



**PRISM** SCHOOL OF BUSINESS  
& ENTREPRENEURSHIP

## **ADVERTISEMENT, MEDIA & EVENT MANAGEMENT**

**Prism School of Business & Entrepreneurship (PSBE) in association with leading advertisement, media & event specialists conducts 2-year full time Post Graduate Diploma in Management (PGDM) in Advertisement, Media & Event Management.**

PSBE has realized the need to build an interface between Academia & Industry, and joined hands to produce quality advertisement professionals in the media field. The training methodology will provide integrated inputs which will help to develop high degree of conceptual skills, analytical skills and quality technical knowledge base among aspirants and prepare them for managing the media domains.

### **Program Overview**

With opening of the markets of competition all over the world, the race of survival in business has become fiercer and hence the best of organizations and business homes cannot afford to remain content. Today's personnel have to be capable, competitive and well equipped with multifaceted knowledge. If an event personnel has no knowledge of the Ad and PR world, the markets, brands and the all powerful media world, he may not be able to cope up with the competitions. An Ad person who has knowledge of events is definitely in demand, and if a media person comes equipped with knowledge of advertising, marketing branding and below the line activities like events he is definitely welcomed by a fast growing company.

Persons equipped with knowledge of all the above fields is in better demand, and they are not only easily absorbed and promoted, but they are preferred for managerial positions. There will be a definite requirement for such multifaceted trained personnel in the entertainment industry.

**Post-Graduate Diploma in Advt., Media and Event (PGDAME)** is the magic wand that shall open the doors of these huge fast growing industries to you for managerial slots. The two year all inclusive full-time course trains you for all round knowledge in the first year and offers specialization in second year.

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**City Office:**  
128, New Civic Centre,  
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Chhattisgarh, INDIA

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A powerful placement cell will assist you to get placed. Our research cells will guide and assist you to form your own event companies. A mega career opportunity will open its arms for you and PSBE will give you the world you only dreamt to achieve.

## Program Placements & Careers

The students of PGDAME will have opportunities to work in following areas:

- Leading Newspaper Groups (Danik Bhaskar, Navbharat, Nai Dunia, Patrika, Times of India etc.)
- Advertising and Media Companies
- Event Management Companies
- Starting your own Advertising, PR and Event Management Company

## Program Structure

The course curriculum is spread over six terms, In each of the first three terms, 10 weeks will be dedicated to theory classes and hands on practical training, one week for examinations and one week for evaluation and result preparation. The focus in these first three terms will be on subjects of general management. In the next three terms, the focus will be on specialized subjects related to the Advertisement, Media & Event management sector.

### Term I

Managerial Economics

Business Communication - I

Organisational Behaviour – I

Managerial Accounting – I

Managerial Statistics

Marketing Management - I

### Term II

Business Ethics

Financial Management – I

Business Communication - II

Organisational Behaviour – II

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Managerial Accounting – II

Marketing Management - II

### **Term III**

Operation Management

Financial Management – II

Strategic Management

Enterprise Resource Planning (ERP)

Management Information System (MIS)

Human Resource Management

### **Summer Internship**

All the PGDM students will undergo 10 weeks of summer internship with one of the leading Newspaper, Media & Event organization. During the internship, students get an opportunity to see the practical application of the concepts and theories they have learned in first year. Students also work and understand the sectoral knowledge, where they are going to specialize in the next year.

Term IV – Six subjects shall be selected from the specialization

Term V - Six subjects shall be selected from the specialization

Term VI - Six subjects shall be selected from the specialization

### **Second Year Specialization**

- CORPORATE COMMUNICATION
- ADVERTISING AND SALES PROMOTION
- BRAND MANAGEMENT
- MEDIA MANAGEMENT
- CONSUMER BEHAVIOUR
- INTRODUCTION TO EVENT MANAGEMENT & PR

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- INTRODUCTION TO MEDIA AND COMMUNICATION INDUSTRIES
- CREATIVE THINKING & WRITING SKILLS
- ADVERTISING COPY & CREATIVE
- INTEGRATED MARKETING COMMUNICATION
- MARKETING COMMUNICATION SOLUTIONS USING DIGITAL MEDIA
- MEASURING MEDIA CONSUMPTION
- BRAND VALUATION & RETURN OF MARKETING INVESTMENTS
- RELATIONSHIP MANAGEMENT IN MEDIA & COMMUNICATION
- EVENT MANAGEMENT PLANNING
- EVENT PRODUCTION PROCESS
- SPECIAL EVENTS (WEDDING PLANNING & LIVE EVENTS)
- EVENT TEAM & CREW MANAGEMENT
- EVENT RESOURCE MANAGEMENT
- EVENT MARKETING & SPONSORSHIP
- EVENT COST ACCOUNTING & FINANCE MANAGEMENT
- EVENT HOSPITALITY, LAW & PERMISSIONS
- EVENT RISK MANAGEMENT
- ADVANCE ASPECTS OF EVENT MANAGEMENT
- SPECIAL EVENTS (MICE & CORPORATE EVENTS)
- PUBLIC RELATIONS
- COMPUTER APPLICATIONS IN MANAGEMENT USING SAP\*

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