- Product development for an Apparel & clothing brand, 'AlaMode'
- Integrated Brand Management in FMCG sector & Swiggy
- Business plan for Dating app for dogs 'Woof!'

Key Skills

- Creative bent-of-mind
- Team Leader with a growth mindset
- Advertising & social media strategy

Professional Experience

- Marketing & Social Media Intern at 'The Belgian Waffle & Co.'
- Digital Media Intern at 'Pixelated Egg Digital Venture' for 4 months
- Junior Advisor at Reliance Jio for 5 months

Technical Know-how

- Presentation software: Prezi, Canva, PowerPoint and Google slides
- Video editing: Kinemaster, InShot and Filmora
- Photo editing: Adobe Photoshop and Adobe Illustrator
- Website designing: Dreamweaver and WordPress

Claim to Fame

- Awarded Best Speaker for the 'Online Debate - Jury Evaluation' for 'Basics of Media Research' in 2020 at MET IMM
- Winner team members of the 'Ultimate Business Stalwart' Competition as part of competition MET IMM's Campus to Corporate Program in (2020-2021)



Tushar Thakur

24, B.M.M (Advertising)

Certifications

- Inbound and Content Marketing - HubSpot Academy
- Fundamentals of Digital Marketing - Google Digital Unlocked
- c) SWOT Analysis- The Management Study Guide

Projects

- Content calendar and creatives for 'Zara'.
- Creatives, Research & app UI for 'WOOF' Business plan
- Digital PR campaign Stratgy for 'Rockstar Games'

Key Skills

- Team player and ability to lead • Creative thinking • Content Creator

Professional Experience

- Logistics backend executive at Brithish Airways (IAG Cargo) for 6 months
- ORM executive at Cerebrate Solutions Pvt. Ltd for 8 months

Technical Know-how

- Presentation software: Prezi, Canva, PowerPoint and Google slides
- Video editing: Sony Vegas and Filmora
- Photo editing: Adobe Photoshop and Adobe Illustrator
- Website designing: Dreamweaver (Bootstrapping) and WordPress

Claim to Fame

- Winner team member of the 'Ultimate Business Stalwart' Competition as a part of MET IMM's Campus to Corporate Program (2020 - 21)

Student Profiles

JOURNALISM & PR



Kripa Shah

21, B.M.M (Advertising)

Certifications

- Inbound marketing- HubSpot Academy
- PR Council's Agency - Ready Certificate Program

Projects

- PR plan for a virtual event for MET IMM
- Integrated marketing communication plan for 'Tesla' and 'Burger King'

Key Skills

- Target Oriented • Good at communication • Creative thinking

Professional Experience

- Intern at Gecko Worldwide Pvt. Ltd. for 3 months

Technical Know-how

- Presentation software: Canva, PowerPoint and Google slides
- Video editing software: Kinemaster, Filmigo and InShot
- Photo Editing Software: Picsart and Canva
- Sound Editing Software: Audacity

