

**SVKM's NMIMS Deemed to be University**  
**School of Branding and Advertising, Mumbai Campus**  
**Admission Handout**

**Post Graduate Program in Digital Media & Marketing Communications Batch – 2025**

**1. Introduction:**

The NMIMS University's School of Branding and Advertising is offering a **18 month Post Graduate Program in Digital Media & Marketing Communications Batch – 2025**

This course will prepare students to become complete digital media professionals by learning the latest tools in content, marketing, production, and communications.

This booklet gives information about the Admission Procedure and Admission Test for Post Graduate Program in Digital Media & Marketing Communications Batch - 2025 – Mumbai Campus.

**2. Program & Intake:**

Program	Campus	Intake*
Post Graduate Program in Digital Media & Marketing Communications Batch – 2025)	Mumbai	60

\*Program will commence only if there are a minimum of 30 eligible candidates admitted after the selection process.

Admission for Post Graduate Program in Digital Media & Marketing Communications Batch– 2025 is through Entrance **test** and **personal interview** conducted by NMIMS.

**3. Eligibility criteria:** (Fulfillment of all / applicable conditions mandatory)

3.1 The candidate must be a graduate from a recognized University and should have obtained a minimum of 50% aggregate marks.

3.2 Candidates should mention in the online registration / e-admission form (if selected) all the subjects which the candidate has taken & appeared for (not best of four, five, six or seven). The candidate shall have passed all the subjects, which he / she has taken & appeared for in the applicable examination/s. The aggregate percentage of all subjects, which the candidate has taken & appeared for, will be taken into consideration for confirming the eligibility of the candidate for the program at the time of admission.

3.3 In case the mark sheet issued by applicable board / University is in percentile/s or Grade point the actual aggregate percentage of all subjects appeared by the candidate will be taken into consideration.

3.4 Candidate awaiting the results of the final year examination may also apply.


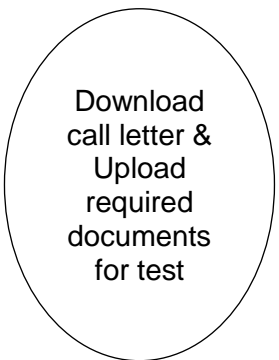

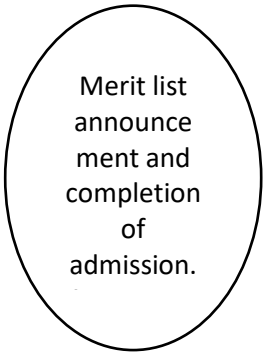
3.5 Candidates called for admission on the basis of merit list and who do not have final mark sheet will be given "provisional admission". Fees will be accepted from such candidates but their admission will be confirmed on submission of final mark sheet.

3.6 Candidate whose final mark sheet is not available at the time of admission is required to upload internet copy of result duly attested by Principal of the school / college with official seal, failing which candidate will not be admitted for the program

3.7 Submission of AIU equivalence certificate to confirm the eligibility for the program is mandatory for those candidates who have completed their examination from Overseas Universities.

3.8 Candidates who have cleared their graduation by doing a part time course or through distance learning, correspondence course externally, open school from a recognized University are eligible to apply & register as per UGC guidelines. AIU is applicable for overseas universities.

**4. Admission Process:**

<b><u>Post Graduate Program in Digital Media &amp; Marketing Communications Batch – 2025.</u></b>			
<b>Step 1</b>	<b>Step 2</b>	<b>Step 3</b>	<b>Step 4</b>
			
<ul style="list-style-type: none"> <li>• Visit <a href="http://www.nmims.edu">www.nmims.edu</a></li> <li>• For registration click on “Apply Now” and create an account.</li> <li>• Candidate will get the registration number on their registered email id to fill and complete the application form.</li> <li>• Before filling the online form, please read all the instructions carefully mentioned in the instruction sheet, important dates and Terms &amp; Condition given in the online application form.</li> </ul>	<ul style="list-style-type: none"> <li>• Candidates, who registered successfully and who have paid the registration fee will be confirmed for Written Test &amp; Personal Interview.</li> <li>• Candidates are required to download the call letter from website/login dashboard.</li> <li>• Upload mentioned documents for Entrance Test.</li> </ul>	<ul style="list-style-type: none"> <li>• Appear for entrance test and personal interview as per details given in call letter.</li> </ul>	<ul style="list-style-type: none"> <li>• Once the merit is list declared, candidates visit their dashboard to accept offer and confirm his/her provisional admission by filling up e-admission form, uploading required document and paying fees within given timeline.</li> <li>• Only those candidates who complete the process by paying fees will admitted to the program.</li> </ul>

#### 4.1 Payment of Registration (Step 1):

- Visit [www.nmims.edu](http://www.nmims.edu) for online registration
- Pay registration fee of Rs. 2500/ - + GST (if applicable)
- Registration fee is non-refundable / non-transferable.
- Before filling the online form, please read all the instructions carefully mentioned in instruction sheet & important dates.

