

# Revolutionising the evolving Media industry



**Creating New-Age Media Professionals  
with a 360° vision**

**PGDM Media & Entertainment 2026-2028**

**2 year full-time AICTE approved Program (60 seats)**

## INDEX

About S. P. Mandali	3
About WeSchool	
From the Group Director's Desk	4
Vision, Mission and Core Values	5
Program Vision and Mission	6
Program Educational Outcomes (PEOs)	
Program Outcomes (POs)	
Program USP	
About PGDM Media and Entertainment Program	7
Why PGDM Media & Entertainment Program	
Program Structure	8
Program Pedagogy	9
Career Opportunities	
Faculty Details	10
Student Achievements	11
Our Recruiters	12
Placements Facts	
Alumni Testimonials	13
Academic Board Members	14
Eligibility, Selection Process, Tuition Fees	

## About S. P. Mandali

Founded in 1888, Shikshana Prasarak Mandali is one of the pioneers of educational societies in the state of Maharashtra. The institution since its inception has been determined to building an environment that encourages the spirit of free thinking, thus imparting quality education to more than 45,000 students.

All the institutions of S. P. Mandali are known for their academic excellence and attract students from all parts of India. S. P. Mandali owns 43 educational institutions in the states of Maharashtra and Karnataka including pre-primary, primary, secondary and higher secondary schools, colleges for Arts, Science and Commerce, a school for hearing-impaired children, a therapeutic drug monitoring laboratory, an institute carrying out research in Ayurvedic and Herbal Medicine and Management Institutes.



**Adv. Shri S K Jain**

Chairman Managing Council,  
S P Mandali and CDC, WeSchool



**Shri. S R Chitale**

Vice-Chairman, Managing Council,  
S P Mandali

## About WeSchool

WeSchool is one of India's leading management education institutes with fervor to contribute socially responsible business leaders through management education. National Institutional Ranking Framework (NIRF) list of 2024 ranks WeSchool, Mumbai in Top 84 B Schools.

The institute's vision to nurture thought leaders and practitioners through inventive education is aligned to the thought leadership from Shikshana Prasarak Mandali Pune, an educational trust legacy that manages 43 eminent educational institutes in Maharashtra.

The institute's thought process stems from design-thinking approach, bridging academia with industry for relevant management education.



Mumbai Campus



Bengaluru Campus







## From the Group Director's Desk

India has been a major seat of learning for thousands of years. The country was home to both Takshashila, the first university in the world, and Aryabhata, the inventor of the digit 0.

Lately, India has undergone a paradigm shift owing to its competitive position in the world economy. The Indian economy is on a robust growth trajectory and boasts of a stable growth rate, rising foreign exchange reserves and booming capital markets among others.

Higher education in India has been a continuous facilitator of innovation, creativity and leadership to the global industry. Some of the world's leading companies are being headed by graduates of the Indian education system such as Satya Nadella, CEO, Microsoft, Sundar Pichai, CEO, Google Inc., Ajaypal Singh Banga, President World Bank Group, Rajeev Suri, Ex-CEO of Nokia, Indira Nooyi, Ex-CEO of Pepsi Co. to name a few.

We are fortunate to have key stakeholders, such as policymakers, diplomats, experts, industry professionals, members of the academia and our esteemed alumni in the industry, among others, championing the cause of education.

There has never been a better time for management students to start their careers in India. With the right skills and knowledge, you can take advantage of the many opportunities available and help drive the country's continued economic growth.

The vision of the NEP aims at building a global, high quality education system rooted in Indian ethos, thereby transforming India into a global knowledge superpower.

The Indian economy is growing at a robust pace and is poised to become one of the largest economies in the world. This growth has created a huge demand for skilled and knowledgeable management professionals who can help drive the country's continued economic development.

As a leading B-school, we have a crucial role to play in shaping the future of education and in preparing our students to become corporate leaders. We are committed to stay ahead of these changes and to providing our students with the skills and knowledge they need to succeed in a rapidly changing world.

