



PGDAME Post Graduate Diploma in Advertising, Media & Events

2018 - 2019

COURSE DETAILS

- 1) Event Coordination
- 2) Modern Event Scenario
- 3) Event Accounting
- 4) Marketing Management
- 5) Special Event Topics
- 6) Event Production and Logistics
- 7) Event Planning
- 8) Event Marketing
- 9) Client Agency Relationship
- 10) Advertising & Sales Promotion
- 11) Brand Management
- 12) Event Communication Skills

PLACEMENTS

100% Placement Assistance will be provided.

EXAMINATION

Exams are Compulsory and Minimum Passing is 45%

COURSE FEES

Students will be required to pay Rs. 1,75,300/- as fees (includes Admission fees, Tuition fees, students facilities, practical training fees, study notes etc. plus 18% GST)

PS.:

- 1) The above fees will be paid by cash/D.D./Cheques drawn on **“National Institute of Event Management”**
- 2) Additional University fees of Rs. 10,000/- and Exam fees and Mark-sheet fees demanded by the University will have to be paid online by the students.

CLASSES

- 1) Regular lectures will be held 5 to 6 days a week anytime between 9am - 6pm.
- 2) Guest lectures could be on any day of the week.
- 3) Training as per timings offered by the training companies.

ADMISSION PROCEDURE

1. Admission forms will be available between 10:30 am to 6:30pm from Monday to Saturday at Administrative Office.
2. Submit Duly Filled Admission Form along with the following documents:
 - Photocopy with Self Attestation of 10th Mark-sheet.
 - Photocopy with Self Attestation of 12th Mark-sheet.
 - Photocopy with Self Attestation of Graduation Mark-sheet. (Incase of candidates whose mark-sheet are awaited can submit their hall ticket or third year college ID Cards)
 - 3 Passport Size Photos
 - Photocopy with Self Attestation of Aadhar Card.
3. Shortlisted students shall be called for personal interview or telephonic interview (for Outstation Students)
4. Selected students have to make the payment of first instalments within 7 days from the selection date.

Why PGDAME ?

If you are an graduate and excited about events you should definitely join PGDAME because.....

1. It makes a great Event Manager out of you, by the time you finish your course.
2. It makes you fully experienced about the Event and allied Industries because of theoretical teaching guest lectures and practical training.
3. You get a University Recognized Diploma.
4. You also develop your Personality, learn to organize, communicate.
5. PGDAME can get you a direct entry in to the Event Management Industry.

STUDENT FACILITIES

- 1) Students will be taught by the best available highly qualified and expert Faculty.
- 2) Students will have all co-curricular and extra curricular activities.
- 3) Library and Canteen Facilities will be available.
- 4) Ready made Text Book will be provided in all subjects.
- 5) All round the year guidance in Event Training will be provided.
- 6) An active placement cell is at work and Students will be given placement guidance and advice.

VARIOUS WORKSHOPS

On all aspects of Events, Marketing, Advertising and allied activities.



ASIA'S FIRST & BEST EVENT MANAGEMENT INSTITUTE
FACT RECORDED IN LIMCA BOOK OF RECORDS

WON BEST EVENT INSTITUTE AWARD EEMAX GLOBAL AWARD
A RECOGNITION BY THE EVENT INDUSTRY



Accredited by:
International Accreditation Organization

ACADEMIC COLLABORATION



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