

Specialisation in Integrated Marketing Communication Management

Curriculum

One full Academic year spreading over Two Semesters will include theoretical papers, projects /assignments and Industry Internship.

Business Economics & Accounting for Managers
Business Organisation & Management Science in Communications
Marketing Management
Brand Management
Media & Communications Research Methodologies
Culture & Communication
Sales management
Advertising Development
Introduction to Media Management Events
Public Relations
Creative Development
Media Planning & Buying
Brand/Account Planning
Rural Markets & Media
New, Social & Mobile Media
Communication Sales

Faculty

Faculty

Sandip Chaudhuri
Dr. S. Banerjee
Dr. T. Ray
Dr. A. Sharma
Dr. G. Das
Sujata Saha
Sandip Ghosh

Guest Faculty

Arun Chaudhuri
Aparna Sinha
Indrani Sen
Samrat Mukherjee
Souvik Misra
Sreyashi Maitra
Siddhartha Roy
Dr. Tanmoy Chattopadhyay
Mahesh Motwani
D. K. Guha

Arindam Nandi
Sugato Guha
Malini Punjabi

Future

On successful completion of the course students will be awarded a Post-graduate Diploma by University of Calcutta. Successful students could look forward to a career in any of the following disciplines / departments:

- Brand Management,
- Advertising
- Direct Marketing,
- Activation & Promotions
- Media Planning & Buying,
- Media Marketing & Sales
- Creative
- Event management,
- Public Relations,
- Corporate Communication,
- Rural Marketing
- Social Media,
- New/Digital/Mobile Media