ADVERTISING
ENTERTAINMENT
JOURNALISM &
PUBLIC RELATIONS
DIGITAL MARKETING

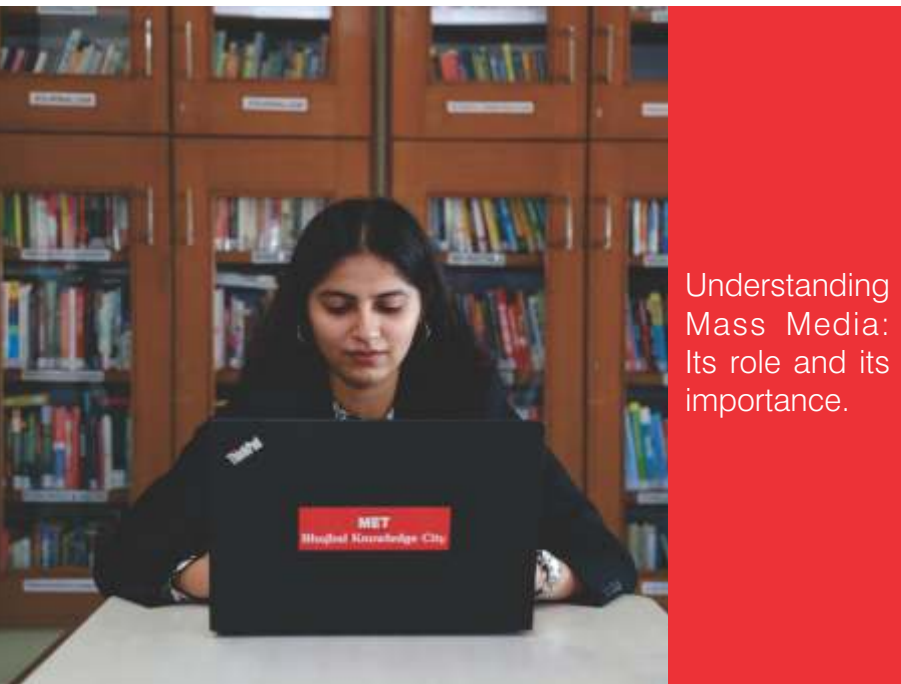


ADVERTISING

The consumer isn't a moron; she is your wife.
You insult her intelligence if you assume that a mere slogan and a few vapid adjectives will persuade her to buy anything. She wants all the information you can give her.

It takes a big idea to attract the attention of consumers and get them to buy your product. Unless your advertising contains a big idea, it will pass like a ship in the night. I doubt if more than one campaign in a hundred contains a big idea.

- David Ogilvy



Understanding
Mass Media:
Its role and its
importance.

ADVANCED DIPLOMA IN MASS MEDIA - (ADVERTISING)

Advertising is persuasive communication at its best. The advertising profession dynamic, fast paced and ever changing. In the advertising world, ad styles are dynamic and keep changing based on the need of the times and tastes of the audiences. Today, advertising requires a transmedial story telling approach, ads that cater to all media - Mainline and Digital Advertising, Radio, Films, Television, Events, PR, Talent Management and Print media. Today, mass media and advertising courses provide a good understanding of the theory. However, the industry demands a practical approach, which this program in Advertising provides. This programme is designed to give PG students of advertising an edge by providing the functional synergies and knowledge required to sustain in industry dynamics. The programme structure also takes into account that the advertising profession is a demanding service sector, providing value to demanding professional clients. Located in the heart of the city of Mumbai, the MET Institute of Mass Media approaches advertising training with a practical, hands-on approach. Taught by top professionals from the advertising industry, students of this advertising course are fully prepared to take on the industry.



Programme Overview

Advanced Diploma in Mass Media (ADMM) is a three pronged 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 (C IMM)
- Diploma in Mass Media (DMM) – Advertising
- Advanced Diploma in Mass Media (ADMM) – Advertising

Programme Highlights

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

SHARPENING PROCESS: ADMM (ADVERTISING)

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

- **Certificate in Introduction to Mass Media (CIMM):** CIMM gives a foundation of mass media as a business. This certificate is based on the convergence approach and therefore relevant across the streams. Students are introduced to the media business, basics in production, writing skills, and concepts of all forms of media.
- **Diploma in Mass Media (DMM):** This specialization certificate allows the students to gain a concrete perspective of the functional aspects and understand the business cycles of the advertising profession. It is aimed at creating resourcefulness, enhancing networking skills and encourages teamwork. This diploma takes students deeper in the advertising course, giving them deeper insights into the world of advertising.
- **Industry Orientation (Internships):** The DMM Certificate concludes at students taking up a two to three month internship where they are able to understand the uncertainties and business pressure and learn the actual tricks of the trade while implementing their classroom learnings to real-life situations.
- **Advanced Diploma in Mass Media (ADMM) -** This certificate is targeted towards bringing the students at par with standards set in the industry. The extensive focus is on implementation based learning. The students create advertisements in all media formats, learning trans medial communication, create their own show reels and portfolios.
- **Career Services Support:** On successful completion of academic and internship evaluations, the Placement Cell assists students getting access to the best of career opportunities.





