SVKM'S NMIMS® | SCHOOL OF BRANDING & ADVERTISING

www.nmims.edu

Become a
MARKETING LEADER
in the
Digital World

Post Graduate Program in

Digital Media & Marketing Communications (PGPDM&MC)

In our highly connected world, digital media is intrinsic to everyday life.

The digital media industry is growing at a rate of 10.25 % and the internet traffic volume is predicted to increase by 25%. As our access to digital media has grown, it has ignited a continued desire for knowledge, business, culture, and innovation.

The new age digital media companies are searching for highly skilled professionals with entrepreneurial mindset.

This PGPDM&MC program will prepare students to become a complete digital media professional by learning the latest tools in content, marketing, production, and communication.

The progressive, industry centric curriculum will allow students to identify opportunities for innovation, make data-driven decisions, and influence the future of the digital media landscape.

Duration
18 Months, 3 Semesters

Campus
Mumbai

Eligibility
Bachelor's Degree (10+2+3) in any discipline from recognized University

Selection Process
Merit List based on Entrance Test and Personal Interview

Program Highlights

- 360° Perspective of the Industry
- Industry Centric Curriculum
- Faculty of Digital Media & Mar-Tech Experts
- Student Clubs (DMMC Social) for 360° Development of Students
- Masterclass with Legends
- Internship Opportunities with Top Companies
- Live Capstone Project

Career Opportunities

- Social Media Management
- Digital Marketing
- Digital PR agencies
- Digital Advertising
- OTT Advertising
- Mobile Advertising
- Digital Portals News, Entertainment, Sports
- Digital Anchoring
- Video Production
- Content Creation & Management
- Influencer Marketing
- Digital Ad Sales
- Digital Media Planning & Buying
- Affiliate Marketing
- E-Commerce
- Website Design
- Artificial Intelligence
- Web Analytics & Strategy Formulations

SVKM'S
Narsee Monjee Institute of Management Studies
Deemed to be UNIVERSITY

V. L. Mehta Road, Vile Parle (West), Mumbai - 400 056, India.
Tel: (91-22) 42355555 | Toll Free: 1800 102 5138
Email: admissionenquiry@nmims.edu | Web: **www.nmims.edu**