

SVKM's NMIMS Deemed to be University

School of Branding and Advertising, Mumbai Campus

Admission Information Handout

Post Graduate Program in Digital Media & Marketing Communications Batch – 2026

1. Introduction:

The NMIMS University's School of Branding and Advertising is offering an **18 month Post Graduate Program in Digital Media & Marketing Communications Batch – 2026**

This program 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 - 2026 – Mumbai Campus.

2. Program & Campus :

Program	Campus
Post Graduate Program in Digital Media & Marketing Communications Batch – 2026)	Mumbai

*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–2026 is through Entrance **test** and **personal interview** conducted by NMIMS.

3. Eligibility criteria: (Fulfillment of all / applicable conditions mandatory) It is the sole responsibility of the candidate to check his/her eligibility before applying for the program.

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

3.2 Candidate awaiting the results of the final year examination may also apply. Candidates appearing for the final year examinations are eligible to apply and examination should have been conducted before the program commencement date. If selected, provisional admission will be given subject to clearing the final examination. Fees will be accepted from such candidates but their admission will be confirmed on the submission of final mark sheet on or before **30th September'2026**.

3.3 Selected candidates must produce all mandatory documents at the time of admission. Appearing candidate must produce marksheet on or before **30th September'2026** to confirm his / her eligibility. Failing to meet this requirement, will result in the cancellation of admission and the fees paid will refunded as per UGC norms.

- 3.4 At the time of admission, candidate has to produce semester-wise/ trimester-wise/ consolidated (only if individual mark sheets are not issued by University/Institute) mark sheets of all years of the college from which he/she is graduated.
- 3.5 Candidates, who have passed or, have appeared for graduation examination from a university where grade point average is given, must produce the equivalent percentage for the GPA/CGPA obtained in writing from the respective University.
- 3.6 Submission of AIU equivalence certificate to confirm the eligibility for the program is mandatory for those candidates who have completed their graduation / post-graduation from Overseas University.
- 3.7 Candidates who have cleared their graduation by doing part-time course or through distance learning, correspondence courses externally, open school from recognized University are eligible to apply and register as per UGC guidelines.
- 3.8 It is the sole responsibility of the candidate to ascertain whether they possess the necessary and requisite qualification and eligibility for the admission at NMIMS, as verification of the document is done at the time of final admission. If found not eligible during the year, admission will be cancelled and refund will be done as per UGC norms.

4. Admission Process:

Online Registration & Payment of Registration:

- Visit www.nmims.edu for online registration.
 - Before filling the online form, please read carefully, the admission information handout, important dates and also Terms & Condition given in the online application form.
 - Online Registration Fee is of Rs.2500/-
 - Registration Fee is non-refundable/ non-transferable.
 - Kindly keep below details available:
 - ABC ID (Academic Bank of Credits)" (Please visit website for creating ID: <https://abcdcard.co.in/>)
 - AADHAAR NUMBER.
 - AADHAAR NAME (Name as mentioned in Aadhaar card)
- Note:** The name on the Aadhaar card and NMIMS registration / admission form should be identical. Original/s documents will be required for verification before program commencement.

Call Letter:

Candidates who are registered successfully will be called for Written Test & Personal Interview. On the basis of information indicated in the Application Form, call letter for personal interview & venue will be communicated to the candidate as per important dates.

List of Documents to be uploaded through candidate dashboard to appear for entrance test are as below;

- Copy of duly filled online application form

- 10th mark sheet & passing certificate
- (10+2) or equivalent mark sheet and passing certificate
- 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 **June 5th 2026**

5. Selection Process.

- Selection will be done based on NMIMS Entrance Test and Personal Interview which shall take place in **offline mode** (at NMIMS Mumbai campus). **Candidates have to be present at the campus in person** as per the date and time in the call letter.
- Please refer important dates for Entrance Test and Personal Interview date on website (www.nmims.edu)
- **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
		Total	50 marks

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

Syllabus for Entrance Exams (Guidelines for PGDMMC Exam)

Type of Questions/Paper Pattern:

The entrance exam for the PGDM program in Digital Media and Marketing Communication consists of questions designed to assess various aspects related to digital media, marketing, and communication. There are no specific textbooks to refer to for this exam.

