

**SVKM's NMIMS Deemed to be University**  
**School of Branding and Advertising, Mumbai Campus**  
**Post Graduate Diploma in Digital Media & Marketing Communications – Batch 2024.**

**Important date**

Sr. No.	Details	Dates
1.	Online Registration at <a href="http://www.nmims.edu">www.nmims.edu</a>	Tuesday, 9 <sup>th</sup> January 2024
2.	Last date of Online Registration	Sunday, 9 <sup>th</sup> June 2024
3.	Document Upload for Written Test & Personal Interview	Monday, 10 <sup>th</sup> June 2024.
4.	Call letters for <b>offline</b> Written Test & <b>offline</b> Personal Interview	Wednesday, 12 <sup>th</sup> June 2024
5.	Conduct of Written Test & Personal Interview	Saturday, 22 <sup>nd</sup> June 2024
6.	Merit list of candidates selected for admission at 5:00pm (I Merit List)	Wednesday, 26 <sup>th</sup> June 2024
7.	Document upload & payment of admission fees (I merit list)	27 <sup>th</sup> June to 3 <sup>rd</sup> July 2024
8.	Merit list of candidates selected for admission at 5:00pm (II Merit List)	Monday, 8 <sup>th</sup> July 2024
9.	Document upload & payment of admission fees (I merit list)	9 <sup>th</sup> July to 12 <sup>th</sup> July 2024
10	Commencement of program	Monday, 22 <sup>nd</sup> July 2024
11.	Closure of Admission / Last date of admission	Wednesday, 7 <sup>th</sup> August 2024

Note: The candidates must check his/her eligibility before applying for the course.

**Refund Rule:** If a student chooses to withdraw from the program of study in which he / she is enrolled, the institution concerned shall follow the following five-tier system for the refund of fees remitted by the student.

Sr. No.	Percentage of Refund of Aggregate fees*	Point of time when notice of withdrawal of admission is served to HEI
(1)	100%	15 days or more <b>before</b> the formally-notified last date of admission.
(2)	90%	Less than 15 days <b>before</b> the formally-notified last date of admission.
(3)	80%	15 days or less <b>after</b> the formally notified last date of admission
(4)	50%	30 days or less, but more than 15 days, <b>after</b> formally notified last of admission.
(5)	00%	More than 30 days <b>after</b> formally notified last date of admission.

In case of (1) in the table above, the deduction will be 5% of the fees paid as processing charges from the refundable amount, subject to a maximum of Rs 5,000/-.

Note: 1) The above refund rules are subject to revision as applicable

2) Candidates to refer Important Dates of the respective programme & refer refund rules mentioned in the offer letter.