

PGDAME

Post Graduate Diploma in Advertising, Media and Events

A high profile full-time course on event management with specialised modules on Advertising, Media & Marketing

the Course details
the Student Facilities
the fees
the admission procedure

COURSE DETAILS

Semester I - Nine Subjects

Semester II - Events Group is compulsory, Choose any one from Media group or Advertising Group

Semester I

- 1) Consumer behavior and Organisational behavior
- 2) Event Coordination
- 3) Journalism
- 4) Modern Event Scenario
- 5) Event Accounting
- 6) Advertising
- 7) Marketing Management
- 8) Practical paper I
- 9) Practical paper II

Semester II

Group A (Events)

- 1) Event Laws & Case Studies
- 2) Event Catering
- 3) Event Production and Logistics
- 4) Event Planning
- 5) Event Marketing
- 6) Practical paper

Group B (Media)

- Media Buying & Selling
- Special Media Module:
 - a) History of Journalism in India. Where are we now?
 - b) Reporting / Interviewing (Print and TV)
 - c) Feature Writing
 - d) Sub-editing (Practical + Theory)
 - e) Writing press notes
 - f) Cultivating sources, databases, research
 - g) In the field / news room, hierarchies, approaches, etc
 - h) Deadlines / role playing
 - i) Presenting well
 - j) Paid editorial the reality
 - k) Public relations relationship management, media plans, etc
 - l) The importance of etiquette
 - m) Writing for the web
 - n) Thinking laterally moving between print, radio, TV & the net
 - o) Major assignments
 - p) Law
 - q) Ethics
- Practical paper

Group C (Advertising)

- 1) Strategic Brand Management
- 2) Media Buying & Selling
- 3) Copywriting of an Advertisement
- 4) Practical paper

STUDENT FACILITIES

- 1) Students will be taught by the best available highly qualified and expert Faculty.
- 2) Classes will be Air-conditioned and with modern equipments.
- 3) Students will have all co-curricular and extra curricular facilities like Sports Meet, Event Manager of the Year Award, Mr. & Ms. University & College Idol etc.
- 4) Library Facilities will be available.
- 5) Notes will be provided where necessary.
- 6) Students will be trained on the best national and international events, in making creative Ads, Newspaper write-ups and reports, etc.
- 7) An active placement cell is at work and Students will be given placement guidance and advice.

COURSE FEES

Students will be required to pay an all inclusive fee in lumpsum on admission to PGDAME of Rs. 1,63,600/- (includes Admission fees, Tution fees, exam fees, students facilities, practical training fees, notes etc. plus 12.36% Service Tax)

PS.: 1) All fees can be paid by cash/D.D./Cheques drawn on "**National Institute of Event Management**"

2) Fees may increase if the rate of service tax increases

FEES ONCE PAID WILL NOT BE REFUNDED UNDER ANY CIRCUMSTANCES.

CLASSES

- 1) Regular lectures will be held 5 days a week. (9.00 a.m. to 3.00 p.m.) PS : Lecture timings can change for accommodating professional from the industry.
- 2) Guest lectures could be any time but mostly Sundays.
- 3) Training as per timings offered by the training companies.
- 4) Lectures will be held at Gr. Floor, Nandanvan Bldg., Corner of Vallabhbbhai & Ansari Road, Vileparle (W), Mumbai 56. Tel.: 2628 2928 / 2671 6676

ADMISSION PROCEDURE

Only 70 seats are available.

Submit your duly filled up Form

You may be called for interview, It will be a detailed interview. Students from other cities can request for telephonic interview.

If you clear the Interview, pay the first instalment of your fees within 3 days.

P.S. Students should also attach a photocopy of their Final Year marksheet and three photographs with the duly filled in application form. Students who are appearing for their Final Year can also apply provided they submit their marksheet on receiving the same