CERTIFICATE IN INTRODUCTION TO MASS MEDIA

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

CERTIFICATE IN INTRODUCTION TO MASS MEDIA (CIMM)

Certificate I

- Basics of Media Research
- Business Communication & Presentation Techniques:I
- Communication Concepts
- Contemporary Marketing & Management
- Overview to India Media Business
- Principles of Digital Marketing
- Writing for Media



DIPLOMA IN MASS MEDIA (DMM) - ADVERTISING

Certificate II

- Creativity in Communication
- Digital Marketing
- Event Management
- Integrated Brand Management

Short Module

- Consumer Behaviour
- Customer Relationship Management
- Design Thinking Foundations
- Radio Advertising



ADVANCED DIPLOMA IN MASS MEDIA (ADMM) - ADVERTISING

Certificate III

- Account Management and Account Planning
- Public Relations & Talent Management
- Outdoor Communications
- Direct Marketing & Ad sales
- Media Planning & Buying
- Print Advertising
- Media Laws & Advertising Ethics
- Business Communication & Presentation Techniques - II

Short Modules:

- Integrated Marketing Communications
- Influencer Marketing
- Rural Advertising

In-Film & Television Marketing

- Advertising Films
- Television Marketing
- Infilm Marketing

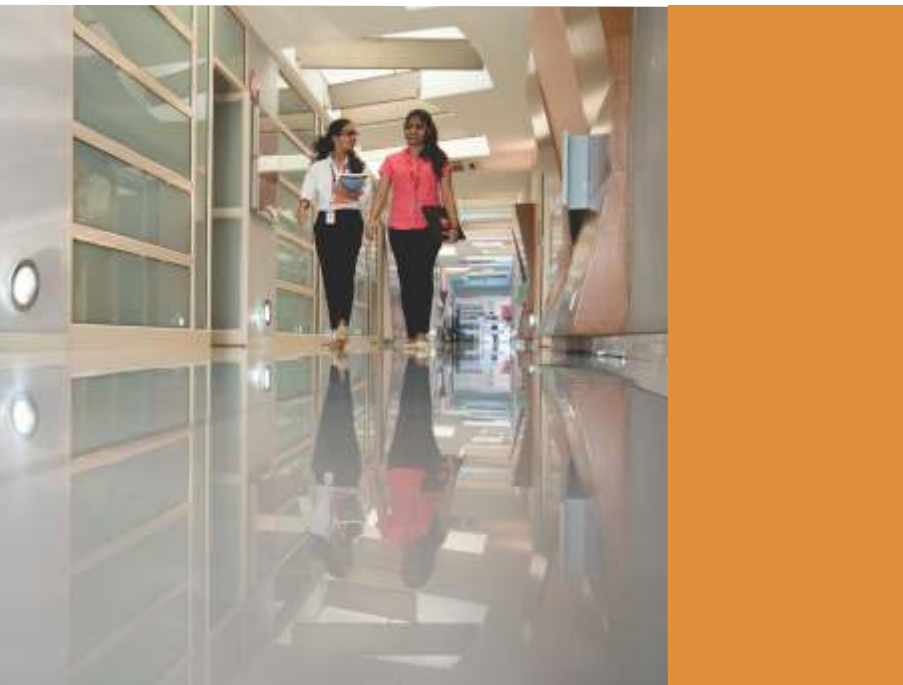
ENTERTAINMENT

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 fast-changing industries. With this course, PG students of mass media learn to think beyond the classroom learning that they acquired during their graduation in media and entertainment. The objective is to train the students to create sellable content and market it. The objective is NOT to make them technicians, but to help them understand the technology of this sector so that they can apply this in functional sense. There is perhaps no industry today that depends as much on innovation and new ideas as the Entertainment industry. Nevertheless, it is quite clear that though the Entertainment sector is one of the fastest growing, it is one of the most fragmented ones in India today; development is mostly 'seat-of-the-pants' stuff, and people are thrown in it to either sink or swim. However, the realisation is growing quite fast that the proliferation in this sector, and the insatiable demand of consumers for 'entertainment' has raised the stakes of success and failure significantly, so that anyone or any company that is better equipped and organized to meet the enormous demand for entertainment products and services will have an immediate advantage. As in most sectors, technology plays an important role, but technical ability or sophistication is no guarantee of success; what is becoming more and more critical is the business aspect, meaning having people with the understanding of technology and consumers, combined with vision, to chart new courses for the industry. Making these students immediately productive in the most practical sense is the cornerstone of the structure of this course.



