NAMO
MEDI▶PRENEUR

CREATING NEW-AGE MEDIA PROFESSIONALS WITH A 360° VISION

POST GRADUATE PROGRAM IN MEDIA AND ENTERTAINMENT

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PROGRAM OVERVIEW

Creating Future Media and Entertainment Professionals

The Media and Entertainment industry is evolving rapidly, driven by digital transformation, streaming platforms, social media, and innovative content creation. Today's media professionals must combine creativity, technology, and strategic thinking to succeed in this dynamic industry.

The Post Graduate Program in Media and Entertainment (PGP in MAE) at **NAMO CAMPUS** is designed to nurture the next generation of media leaders, storytellers, and creative strategists. This program equips students with skills required to thrive in areas such as digital media, advertising, film production, content creation, media management, and entertainment business.

Through a blend of industry-focused curriculum, hands-on projects, expert mentorship, and real-world exposure, students develop the creative and managerial capabilities required to succeed in the competitive media landscape.

Students will gain practical knowledge of media platforms, digital marketing, media planning, content production, brand communication, and emerging media technologies. The program emphasizes innovation, creativity, and strategic decision-making, ensuring graduates are prepared for the future of media and entertainment.

At NAMO Campus, we are committed to shaping future-ready professionals who can innovate, lead, and create impactful stories in the global media ecosystem.

PROGRAM STRUCTURE

Phase	Program Component	Duration
1	Business Communication Skills	1 Month
2	Core Learning Phase	8 Months
3	Specialization Phase	1 Month
4	Capstone Project	1 Month

LAUNCH MODULE: COMMUNICATION SKILLS

The Launch Module is designed to prepare students with the essential communication and professional skills required to succeed in the Media and Entertainment industry. Before entering the core media curriculum, this module focuses on building confidence, effective communication, and professional etiquette so that students can express ideas clearly, present creative concepts, and interact confidently in professional environments.

Through interactive activities, presentations, role plays, and practical exercises, students will develop strong spoken communication, presentation abilities, and workplace professionalism, which are crucial for careers in media, production, content creation, and creative industries.

Key Learning Components:

English Business Communication Skills

Developing clear and professional spoken communication for workplace interactions.

Presentation Skills and Public Speaking

Learning how to present ideas confidently and engage audiences effectively.

Professional Email Communication

Writing clear, concise, and professional emails in a corporate environment.

Confidence Building and Workplace Communication

Enhancing confidence, teamwork, and communication in professional settings.

OUTCOME:

By the end of this module, students will be equipped with strong communication skills, improved confidence, and professional readiness to effectively participate in the media and entertainment industry.

CORE LEARNING PHASE

The Core Learning Phase forms the academic foundation of the program, focusing on building essential knowledge and practical skills required in the Media and Entertainment industry. During this phase, students learn media communication, digital marketing, content creation, media management, and emerging media technologies through a combination of theoretical learning and hands-on industry-oriented projects.

PHASE 01

FOUNDATIONS OF MEDIA, COMMUNICATION AND CONTENT CREATION (4 MONTHS)

This phase introduces students to the fundamental concepts of media, marketing, consumer behaviour, and business management, enabling them to understand how media organizations operate and how audiences interact with media content.

1. Principles of Marketing and Media Management

Introduction to marketing fundamentals with a focus on media and entertainment industries, including brand positioning, audience segmentation, and media market dynamics.

2. Media Research and Consumer Insights

Techniques for understanding audience behavior, media consumption patterns, and research methods used in media strategy and campaign design.

3. Public Relations and Strategic Communication

Concepts and practices of public relations, reputation management, media relations, and communication strategies used by media organizations and public figures.

4. Art, Culture and Film Appreciation

Understanding cultural narratives, creative expression, and cinematic storytelling through film appreciation and the role of arts in media and entertainment.

5. Content Development, Script Writing and Direction

Foundations of storytelling, script writing, creative ideation, and direction for film, digital media, and entertainment platforms.

6. Advertising and Campaign Management

Advertising strategy, campaign planning, creative development, and integrated marketing communications across traditional and digital media.

7. Event and Celebrity Management

Planning and managing media events, entertainment shows, brand activations, and working with artists, influencers, and celebrities.

By the end of Phase I, learners develop a strong foundation in media, communication, marketing, and content creation, enabling them to understand how media and entertainment industries function. They also gain practical skills in storytelling, advertising strategy, public relations, and campaign design required to create engaging media content.