Assessment Areas:

- **Digital Media Basic Knowledge:** Questions will evaluate your understanding of fundamental concepts and principles in digital media.
- **Marketing & Communication Basics Knowledge:** Your grasp of foundational concepts in marketing and communication will be tested.
- **Digital Marketing and Social Media Platforms Understanding:** Expect questions that assess your knowledge of digital marketing basics and various social media platforms.
- **Awareness of Social Media:** This section will gauge your awareness of current trends, issues, and best practices in social media.

The interview will further evaluate your aptitude, knowledge, and suitability for the program. Prepare thoroughly across these areas to increase your chances of success in the entrance exam and subsequent interview

- 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. WAITLISTED candidates have to check their merit list status as per date given on the website
- Once the merit list is declared:
 - Candidate has to login to check result using his / her credentials.
 - If selected, candidate has to **accept or reject** the offer.
 - If, offer is accepted, SELECTED candidate should upload necessary required document as mentioned in admission offer letter.
 - Candidate will get the fee payment notice e-mail (RTGS / NEFT details) for the payment of program fees within the stipulated time frame.
- The selection criteria will be based on merit only. The decision regarding the cut-off of the merit list will solely lie with NMIMS. In this regard, the decision of NMIMS shall be final and binding on all concerned.

6. Program Fees :

Program Fees for Post Graduate Program in Digital Media & Marketing Communications, Batch – 2025 was Rs.3,75,000 (for 18 months).

Fees for Post Graduate Program in Digital Media & Marketing Communications, Batch – 2026 will be declared at the time of admission in the offer letter.

7. REFUND OF FEES IN CASE OF WITHDRAWAL / CANCELLATION 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/>

Refund rules from competent authorities will be followed.

- 1) Please note the closure of admission / last date of admission as mentioned in the important dates of the respective program
- 2) Candidate is requested to check the commencement date. The cancellation policy/date is applicable as per the UGC norms.

8. Important Instructions:

- Please note that it is responsibility of the candidate to check whether he/she is eligible to apply for the Program as per the eligibility criteria declared on the website. NMIMS

has full right to disqualify a candidate at any stage of admission process if found ineligible. In such case, the admission of the candidate even if selected and fees paid stands cancelled.

- Admission to program is considered as “**Provisional Admission**” till all required and mandatory documents are submitted by the candidate and the same are verified and approved. If it is found that the candidate is not eligible at any stage (even after the program commencement), candidate will be discontinued from program, admission will be cancelled, fees will be refunded as per UGC refund rule even if selected/ admitted to the program.
- Please see the important dates and preserve the document as a guide. All announcements from the University will be through its web site www.nmims.edu. No separate call letter / admission offer letter (if selected) will be sent by email / courier / post.
- If at any stage of the program, it is found that a candidate does not satisfy the eligibility criteria or the information furnished by him/her in the application form is incorrect, his/her admission to the program, even if selected/ admitted, will stand cancelled and fees will be refunded as per UGC refund rule clause. Candidate's admission will be cancelled by the university if he / she does not voluntarily withdraw.
- Canvassing in any form will disqualify the candidate.
- All matters of disputes will be subject to the legal jurisdiction of Mumbai only.
- NMIMS has full right to disqualify a candidate at any stage of admission process if found ineligible. No separate intimation will be given.
- Candidate’s uploaded documents will be verified online (if selected) & if found not eligible at any stage (even after the program commencement), admission will be cancelled and fees will be refunded as per refund rule clauses.
- The admission information handout's eligibility requirements will serve as the only document for program eligibility. School's brochure or prospectus will only be used as a guide and not be used to refer eligibility.

9. Contact Information:

- (a) PGP in Digital Media & Mkt communications – 022-42330370/022-42339094
- (b) PGP in Digital Media & Mkt communications –avadhut.gaokar@nmims.edu
- (c) Toll- Free No.: 18001025138 - Monday to Friday (except public holidays), Saturday (only 2nd and 4th Saturday) Time: 09:00 - 18:00 hours
- (d) For any support and assistance kindly login to the dashboard <https://apply.nmims.edu> & raise a query in my query section.