

## SPJIMR and TSW open admissions for the second edition of PGPMEM

**Mumbai, 9<sup>th</sup> April'18:** SPJIMR (S.P. Jain Institute of Management Research) one of India's Top 10 ranked Management Schools, in association with TSW, announced the second edition of its Post Graduate Program in Media and Entertainment Management (PGPMEM).

This most-awaited program in the media, the first and only one of its kind focused program in India for working executives and students, had created waves when launched last year in 2017. In today's fast-paced and burgeoning media and entertainment industry, it comes as a refreshing way to learn, unlearn and re-learn the fundamentals of management as applied to the field of Media and Entertainment under the tutelage of some of the most renowned figures in this space.

Participants from the first batch are already working with some of the leading media and entertainment companies. This is what participants from the first batch had to say about the program.

Janhavi Patil, student from Class of 2017, who is now working Viacom - Regional Marketing Team, said, "This program is structured to help you gain a bird's eye view of the industry and what one can expect working in a media company, and shares a detailed understanding of each subject as the semester progresses. It is a well-defined course for everybody who wants to take up media as a career or even those who are already in the industry."

Another student from Class of 2017, Vijay Subramanian, a freelance game developer and entrepreneur in family-owned business said, "For a newbie such as me, learning from the experienced industry professionals helped me tremendously. I also enjoyed most of the deeper learning which takes place in an offline mode, in the company of your peers."

With an eye on upgrading various facets of the program every year, this year students will be able to benefit from the Executive Ed Alumni Status from SPJIMR, Placement Assistance and Entrepreneurial Project that will play a pivotal role in student placement building their career in this rapidly evolving sector.

Guided by high-profile advisory and academic councils, the curriculum is a judicious mix of media, entertainment topics, and management components. Designed by industry veterans and seasoned academicians the course runs through a period of 11 months. The program coverage would include, inter alia, the business drivers of music, film, print and digital media and entertainment formats. The participants will attend classes at TSW's state-of-the-art remote learning centres in Delhi, Mumbai, and Bangalore, along with interventions at the SPJIMR campus.

Further details can be had on [www.timestsw.com/PGPMEM](http://www.timestsw.com/PGPMEM) or call 7400084666