PHASE 02

DIGITAL MEDIA, ADVERTISING & ENTERTAINMENT MANAGEMENT (4 MONTHS)

This phase focuses on modern digital media strategies, advertising practices, and technological developments shaping the entertainment ecosystem. Students gain practical exposure to digital platforms, brand communication, and media analytics.

8. Digital Media, Social Platforms and OTT Marketing

Strategies for content distribution, audience engagement, influencer ecosystems, and marketing across OTT platforms and social media networks.

9. Media Planning, Buying and Advertising Sales

Media channel selection, audience targeting, ad inventory management, negotiation strategies, and revenue models in media businesses.

10. Media Laws, Ethics and Industry Regulations

Financial planning in media organizations including budgeting for productions, campaign cost management, and revenue streams in entertainment businesses.

11. Media Budgeting, Finance and Business Operations

Financial planning in media organizations including budgeting for productions, campaign cost management, and revenue streams in entertainment businesses.

12. Film Marketing, Distribution and Exhibition

Promotion strategies for films and entertainment content, distribution channels, theatre networks, and digital release strategies.

13. Rural Media and Alternative Communication Channels

Understanding regional audiences, rural communication strategies, community media, and outreach through radio and grassroots platforms.

14. Human Resource and Talent Management in Media

Managing creative teams, talent acquisition, project collaboration, and organizational practices in media and entertainment companies.

By the end of Phase II, learners acquire advanced knowledge of digital media ecosystems, OTT platforms, media planning, and entertainment business operations. They become capable of designing integrated media strategies, managing productions and campaigns, and understanding the legal, financial, and distribution aspects of the media industry.

AVAILABLE SPECIALIZATION TRACKS (ANY ONE)

1. AI in Media & Content Creation

- Generative AI for Content Creation
- AI Video Editing & Production
- AI Tools for Media Automation

Project:

Create an AI-powered media content portfolio using modern AI tools.

2. Digital Marketing & Social Media Strategy

- Advanced Social Media Marketing
- Influencer Marketing Strategies
- Digital Campaign Management

Project:

Design and present a complete digital marketing campaign for a brand or product.

3. Film & OTT Media Production

- OTT Content Strategy
- Film Production Management
- Script Writing & Storytelling

Project:

Develop a short script or OTT content concept along with a basic production plan.

4. Media Analytics & Audience Intelligence

- Audience Data Analytics
- Media Research Techniques
- Marketing Data Visualization

Project:

Analyze media audience data and create a data-driven insights report or dashboard.

CAPSTONE PROJECT AND INDUSTRY EXPERIENCE

- The Capstone Project and Industry Experience is the final stage of the program, where students apply the knowledge and skills gained throughout the course to real-world media and entertainment industry challenges. This phase focuses on practical learning, enabling students to integrate concepts from media management, digital marketing, content creation, analytics, and emerging technologies.

- Students will work individually or in teams on an industry-oriented project such as developing a digital marketing campaign, creating media content, designing an OTT content strategy, conducting audience analytics, or building an AI-assisted media solution. The project encourages students to apply creative thinking, research skills, and strategic decision-making to solve practical problems in the media ecosystem.
- Throughout the project, students will receive guidance from faculty mentors and industry professionals, ensuring that their work aligns with current industry practices. At the end of the program, students will present their project outcomes, insights, and recommendations, demonstrating their ability to apply academic learning in a professional environment.
- This phase helps students build a professional portfolio, practical experience, and industry readiness, preparing them for careers in the media and entertainment sector.

PROGRAM PEDAGOGY

Case Study-Based Learning

Students analyze real-world media and entertainment industry cases to understand practical challenges, decision-making processes, and successful business strategies.

Industry Expert Sessions and Workshops

Regular sessions and workshops conducted by industry professionals provide insights into current trends, technologies, and practices in the media and entertainment sector.

Live Projects and Media Campaigns

Students work on real or simulated media projects and marketing campaigns, gaining practical experience in planning, execution, and performance evaluation.

Hands-on Practical Assignments

Practical assignments enable students to apply concepts learned in class through activities such as content creation, campaign planning, media analysis, and digital strategy development.

Portfolio Development and Capstone Project

Students develop a professional portfolio and complete a capstone project that showcases their skills, creativity, and ability to solve real-world media and marketing problems.

CAREER OUTCOMES OF PGP IN MEDIA AND ENTERTAINMENT

The Post Graduate Program in Media and Entertainment prepares students for dynamic and creative careers across the media, entertainment, and digital marketing industries. Graduates of this program will be equipped with knowledge, practical skills, and strategic understanding required to work in a wide range of professional roles.