Programme Overview

Advanced Diploma in Mass Media (ADMM) is a 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 (CIMM)
- Diploma in Mass Media (DMM) – Entertainment
- Advanced Diploma in Mass Media (ADMM) – Entertainment

Programme Highlights

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

SHARPENING PROCESS: ADMM (Entertainment)

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

- **Certificate in Introduction to Mass Media (CIMM):** CIMM gives a foundation of mass media as a business. This certificate is based on the convergence approach and therefore relevant across the streams
- **Diploma in Mass Media (DMM):** This specialization certificate allows the students to gain a concrete perspective of the functional aspects of their chosen vertical and understand the business cycles of the media's used to run the domain well. It is aimed at creating resourcefulness, enhancing networking skills and encourages teamwork. This diploma helps media students transcend from theoretical thinking to a practical, industry oriented approach towards entertainment industry.
- **Industry Orientation (Internships):** The DMM Certificate concludes at students taking up a two to three internship where they are able to understand the uncertainties and business pressure learn the actual tricks of the trade and implement their classroom learnings to real situations.
- **Advanced Diploma in Mass Media (ADMM):** This certificate is targeted towards bringing the students at par with standards set in the industry. The extensive focus is on implementation based learning. The students produce films, documentaries, web series, short films, plan marketing and distribution strategies for the created content.
- **Career Services Support:** On successful completion of academic and internship evaluations, the Placement Cell assists students getting access to the best of career opportunities.





CERTIFICATE IN INTRODUCTION TO MASS MEDIA

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

CERTIFICATE IN INTRODUCTION TO MASS MEDIA (CIMM)

Certificate I

- Basics of Media Research
- Business Communication & Presentation Techniques:I
- Communication Concepts
- Contemporary Marketing & Management
- Overview to India Media Business
- Principles of Digital Marketing
- Writing for Media



DIPLOMA IN MASS MEDIA (DMM) - ENTERTAINMENT

Certificate II

- Film Production Techniques I: Script Writing & Direction
- Television Production & Programming
- Digital Marketing
- Event Management
- Integrated Brand Management

Short Module

- Consumer Behaviour
- Customer Relationship Management
- Design Thinking Foundations
- Radio Programming



ADVANCED DIPLOMA IN MASS MEDIA (ADMM) - ENTERTAINMENT

Certificate III

- Public Relations & Talent Management
- Media Planning & Buying
- Television Marketing & On Air Promotions
- Media Laws & Cinematography Act 1952
- Business Communication & Presentation Techniques - II
- Film Marketing & Distribution

Film Production Techniques - II

- Production and Budgeting
- Film Analysis
- Television Commercials

Short Modules

- Integrated Marketing Communications
- Influencer Marketing
- Branded Entertainment

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.