Over the course of the program, your fellow students become trusted colleagues and, very often, lifelong friends. I invite you to embark on your path to academic and professional excellence at our sprawling campuses in Mumbai and Bengaluru which will truly enhance your intellectual and personal growth. Keeping design and innovation its core, WeSchool endeavors to provide newer avenues to students for achieving excellence in all spheres of life and nurture them to become Global Citizen Leaders.

**Prof. Dr. Uday Salunkhe**  
Group Director, WeSchool





## Vision

To nurture thought leaders and practitioners through inventive education.



## Mission

- Focus on inventive education by offering practical, innovative and technology driven programs.
- Provide managerial talent with risk managing ability, passion for learning and creative thinking and values in rapidly evolving economic and social environment.
- Contribute significantly to Indian corporate world by preparing Management graduates with global mindset.
- Build intellectual capital through faculty development, research, consultancy and publication.
- Develop alumni network of mutual benefit and keep alumni update through continuous learning and meeting.



## Core Values

- Passion
- Breakthrough thinking and breakthrough execution
- Result oriented process driven work ethics
- We link and care

---

## ACCOLADES



WeSchool is ranked 75th nationally among the top B-Schools as per the National Institutional Ranking Framework (NIRF) 2025 conducted by the Ministry of Human Resource Development, Government of India.



All PGDM programs at Mumbai and Bengaluru campuses are NBA accredited and have been granted MBA equivalence from AIU



All PGDM programs at WeSchool Mumbai and Bengaluru are accredited by SAQS (South Asian Quality Assurance System)



All of WeSchool's full-time and distance learning programs have been accredited for 10 years by the Accreditation Council for Business Schools and Programs (ACBSP), USA



## Program Vision and Mission

### Vision

To nurture business management professionals with an ability to adapt and contribute to the dynamic business of media & entertainment.

### Mission

- Provide domain knowledge of the Media & Entertainment sector for effective business decision making.
- Nurture creativity, innovation and entrepreneurship.
- To cultivate leadership and communication abilities required to excel in the media & entertainment sector.
- To create awareness of global practices in the media & entertainment sector.
- To sensitize students to the value of media & entertainment sector in society.

## Program Specific Outcomes

- **Understanding of Media Platforms:** Graduates will demonstrate proficiency in understanding a variety of media platforms, including broadcast, media technology, media research & analytics, integrated marketing communications, digital marketing, and other emerging aspects of media and entertainment.
- **Critical Thinking and Problem-Solving:** Capability to critically assess content and strategies and apply creative problem-solving skills in the media entertainment sector and roles.

## Program Educational Objectives (PEOs)

Post-graduates from the PGDM-Media & Entertainment program are expected to achieve the following Program Educational Objectives within a few years of graduation:

- **Media domain knowledge:** Apply understanding of emerging trends, reforms & initiatives in national and global markets, pertaining to various roles in the Media & Entertainment sector for effective decision making.
- **Application of business functions like HR, Finance, Marketing and Operations in the Media & Entertainment industry:** To broaden the application and understanding of the students by exposing them to various functions of media & entertainment business and roles.
- **Design/development of forms of media and communications:** To make them competent in providing innovative solutions and creative storytelling focused to the target market.
- **Soft Skills readiness:** To inculcate teamwork, problem solving, leadership and communication skills in students enhancing their managerial effectiveness.
- **Ethical practices:** To expose students to real world situations and initiatives so they can understand the significance of ethical practices in media and entertainment sector.

## Program Outcomes (POs)

On successful completion of the PGDM Media & Entertainment program, students will be confident professionals and an asset to any company.