Career Roles

Digital Marketing Specialist

Plans and executes digital marketing campaigns using platforms such as search engines, social media, and online advertising to promote brands and media content.

Social Media Manager

Manages brand presence on social media platforms by creating content, engaging audiences, and developing strategies to increase reach and online engagement.

Content Strategist

Develops and manages content strategies for digital platforms, ensuring that media content aligns with audience interests, brand goals, and marketing objectives.

Media Analyst

Analyzes media data, audience behaviour, and campaign performance to generate insights that support effective media planning and marketing decisions.

Brand Manager

Builds and manages brand identity by developing marketing strategies, promotional campaigns, and communication plans to strengthen brand positioning.

OTT & Digital Content Manager

Plans, organizes, and manages digital and OTT platform content, focusing on audience engagement, platform strategy, and content performance.

WHAT MAKES THIS COURSE DIFFERENT

Industry-Relevant Curriculum

The curriculum is carefully designed to match the evolving needs of the Media and Entertainment industry. It covers key areas such as digital media, marketing strategies, content creation, media management, and emerging technologies, ensuring that students gain knowledge and skills that are directly applicable in today's media landscape.

Hands-on Media Production Experience

Unlike purely theoretical programs, this course emphasizes practical learning through media production activities, creative projects, and campaign simulations. Students actively work on developing content, planning campaigns, and managing media projects, gaining real-world experience during the program.

Exposure to Digital Media Tools

Students are introduced to a range of modern digital tools and platforms used in the media industry for content creation, marketing, analytics, and audience engagement. This practical exposure helps students become comfortable with technologies widely used in professional media environments.

Guest Lectures and Industry Projects

The program includes interactions with industry professionals, media experts, and practitioners through guest lectures, workshops, and collaborative projects. These sessions provide students with valuable insights into industry practices, current trends, and professional expectations.

Career-Focused Portfolio Development

Throughout the program, students build a professional portfolio consisting of projects, campaigns, content pieces, and analytical work. This portfolio serves as a practical demonstration of their abilities and significantly enhances their career opportunities in the media and entertainment industry.

WHY CHOOSE NAMO CAMPUS?

NAMO Campus – Your Finishing School, is committed to developing future-ready professionals who can succeed in the rapidly evolving media and entertainment industry. The program is designed to combine academic knowledge, creative development, and real-world industry exposure.

INDUSTRY-ALIGNED CURRICULUM

The program is designed in alignment with current industry practices in digital media, advertising, and entertainment. Students gain knowledge that reflects real-world media workflows and business models.

EXPERIENTIAL AND PROJECT-BASED LEARNING

Students work on live projects, case studies, and practical media assignments that simulate real industry challenges. This hands-on approach ensures that learners develop both creative and strategic skills.

INTEGRATION OF EMERGING MEDIA TECHNOLOGIES

The curriculum incorporates modern tools and technologies such as Artificial Intelligence in media, digital content platforms, data analytics, and new media technologies like AR and VR.

PORTFOLIO AND CAPSTONE DEVELOPMENT

Throughout the program, students develop a professional portfolio showcasing their media projects, digital campaigns, and creative work, helping them demonstrate their capabilities to employers.

CAREER-ORIENTED LEARNING APPROACH

The program focuses on preparing students for careers in media organizations, digital marketing agencies, OTT platforms, and entertainment companies by combining creativity, strategy, and technology.

CAREER ZONE — INTEGRATED PROFESSIONAL READINESS AND CAREER DEVELOPMENT

➤ The Career Zone at **NAMO Campus (NC)** prepares learners for careers in the media and entertainment industry by transforming academic learning into industry-ready skills through practical exposure and mentoring.

➤ Career preparation is integrated throughout the 11-month program through skill development, practical assignments, live media projects, portfolio building, and performance evaluations.

➤ The program helps learners identify suitable career pathways such as Digital Marketing Specialist, Social Media Manager, Content Strategist, Media Analyst, Brand Manager, and OTT & Digital Content Manager.

➤ Students build a professional portfolio through digital marketing campaigns, content creation projects, media strategies, analytics reports, and Capstone projects, supported by career coaching and technical mentorship.

➤ Learners gain hands-on experience through NC's in-house initiatives such as NAMO SAMACHAR, Bharat Media Point, WallPost, and BPAC, enabling a direct pathway into professional roles within these projects after program completion.