

PGDAME

Post Graduate Diploma in Advertising, Media and Events

A high profile full-time course on event management with specialised modules on Advertising, Media & Marketing

the Course details
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COURSE DETAILS

Subjects in Event Management, Advertising & Media

- 1) Communication process & Introduction to Corporate Communications
- 2) Consumer behavior & Organisational behavior
- 3) Journalism
- 4) PR
- 5) Modern Event Scenario
- 6) Event Accounting
- 7) Advertising
- 8) Marketing Management
- 9) Event Laws
- 10) Event Case Studies
- 11) Event Catering
- 12) Event Production and Logistics
- 13) Event Planning
- 14) Event Marketing
- 15) Electronic Media
- 16) Media Buying and Selling
- 17) Events & Films
- 18) Special Media Module
- 19) Strategic Brand Management
- 20) Practical paper I
- 21) Practical paper II
- 22) Practical paper III

STUDENT FACILITIES

- 1) Students will be taught by the best available highly qualified and expert Faculty.
- 2) Classes will be Air-conditioned and with modern equipments.
- 3) Students will have all co-curricular and extra curricular facilities.
- 4) Notes will be provided where necessary.
- 5) Students will be trained on the best national and international events, in making creative Ads, Newspaper write-ups and reports, etc.
- 6) An active placement cell is at work and Students will be given placement guidance and advice.

COURSE FEES

Students will be required to pay an all inclusive fee in lumpsum on admission to PGDAME of Rs. 1,24,000/- (includes Admission fees, Tution fees, exam fees, students facilities, practical training fees, notes etc. plus 12.36% Service Tax)

PS.: 1) All fees can be paid by cash/D.D./Cheques drawn on **“National Institute of Event Management”**

2) Fees may increase if the rate of service tax increases

FEES ONCE PAID WILL NOT BE REFUNDED UNDER ANY CIRCUMSTANCES.

CLASSES

- 1) Regular lectures will be held 5 days a week including Sundays.
PS : Lecture timings can change for accommodating professional from the industry.
- 2) Guest lectures could be any time but mostly Sundays.
- 3) Training as per timings offered by the training companies.
- 4) Lectures will be held at Office No - 8, Panchratna, Above HDFC Bank, Opp. White House, C.G. Road, Ahmedabad.

ADMISSION PROCEDURE

Only 70 seats are available.

Submit your duly filled up Form

You may be called for interview, It will be a detailed interview. Students from other cities can request for telephonic interview.

If you clear the Interview, pay the first instalment of your fees within 3 days.

P.S. Students should also attach a photocopy of their Final Year marksheet and three photographs with the duly filled in application form. Students who are appearing for their Final Year can also apply provided they submit their marksheet on receiving the same