

As Per NEP 2020

University of Mumbai



Syllabus for
Post Graduate Diploma in Aspects of Media
Marketing & Events
(PGDAME)

**(Garware Institute of Career Education and Development)
Semester- Semester I and II**

Ref: GR dated 16th May,2023 for Credit Structure of PG

(with effect from the academic year 2023-24)

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Sr. No.	Heading	Particulars
1	O:_____ Title of the Program	POST GRADUATE DIPLOMA IN ASPECTS OF MEDIA MARKETING & EVENTS (PGDAME)
2	O:_____ Eligibility for Admission	Candidates for being eligible for admission to the one-year course leading to the Post Graduate Diploma in Advance Aspects of Media, Marketing & Events, shall be required to have passed Graduation or an equivalent qualification in any stream from any recognized University.
3	Duration of Program R:_____	1 Year
4	R:_____ Intake Capacity	180
5	R:_____ Scheme of Examination	50 Continuous Internal Examination 50 Semester End Examination
6	Standards of Passing R:_____	50% in each component
7	Credit Structure R:_____	Attached herewith
8	No. of Years / Semesters	1 YEARS / Semester I & Semester II
9	Program Level	PG 6.0
10	Pattern	SEMESTER
11	Status	New
12	To be implemented from Academic Year Progressively	From academic year 2023-24

Kmvayak

Dr. Keyurkumar M. Nayak,
Director,
UM-GICED

Prof.(Dr.) Anil Kumar Singh
Dean,
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