



Indian Institute of Mass Communication (Deemed to be University)

New Delhi -110067

Admission Notification for MA in Media Business Studies, and MA in Strategic Communication (Session 2025-27)

1. Admissions shall be done on the basis of CUET-PG score and a subsequent interview. The weight of CUET-PG score and interview shall be 85 and 15, respectively.
2. Both MA programmes have 40 regular seats and 8 supernumerary seats.
3. Candidates with CUET-PG score in Mass Communication and Journalism (COQP17), General-Management (COQP12), Economics (COQP10) and Commerce (COQP08) are eligible to apply for the MA-MBS programme.
4. Candidates with CUET-PG score in Mass Communication and Journalism (COQP17), and Political Science (HUQP18) are eligible to apply for the MA-SC programme.
5. In the MA-MBS program, up to 10 seats will be reserved for candidates who appeared in CUET-PG with General-Management subject, and 5 seats each will be reserved for candidates who appeared in CUET-PG with Economics and Commerce subjects.
6. In the MA-SC program, up to 8 seats each will be reserved for candidates who appeared in CUET-PG with Political Science subject.
7. In both MA-MBS and MA-SC programmes, if seats reserved for General-Management, Economics, Commerce and Political Science remain vacant, they shall be filled by candidates of Mass Communication & Journalism.
8. Candidates can register at https://iimc.gov.in/iimcapplication/application_form
9. Candidates are required to indicate their preference for the MA programme. They can choose either one of these programmes as their first preference and leave the second preference column blank, or choose both programmes as their preference, if they want to apply for both the programmes.
10. Details of registration fee are mentioned at the registration link.
11. **Last date to register is 15th June, 2025**
12. Schedule of interview shall be announced on the IIMC website after the last date of registration.

Eligibility

Indian nationals possessing a Bachelor's Degree awarded by a recognized university in any discipline with at least 55% marks are eligible to apply for the MA Programmes. For candidates who have CGPA in their grade sheet, the percentage will be calculated by multiplying CGPA by 10.

Those who are appearing or have appeared in the final exam of Bachelor's programme are also eligible to apply. They will be required to produce their final mark sheet before September 2025. **However, if their final percentage is less than 55%, their admission shall be cancelled.**

Reservations

IIMC shall follow reservation in admission as mandated under the Central Educational Institutions (Reservation of Seats) Act 2006, as amended from time to time.

Supernumerary Seats (over & above the sanctioned seats)

Eight (08) seats will be reserved in each programme for the following:

- Wards of Kashmiri Migrants and Kashmiri Pandits/Kashmiri Hindu Families (Non-Migrant) living in Kashmir Valley;
- Windows/Ward of the Defence personnel killed/disable in action or during peace times;
- Defence service personnel (with an experience of at least 10 years)
- Industry professionals (with an experience of at least 10 years)
- Personnel from other state and central government institutions (with an experience of at least 10 years)

International applicants

International applicants can directly appear for an Online Interview after applying/writing directly to the IIMC (admissions@iimc.gov.in). They will be required to deposit a registration fee of US\$ 100 along with their application.

Admission Fee (first semester fee): Rs 79,000

Fee Refund Policy

IIMC will follow the guidelines of UGC in this regard issued from time to time.