- |                                    |   |
|------------------------------------|---|
| • Leadership                       | • Communication Skills                          |
| • Innovation                       | • Global Perspective                            |
| • Critical and Analytical Thinking | • Role of Self in the organization & in society |

## Program USP

- Designed to create business managers and leaders with a media edge.
- Rich exposure to relevant industry projects such as Global Citizen Leader, Winter/Summers projects and workshops.
- The transformative pedagogy includes lectures, workshops, live industry projects, videos and case studies curated & delivered by renowned media experts.



## About PGDM Media & Entertainment Program

The Post Graduate Diploma in Media & Entertainment has been designed in a manner that the curriculum has all the required aspects to ensure that our students sustain and thrive as successful professional managers in the Media & Entertainment industry. The course is designed and delivered by industry stalwarts who provide the students with a deeper understanding of the industry and its functioning.

The course offers a balanced combination of theoretical learning and on-field learning visits to production and post-production houses, advertising agencies, media agencies, digital agencies, consumer research and industry events.

## Why PGDM Media & Entertainment Program

The PGDM in Media and Entertainment at Welingkar Institute of Management is an ideal choice for aspiring media professionals seeking to build careers in a fast-evolving and highly competitive industry. Located in Mumbai—India's media and entertainment capital—the program benefits from close proximity to production houses, advertising agencies, OTT platforms, broadcasters, and content studios, enabling continuous industry engagement.

**1. Industry Connection:** The program is designed to align with the dynamic media and entertainment ecosystem. Drawing on its location in Mumbai and strong industry linkages, it equips students with the strategic, creative, and managerial skills required to understand and manage the complexities of the sector across advertising, digital media, film, broadcast, and entertainment businesses.

**2. Experiential Learning:** A strong emphasis on experiential learning through industry visits, internships, live projects, studio exposure, and hands-on assignments ensures that students gain practical experience while building meaningful industry networks and professional portfolios.

**3. Faculty Expertise:** The faculty comprises a blend of experienced industry practitioners and academic experts, offering students a balance of conceptual grounding and real-world application across media strategy, content creation, digital platforms, and management.

**4. Global Perspective:** The program integrates global case studies, international media trends, and emerging industry practices, enabling students to develop a broader understanding of global media models, content ecosystems, and cross-border entertainment businesses.

**5. Strong Alumni Network:** WeSchool's extensive alumni network across media agencies, production houses, digital platforms, and entertainment organisations provides students with valuable mentorship, career guidance, and professional opportunities.

**6. Career-Oriented, Future-Ready Curriculum:** The curriculum spans advertising, media planning, digital marketing, film and content production, event management, AI-driven media applications, emerging digital technologies, OTT platforms, audience analytics, and new-age media ecosystems. This industry-aligned structure prepares students for technology-enabled and creative roles across the evolving media and entertainment sector.

**7. Creative + Managerial Skill Integration:** The PGDM integrates creative understanding with managerial decision-making, recognising that effective media management requires familiarity with creative processes, formats, and production realities. This enables students to assess feasibility, timelines, costs, and client expectations, and to translate creative ideas into viable and commercially sound media solutions.

By enrolling in WeSchool's PGDM in Media and Entertainment, students position themselves at the forefront of a rapidly transforming industry—ready to innovate, lead, and contribute meaningfully to the media and entertainment ecosystem.



# Program Structure

## Trimester - 1

### Subject Title

- Effective Business Communication
  - Economics for Managers
  - Business Statistics
  - Marketing Management Basics
  - Financial Reporting and Analysis
  - Essentials of World class Operations
  - Introduction to Media and Entertainment Studies
- 

## Trimester - 2

### Subject Title

- Perspective Management
  - Global Citizen Leader – I
  - Business Research Methods and Marketing Research
  - Business Innovation and Application
  - Consumer Behaviour
  - Marketing Applications and Strategy
  - Cost & Management Accounting
  - Organizational Behaviour
  - Essentials of Supply chain Management
  - Media and entertainment Business
- 