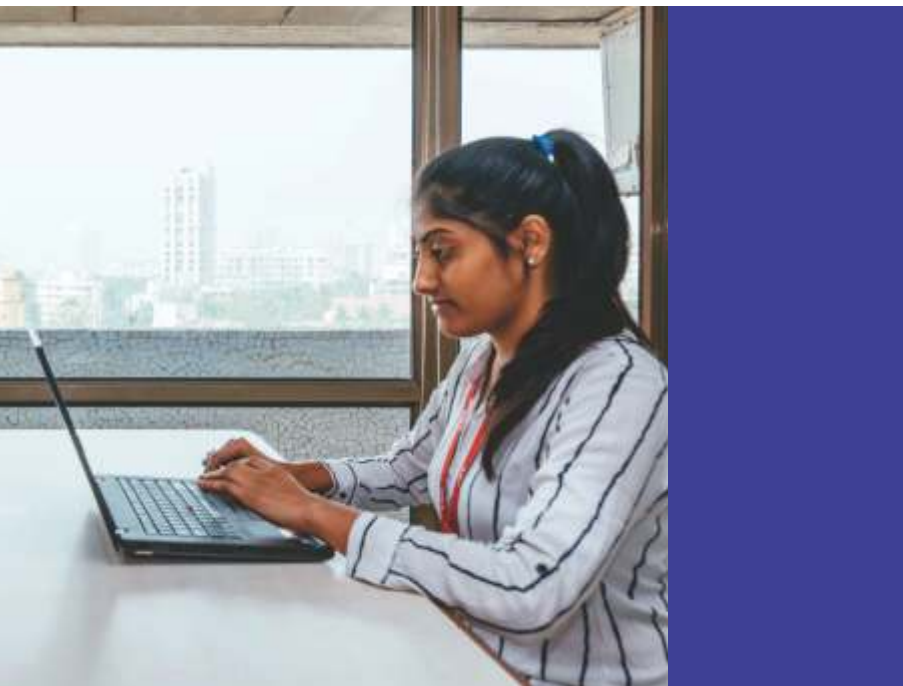


ADVANCED DIPLOMA IN MASS MEDIA (ADMM) - DIGITAL MARKETING

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)
- Diploma in Mass Media (DMM) – Digital Marketing
- Advanced Diploma in Mass Media (ADMM) – Digital Marketing

Module Highlights

- Function driven pedagogy
- Digital Content Creation
- Social Media Marketing
- Lectures, Classroom Discussions & Role Plays
- Live Projects, Showreels & Portfolios
- Exposure to Google Certification & Email Marketing
- Functional Visits, Assignments, Case Studies, Presentations & Evaluation



SHARPENING PROCESS: ADMM (DIGITAL MARKETING)

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

- **Certificate in Introduction to Mass Media (CIMM):** CIMM gives a foundation of mass media as a business. This certificate is based on the convergence approach and therefore relevant across the streams.
- **Diploma in Mass Media (DMM):** This specialization certificate allows the students to gain a concrete perspective of the functional aspects of their chosen vertical and understand the business cycles of the media's used to run the domain well. It is aimed at creating resourcefulness, enhancing networking skills and encourages teamwork.
- **Industry Orientation (Internships):** The DMM Certificate concludes at students taking up a two to three internship where they are able to understand the uncertainties and business pressure learn the actual tricks of the trade and implement their classroom learnings to real situations.
- **Advanced Diploma in Mass Media (ADMM):** This certificate is targeted towards bringing the students at par with standards set in the industry. The extensive focus is on implementation based learning. The students also create their show reels and portfolios.
- **Career Services Support:** On successful completion of academic and internship evaluations, the Placement Cell assists students getting access to the best of career opportunities.



CERTIFICATE IN INTRODUCTION TO MASS MEDIA

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

Certificate in Introduction to Mass Media - Digital Marketing

Certificate I

- Basics of Media Research
- Business Communication & Presentation Techniques:I
- Communication Concepts
- Contemporary Marketing & Management
- Overview to India Media Business
- Principles of Digital Marketing
- Writing for Media



Diploma in Mass Media - Digital Marketing

Certificate II

- Digital Media Utility Module
- Event Management
- Integrated Brand Management
- Social Media Marketing
- Writing for Digital Platforms

Short Module

- Consumer Behaviour
- Customer Relationship Management
- Design Thinking Foundations



Advanced Diploma in Mass Media - Digital Marketing

Certificate III

- Account Management and Account Planning
- Business Communication & Presentation Techniques - II
- Digital PR & Online Reputation Management
- Search Engine Optimization
- Search Engine Marketing
- Content Marketing
- Email Marketing
- Influencer & Affiliate Marketing
- Google Ad Words, AdSense & Display Orientations
- Google & Web Analytics
- Website Designing
- Digital Media Planning

