

# 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** - Eleven Subjects

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

#### Semester I

- 1) Communication process and Introduction to Corporate Communications
- 2) Consumer behavior and Organisational behavior
- 3) Event Coordination
- 4) Journalism
- 5) Modern Event Scenario
- 6) Event Accounting
- 7) Advertising
- 8) Marketing Management
- 9) Practical paper I
- 10) 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. 1,36,000/- (includes Admission fees, Tution fees, exam fees, students facilities, practical training fees, notes etc. plus 10% Services 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 80 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