

# Post Graduate Diploma in Management PGDM (Media & Entertainment)

**PGDM**  
MEDIA & ENTERTAINMENT



**MASTERS OF  
MEDIIVERSE**

## COMBINE THE BEST OF **MANAGEMENT & MEDIA**



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

**Bhujbal Knowledge City**

Institute of Post Graduate Diploma in Management

## PGDM (Media & Entertainment) ◀◀◀

With the Indian government setting up aspirational growth targets, Media & Entertainment industry in India is poised for exponential growth. Recently, in a report by Boston Consulting Group (BCG) and Confederation of Indian Industry (CII), the Indian Media & Entertainment industry is estimated to be valued at USD 2729 billion in 2022 and is poised to grow to USD 5565 billion by 2030\*.

Now that's a piece of great news for the tech savvy and enterprising young graduates passing out from some of the best universities and colleges in India, looking for a career that's challenging yet satisfying, rewarding and yet gets the most out of them.

MET Institute of PGDM presents a specialized program, Post Graduate Diploma in Management (PGDM) in Media & Entertainment, created for people who want to work in this fast paced and growing industry. This specialised MBA will give students a thorough understanding of the media and entertainment industry as well as the skills and knowledge they'll need to succeed as professionals in this unique industry.

An extensive range of topics related to the media and entertainment industry are covered in the two-year PGDM in Media & Entertainment program. Media management, advertising and brand management, event management, public relations, digital media, storytelling, film, television & OTT production, and scriptwriting are some of the main topics covered in this program. The curriculum also includes practical projects and hands-on training, allowing students to apply what they have learned in class to actual situations through live projects, industry projects, summer internships and more.

## PGDM (Media & Entertainment) Highlights ◀◀◀

- › Perfect Blend of Management and Media Studies
- › Professional Faculty from Industry
- › Outstanding Alumni Network
- › Transformative Pedagogy with a Holistic Approach
- › Contemporary Media Education - Acquire, Assemble and Apply
- › State of the art infrastructure with media equipments



**To give students a competitive advantage, MET PGDM offers subjects as part of the Core Syllabus.**

- › Indian Media Business - Advertising, Journalism, Digital & Public Relations
- › Business of Media & Entertainment

- › Brand Management & Communications
- › Media Research, Media Vehicles & Consumer Insights
- › Digital Marketing & Media Analytics
- › Entertainment Marketing
- › Public Relations & Celebrity Management
- › Media Planning & Buying



**Eligibility:** Graduate in any discipline with 50% marks (45% for reserved category). Students appearing for final year exams can apply. They should have appeared for CMAT, CAT, XAT, GMAT, ATMA, MAT, MH-CET (Any one).

**Admission Procedure:** Applicants will be selected on the basis of: Entrance Test (Any one) Score (CMAT, CAT, XAT, GMAT, ATMA, MAT, MH-CET) + Statement of Purpose (SOP) Video + Personality Factors Test (PF Test) + Interview (Online/Offline) + Academics Performance + Other Parameters

## MET Alumni at ◀◀◀


## Advantage MET ◀◀◀

- Ranked 4th Best B-School in Mumbai, 28th Best B-School All India and 15th amongst Top West B-Schools by the Times B-School Survey 2022
- Ranked India's 17th Best Pvt. B-School and 18th Best B-School for Placements by the Times B-School Survey 2022
- Centre of Excellence in collaboration with leading Corporates and Academia
- 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
- Research focused faculty
- Outstanding Indian/global industry interface
- Record placements with high salary packages
- Sensitising the students towards social causes through MET Seva CSR programmes
- Strong alumni base world over

## Industry Interface ◀◀◀



Mr. Ratan Tata  
Renowned Industrialist



Mr. Anand Rathi  
Founder & Chairman, Anand Rathi Group



Mr. Motilal Oswal  
Founder, Chairman & MD  
Motilal Oswal Financial Services Ltd (MOFSL)



Mr. Ramesh Iyer, MD  
Mahindra & Mahindra Financial Services Ltd



Mr. Mukesh Ambani  
Chairman & MD, Reliance



Mr. Adi Godrej  
Chairman - Godrej



Mr. Javed Akhtar - Poet, Lyricist, Screenwriter



Mr. Rohit Shetty - Film Director



Mr. John Abraham - Actor, Film Producer, Writer



Ms. Renuka Shahane - Actor, Writer, Director

APPLY NOW



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