

**SVKM's NMIMS Deemed to be University**

**School of Branding and Advertising, Mumbai Campus**

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

**Important date**

<b>Sr. No.</b>	<b>Details</b>	<b>Dates</b>
1.	Online Registration at <a href="http://www.nmims.edu">www.nmims.edu</a>	Friday, 20 <sup>th</sup> February 2026
2.	Last date of Online Registration	Tuesday 2nd June 2026
3.	Document Upload for Written Test & Personal Interview	Friday, 5 <sup>th</sup> June 2026
4.	Call letters for offline Written Test & offline Personal Interview	Monday, 8th June 2026
5.	Conduct of Written Test & Personal Interview	Saturday, 13th June 2026
6.	Merit list of candidates selected for admission at 5:00pm (I Merit List)	Friday, 19th June 2026
7.	Document upload & payment of admission fees (I merit list)	20th June to 26th June 20256
8.	Merit list of candidates selected for admission at 5:00pm (II Merit List) <b>IF REQUIRED</b>	Thursday, 2nd July 2026
9.	Document upload & payment of admission fees (II merit list)	3rd July to 9th July 2026
10.	Orientation Day	Saturday, 18th July 2026
11.	Commencement of program	Monday, 20th July 2026
12.	Closure of Admission / Last date of admission	Wednesday, 5th August 2026

**Note:** Candidates must check his/her eligibility before applying for the program. It is the sole responsibility of the candidate to check his/her eligibility before applying for the program.

**Refund Rules:**

As per the notification of UGC.