## Trimester - 3

### Subject Title

- Global Citizen Leader – II
  - Fundamentals of Financial Management
  - Human Resource Management
  - Project Management
  - Media and Entertainment Services Marketing
  - Integrated Marketing Communications Applications & Practices
  - Media Selling & Negotiations Skills
  - Digital Marketing Basics
  - Media & Entertainment Laws
  - Universal Human Values
- 

## Trimester - 4

### Subject Title

- Media Analytics
  - Media Planning & Buying
  - Advanced Digital Marketing (E)
  - Entrepreneurship in Media and Entertainment Industries
  - PR & Corporate Communication
  - Customer Relations Management
  - Product & Brand Management
  - Rural Marketing
  - Summer Internship Project & Summer Internship Research Project
  - Value added Workshop - Industry Readiness Program
- 

## Trimester - 5

### Subject Title

- Media Technology
  - Strategic Brand Management and Communications
  - Digital Content management
  - Media Research
  - New Media (AR, VR, Games, AI)
  - Advanced Integrated Marketing Communication Applications & Practices
  - Strategic Management
  - Business Of Movies (E)
  - Business Of Music (E)
  - Celebrity Management (E)
  - Lifestyle and Recreation Management (E)
  - Sports Management (E)
- 

## Trimester - 6

### Subject Title

- Industry Research Project
  - Writing for Media
  - Ethics and Corporate Governance
- 





## Program Pedagogy

The Faculty enhance teaching learning environment by taking various pedagogical initiatives. These initiatives play an important role in students' development. Such initiatives include in-class activity, research-oriented teaching methods, interaction with industry experts, case study-based teaching learning, live project-based assessment etc.

The institute always strives to impart management education through innovative practice methods and activities. This has been reflected in the course design, course delivery, assessment and evaluation system. ICT enabled classroom and the remote access library aids in providing inclusive classroom experiences and extensive learning experiences to the students.

Following are the innovative initiatives taken by Welingkar Institute of Management Development and Research:

- Collaborative teaching & learning
- Crafting cutting-edge market-driven courses
- Case studies
- Project based learning

The Institute designs and delivers new teaching-learning activities. Some of the noteworthy innovations with respect to teaching-learning are described below.

- i. Harvard Case Studies
- ii. Industry Immersion
- iii. Global Citizen Leadership program

Faculty receive support, guidance and opportunities from the institute to design teaching learning initiatives.

Also some of the initiatives taken specially by PGDM Media & Entertainment Program are

1. Mentor - Mentee Program
2. Media Fire Workshops
3. Media Conclave
4. Media Forum
5. Media Sector focussed Industry Immersions

## Career Opportunities

To nurture every student, we guide, mentor and stand by each student, helping them discover their innate abilities and interests. Through this course, students can become sound professionals in areas like.

### Roles

- |                           |                                |
|---------------------------|--------------------------------|
| • Media Sales             | • Media Buying & Planning      |
| • Client Servicing        | • Strategy                     |
| • Account Management      | • Customer Success Strategy    |
| • Content Strategy        | • PR & Corporate Communication |
| • Digital Marketing       | • Campaign Management          |
| • Brand Management        | • Media Analyst                |
| • Social Media Management | • Marketing Communications     |
| • Media Research          |                                |



## Faculty Details



**Dr. Aparna Khare**

Associate Professor & Program Incharge

Ph.D., published research papers case study in National and International Journals, & External Reviewer-Over 16 years of teaching experience and 9 years of industry experience.



**Dr. Namrata Singh**

Assistant Professor

Ph.D. Published research paper in scopus indexed journals, Authored more than 15 case studies, Conducted MDPs, Certified UHV Trainer. Over 15 years of teaching and industry experience



**Prof. Pratika Mishra**

Professor-Marketing

Published More than 35 Papers in Journals of Repute Guided Six PhD scholars in the area of Advertising, Branding and Marketing. Convened More than a dozen Conferences, Noble Laureates Conclave, Workshops, FDP's Founder Editor of Journals, Newsletters and Editorial Board Member



**Dr. Mousumi Choudhury**

Assistant Professor

Published research papers in scopus and ABDC indexed national and international journals. Authored a book on Bancassurance. Guided Ph.D scholars. 7 years of teaching experience



**Mr. Aji Joseph**

Assistant Professor

With over 29 years of Industry experience transitioned into a full-time faculty since August 2023, having taught as a visiting faculty since 2022.



