

Media Management with specialisation in Integrated Marketing Communication Management

Introduction

Calcutta Media Institute (CMI), promoted by ABP Pvt. Ltd., and **Indian Institute of Social Welfare & Business Management** (IISWBM), pioneers in business management in India have come together to offer a one year Post Graduate Diploma Course in Media Management of University of Calcutta with specialization in Integrated Marketing Communication Management.

The main objective of this programme, which is perhaps the only course of its kind in India, is to provide an opportunity to young graduates, with a flair for creativity, to acquire professional skills for pursuing a career in marketing, media and communication industries in India

Pedagogy

The method of teaching will be lectures by faculties who are regular academicians and by guest faculties all of whom are practicing industry professionals with huge experience. Special classes by visiting faculties, quiz, open sessions, exposure to various production processes by visiting the relevant centers and projects will also be part of the teaching method. The assessment will be based on written tests at the end of each semester and also the quality of assignment / internship. Equipments like LCD projectors, audio systems, wi-fi and broadband internet connection etc are available and will be used as per need of the teaching methodology.

Target Students

Who is it meant for?

Graduates in any discipline including law & Engineering from a UGC recognised University
Students graduating from university other than University of Calcutta will have to register in University of Calcutta to be eligible to study this course.

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

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

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

Fee Structure

The fee for the course is **Rs.2, 50,000**.

A sum of **Rs.5000** will be collected as Library Caution Money.

(Library caution money will be refunded at the conclusion of the course after necessary deduction, if any.)

Loan Facility:

Institute will provide the certificate to an applicant seeking loan from a bank which have floated the 'Loan Scheme', referring that the candidate is a bonafide student of the Institute.

Installment Facility:

Students who don't want to avail education loan can pay the total fee in maximum of **3 installments** as follows:

Rs.1,30,000 at the time of admission and **Rs. 60,000** each by 15th of December 2015 and 15th of March 2016.

All the cheques / demand drafts should be drawn in favour of **Calcutta Media Institute Pvt Ltd** and payable in Kolkata.

Delay in payment of fee will attract penalty fee.

When And Where

Classes will be conducted at the following addresses as per circulated routine.

A) **Indian Institute of Social Welfare and Business Management (IISWBM)**, College Square West. Kolkata 700073, and

B) **Calcutta Media Institute (CMI)**, 501, Elgin Chambers. 5th floor. 1A, Ashutosh Mukherjee Road. Kolkata 700020.

Classes begin on : 27th of July 2015

Admission Criteria

To participate in selection Process Download and print the Form available in this website or under Admission section at www.iiswbm.edu

You can also collect the physical form from either of the following addresses.

The form will cost **Rs.500** payable in cash for physical copy and payable at the time of submission for downloaded and printed forms.

a) **Calcutta Media Institute (CMI)**. 501, Elgin Chambers. 5th floor. 1A, Ashutosh Mukherjee Road. Kolkata 700020

(behind B, Sarkar Johuree at the intersection of Ashutosh Mukherjee Road)

b) **Indian Institute of Social Welfare and Business Management (IISWBM)**. Management House. College Square West. Kolkata 700073.

For more information, visit either of the institute or contact:

J.B. Roy Chowdhury, Calcutta Media Institute, (M +91 98312 30988 / 98305 80988 / T + 91 33 3008 6605)

Romili Banerjee, IISWBM, (T +91 33 4023 7474 / 2241 3756)

Admission Process

For Registration

To download application form click here (form pdf to be hyperlinked here)

or, Collect a physical form and Submit the filled up form along with all supporting documents at either of the following two addresses:

a) **Calcutta Media Institute (CMI)**. 501, Elgin Chambers. 5th floor. 1A, Ashutosh Mukherjee Road. Kolkata 700020

(behind B,Sarkar Johuree at the intersection of Ashutosh Mukherjee Road and Elgin Road)

b) **Indian Institute of Social Welfare and Business Management (IISWBM)**. Management House. College Square West. Kolkata 700073.

Selection will be through **Group Discussion** and **Personal Interview**

Important dates:

Last date of issue & receipt of form: Friday 26th June 2015

Publication of shortlisted candidate for GD/PI : Tuesday 30th June 2015

Group Discussion & Personal Interview: Monday 6th July & Tuesday 7th July 2015

Final result on: Wednesday 8th July 2015

Fees to be paid between: Wednesday 8th July 2015 and Saturday 25th July 2015

Classes commence on: Monday 27th July 2015