Short Modules

- Understanding Cyber Laws
- Integrated Marketing Communications
- Ecommerce Management Foundations
- UX - UI Wireframe Orientations
- LinkedIn Marketing

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

Programme Highlights

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

SHARPENING PROCESS: ADMM (JOURNALISM & PUBLIC RELATIONS)

An insightful induction programme is held prior to the course commencement

- **Certificate in Introduction to Mass Media (CIMM):** CIMM gives a foundation of mass media as a business. This certificate is based on the convergence approach and therefore relevant across the streams.
- **Diploma in Mass Media (DMM):** This specialization certificate in Journalism and PR practices, allows the students to gain a concrete perspective of the functional aspects of their chosen media profession. This PG course in media also helps students understand the business cycles of the media domain,. It is aimed at creating resourcefulness, enhancing networking skills and encourages teamwork.
- **Industry Orientation (Internships):** The DMM Certificate concludes at students taking up a two to three month internship where they are able to understand the uncertainties and business pressures learn the actual tricks of the trade and implement their classroom learnings to real -life situations.
- **Advanced Diploma in Mass Media (ADMM):** This certificate is targeted towards bringing the students at par with standards set in the industry. The extensive focus is on implementation based learning. The students produce newspapers, magazines, news bulletins, PR dockets, and a complete portfolio along with a convergence project.
- **Career Services Support:** On successful completion of academic and internship evaluations, the Placement Cell assists students getting access to the best of career opportunities.





CERTIFICATE IN INTRODUCTION TO MASS MEDIA

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

Certificate in Introduction to Mass Media - Journalism & Public Relations

Certificate I

- Basics of Media Research
- Business Communication & Presentation Techniques:I
- Communication Concepts
- Contemporary Marketing & Management
- Overview to India Media Business
- Principles of Digital Marketing
- Writing for Media



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

Certificate II

- Advanced Journalistic Writing Skills
- Event Management
- Integrated Brand Management
- News Media Production (Broadcast Media-TV& Radio)
- News Media Production (Online Media)
- News Media Production (Print Media)
- PR Agency Management & Campaign Planning
- Public Relations Utility Module

Short Module

- Consumer Behaviour
- Customer Relationship Management
- Design Thinking Foundations
- Media laws & IPR



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

Certificate III

- Business Communication & Presentation Techniques - II
- Digital PR & Online Reputation Management
- Corporate Communications
- Conflict & Crisis Communication
- Talent Management & Talent PR
- Business & Financial Journalism
- Political & Investigative Journalism
- PR in the Globalized World
- Sports Journalism

Short Modules

- Corporate Social Responsibility
- Integrated Marketing Communications
- Influencer Marketing

Genres in Journalism

- Photo Journalism
- Social & Rural Journalism
- Crime & Court Journalism

Genres & Beats

- Health & Fitness
- Education
- Food & Travel & Lifestyle
- Entertainment & Fashion

OUR ESTEEMED PATRONS

and more

RECRUITMENT OPPORTUNITY

Final Placement Season for batch 2020 - 2021

- Batch 2020 - 2021: Internship cum Final Placements
- Selected students can join work in Mid December 2021.

Summer INTERNSHIP for batch 2021 - 22

- Internship - April to June 2022 (3 months)
- For Final Placements, selected students can join work in Mid December 2022.

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: Buisness 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 recruritment and related inquires please contact:

The Placement Cell
MET Institute of Mass Media
Bhujbal Knowledge Centre
Bandra Reclamation, Bandra (West), Mumbai 50.

- Aditi Gosalia (Senior Manager) | aditig_imm@met.edu
- Pratibha Naidu (Coordinator) | pratibhan_imm@met.edu
- Tel: (+91 22) 395542 383/277 | 9136901535/9820688247

RECRUITMENT FORM

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



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



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Bhujbal Knowledge City

MET Institute of Mass Media

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

Tel: (022) 022 - 39554274/75/78.

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