**Mr. Aditya Bhat**

Assistant Professor

23 years of work experience in Media & Marketing.



**Mr. Clinton Veigas**

Assistant Professor

A Ph.D. scholar in Management with a strong academic foundation in Media and Communication and over six years of professional experience working at leading advertising agencies, complemented by over two years of academic teaching experience.



**Dr. Divya Narang Tinna**

Assistant Professor

Ph.D., a media professional turned academician with 14 years of teaching experience and 6 years of industry exposure. Completed two Minor Research Projects under the University of Mumbai and published research papers in reputed national and international journals.



## Student Achievements

S. No.	Name	PGDM ME Batch	Description	Event	Position
1.	Prathmesh Rege	2021-2023	Awarded Best Management Student Award	Bombay Management Association	Award
2.	Rishikesh Sahare, Chanjal Roy, Shreya Parab	2023-2025	National Level Competition	Brand Baja Barat, BIMTECH, Noida	1st Prize
3.	Vishaka Tiwari	2022-2024	National Level Competition	"Markurious", SIBM, Bangalore	1st Prize
4.	Kriti Varia	2022-2024	National Level B-Fest Competition	"Guesstimania", Krishi Chanakya'23, National Institute of Agricultural Extension Management (MANAGE)	2nd Prize
5.	Driti Jain	2023-2025	Article writing competition	"Resilience in Marketing", IIM Ranchi	3rd Prize
6.	Mansi Bagdai, Ashwani Soni, Sanika Athalye	2023-2025	National Level Competition	Nexus Marketing Saga, MICA Ahmedabad	3rd Prize
7.	Pranjali Lahane	2022-2024	National Level Competition	"Comeback quest", GLIM, Gurgaon	3rd Prize
8.	Gauri Sahu	2022-2024	National Level Case Study Competition	Unpack the facts - Decoding the packaged foods by SiraomPvt. Ltd.	3rd Prize
9.	Mansi Bagdai, Ashwani Soni, Sanika Athalye	2023-2025	National Level Competition	Dreams To dollars, GLIM Chennai	3rd Prize
10.	Kajal Giri	2021-2023	AIMS Best Research Paper award, "Exploring the effectiveness of Gamification in enhancing the user engagement and customer experience"	34th AIMS Annual Management Education Convention, Management Education: Harnessing the New Paradigm	Publication
11.	Vishnu R	2021-2023	Study on how to captivate and engage an increasingly distracted audience on Digital Platforms	34th AIMS Annual Management Education Convention, Management Education: Harnessing the New Paradigm	Publication



## Our Recruiters



## Placement Facts (2023-2025)

Maximum Salary

**₹20.00**

LACS PA

Average Salary

**₹9.74**

LACS PA

Median Salary

**₹8.00**

LACS PA

## Placement Facts (2022-2024)

Maximum Salary

**₹18.16**

LACS PA

Average Salary

**₹10.15**

LACS PA

Median Salary

**₹10.00**

LACS PA



## Alumni Testimonials



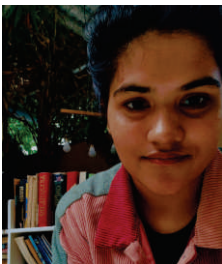
“

Being at WeSchool provided me with a multifaceted experience, especially the Media sectors. The course foster an environment that allows you to push yourself and gain experiences across a breadth of choices right from entrepreneurship, live projects to various extra curriculars. Thus liting one explore a plethora of opportunities to grow holistically beyond just academics.