#### 4.2 Call letter (Step 2):

- No separate call letter will be mailed or posted to the candidates. Candidate have to check their dashboard for their call letter and take a print of the same.

#### List of Documents to be uploaded to appear for entrance test are as below;

- 1) Copy of duly filled online application form
- 2) 10<sup>th</sup> mark sheet & passing certificate
- 3) (10+2) or equivalent mark sheet and passing certificate
- 4) Degree mark sheet & Degree certificate (if applicable)

- Candidate's application form will not be considered if they fail to upload the above-mentioned documents on or before **Wednesday, 4<sup>th</sup> June 2025**
- Offline Entrance Test and Offline Personal Interview will be scheduled as per the important dates mentioned on the website. Details of Entrance test and Personal interview will be shared in the call letter as candidates have to be present at the campus.
- The candidate must be available as per the mentioned date and time given in the call letter.

#### 5. Selection Process: (Offline)

- **Written Test (1 Hour)** : Maximum Marks 50

SECTION	SUBJECT	No. of Questions	Max. Marks
Section I	MCQ	10	20 Marks
Section II	Essay Writing. (Any one out of 4 topic)	1 question	10 marks
Section III	Answer in Brief (4 questions of 5 marks each)	4 Questions	20 marks
		<b>Total</b>	<b>50 marks</b>

- **Personal Interview** : Maximum Marks: 50

- Final merit list will be prepared on the basis of the marks obtained in the Written Test & Personal Interview.
- Admission offer is given as per merit and vacancy. Selected Candidate has to confirm his/her provisional admission by filling up e-admission form, uploading required document and paying fees within given timeline. Kindly note that only those candidates who complete the process by paying fees will be admitted to the program.
- WAITLISTED candidates have to check their merit list status as per date given on the website.
- The selection will be solely based on merit.
- The cut-off for deciding the merit shall lie solely with NMIMS.

## 6. Program Fees :

Program Fees for 1<sup>st</sup> year Post Graduate Program in Digital Media & Marketing Communications, Batch – 2024 was Rs.3,50,000/-

Fees for 1<sup>st</sup> year Post Graduate Program in Digital Media & Marketing Communications, Batch – 2025 will be declared at the time of admission

## 7. Refund Rule:

As per the notification of UGC. Details will be shared at the time of admission..

## 8. Important Instructions:

- Please see the important dates and preserve it as a guide. All announcements from the institute will be through its website [www.nmims.edu](http://www.nmims.edu) / on the candidate's dashboard and no individual communication will be sent to the candidates. Kindly check the website regularly for any updates.
- It is the sole responsibility of the candidate to ascertain whether they possess the necessary and requisite qualification for the admission at NMIMS, as verification of the documents is done at the time of final admission.
- Graduation (qualified) examination should have been conducted before the course commencement date
- The candidate must have appeared for all his subject(s) / exams before the commencement of the respective program (s) of NMIMS (Deemed to be University). The examination of none of the subjects should be held after the commencement of the respective course
- Canvassing in any form will disqualify the candidate.

- Admission for appearing Candidates will be provisional till submission of Final Marksheet and will be confirmed on submission & if found eligible as per eligibility criteria
- Candidate's uploaded documents will be verified online (if selected) & if found not eligible at any stage (even after the course commencement), admission will be cancelled and fees will be refunded as per refund rule clauses
- If at any stage, it is found that a candidate does not satisfy the eligibility criteria or the information furnished by him/her is incorrect, then the application for the admission to the Program, even if selected/admitted and fees paid, will stand cancelled and fees will be forfeited.
- Admission to the program is considered as “**Provisional Admission**” till all required and mandatory documents are submitted by the candidate and the same is verified and approved. If it is found that the candidate is not eligible at any stage (even after the course commencement), admission will be cancelled and fees will be refunded as per refund rule clauses even if selected/ admitted to the program.
- Candidates whose final mark sheet of the qualified examination is not available at the time of their provisional admission, is required to submit their final marksheet copy as soon as the result declared. In such case, if the candidate fails to meet the required eligibility criteria then his admission will be cancelled and the fees will be refunded as per NMIMS refund rules (even after course commencement).
- NMIMS has full right to disqualify a candidate at any stage of admission process if found ineligible. No separate intimation will be given.
- All matters of dispute will be subject to the legal jurisdiction of Mumbai only.
- **For cancellation/ withdrawal of admission:** Withdrawal / cancellation means voluntary withdrawal / cancellation by candidate for any reason. Candidate has to upload cancellation form duly filled and signed, fees paid receipt copy & cancelled cheque (personal account) to mentioned link :  
<https://upload.nmims.edu/admission/cancellation/>

## 9. Contact Information:

NMIMS Admission / Application / Technical related queries:

- (a) Toll Free No: 18001025138 – Monday to Saturday (Except public holidays)
- (b) For any support and assistance kindly login to dashboard & raise query in my query section. **Link** <https://apply.nmims.edu/>