The curriculum also did a great job of equipping me with the knowledge and skills required to excel in the dynamic Media industry. These armoury of skills combined with professors who advocated mentorship and a superb peer group helped create a strong foundation for both personal and professional growth.

**- Sharvane Thale (PGDM-Media & Entertainment 2019-21, WeSchool Mumbai)**  
**JioSaavn - Associate (Brand Solutions)**

”



“

The course in Media and Entertainment helped me know the prime areas and trends of the industry with a hands-on experience based on my interests. The Live projects and the media inclined curriculum made my institute-to-industry journey, a smooth transition. The faculty were flexible and aware of the media trends to introduced subjects like BARC which is a huge add-on in your profile in the long run. The mentors helped me get live projects and hence I had a bunch of industry names on my resume even before I graduated.

**- Rupa Singh (PGDM-Media & Entertainment 2017-19, WeSchool Mumbai)**  
**Shemaroo - Deputy Manager (Broadcast Growth & Development)**

”



“

PGDM in M&E at WeSchool was an extremely industry specific and hands-on program which has helped me take steps into the World of Media.

All my doubts with regards to a specialised course in Media & Entertainment not having enough scope were put to rest through my PGDM - M&E at WeSchool, as I encountered efficiently planned curriculum, approachable and experienced faculty, critical training and development for placements, all while prime importance was given to hands-on education through application of classroom knowledge in the real world.

Special gratitude to the entire faculty of the M&E Programme - both in-house as well as industry professors who have taken teaching several notches higher and have been the backbone of the programme through their mentorship.

**- Amrit Bhagi (PGDM-Media & Entertainment 2018-20, WeSchool Mumbai)**  
**Media Sales, Viacom 18**

”





## Academic Board Members

- |   |  |
|---|--|
| ■ <b>Ms. Mamatha Morvankar</b><br>Head of Investment<br>Omnicom Media Group                   | ■ <b>Mr. Rahul Namjoshi</b><br>Chief Executive Officer,<br>DB Corp Ltd. (Radio Division)   |
| ■ <b>Ms. Anita Gokral</b><br>Senior Vice President<br>HCL Technology                          | ■ <b>Ms. Elizabeth Sen</b><br>Regional Managing Director<br>FLINT CULTURE, Dubai   |
| ■ <b>Mr. Vishal Chinchankar</b><br>Chief Executive Officer<br>Madison Digital & Madison Alpha | ■ <b>Mr. Nikhil Natekar</b><br>Senior Vice President - Talent & Transformation,<br>Publicis Group  |
| ■ <b>Ms. Ashvini Yardi</b><br>Producer, Film Maker<br>Crazing Goat Pictures                   | ■ <b>Prof. Oliver Szasz</b><br>Professor, Media Design<br>Macromedia School of Creative Arts, University for<br>Media and Communications, Munich |
| ■ <b>Ms. Hema V R</b><br>Chief channel Officer<br>ZEE Marathi                                 | ■ <b>Mr. Jiggy George (Alumni)</b><br>Founder & CEO<br>Dream Theatre Pvt Ltd   |

## Eligibility

Candidates with a minimum 50% in Bachelors degree exam from a recognized university. The degree has to be completed by June 2026.

Candidate should have taken the CAT (2025), XAT (2026), GMAT (2023 onwards), ATMA (2026), CMAT (2026). (IIMs and other entrance exams conducting bodies have no role to play in We School's admission process)

## Selection Process

WeSchool's unique profile based selection process assigns significant value to academic performances, work experience, Group Activity, Personal Interview along with the written test scores.

## Tuition Fee

Tuition Fee Rs. 7,00,000/- p.a. *(subject to change)*

**Prin. L. N. Welingkar Institute of Management Development & Research (PGDM) | Mumbai**

L. Napoo Road, Matunga (Central Railway), Matunga, Mumbai 400 019.

Phone: 022 24198300 Extn. 8149 / 8244 | [www.welingkar.org](http://www.welingkar.org)

