



One year Post Graduate Diploma in Media Management (PGDMM) Specialisation: Broadcast Management

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.

This course has been designed to provide an opportunity to young graduates to acquire professional skills for pursuing a career in Marketing, Media and Marketing Communication industries in India

Pedagogy

This course is completed in two semesters. The teaching is done by academicians and practicing industry professionals with a proven track record. Special classes by visiting faculty, quiz, seminars and project work are a part of the teaching. The assessment is based on written tests at the end of each semester and on the assignments and internships. Equipment, like LCD projectors, audio systems, wi-fi and broadband internet connection, etc. is available and will be used as per need of the teaching methodology.

Target Student

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 are awarded a Post Graduate Diploma by University of Calcutta. Successful students could look forward to a career in any of the following disciplines/departments.

Television Channels - Programming & Production | Marketing & Brand Activation | Sales | Operations | Distribution.

Radio - Radio Programming | Radio Marketing & Sales

Production Houses – Production and Post-Production related roles like Assistant EP/EP/Channel Liaison, etc.

TV Planning & Buying at Media Agencies | Media Marketing & Sales

Past students are currently working in leading Television Channels, Production Houses, Media Agencies and Radio Stations across the country.



Titas, Batch 1 is currently Promo Producer at ALT Balaji, Mumbai



Rupsa, Batch 4, currently Executive Ad Sales at ABP Ananda, Kolkata



Deepjyoti, Batch 2, currently Asst. Manager, at Zee Group, Kolkata



Pallasri, currently Associate Producer at QED Films, Mumbai.

Faculty

The faculty comprises experienced academicians and seasoned practicing industry professionals.

Curriculum

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

Semester 1

- Business Economics & Basic Accounting for Managers
- Business Organization & Management Science in Communications
- Marketing Management
- Brand Management
- Media & Communication Research Methodologies
- Culture & Communication
- Business of Media
- Growth of Television Industry in India
- Television Content Development & Management

Semester 2

- Events
- Television Production Management
- Television Production Technology
- Television Channel Management – GEC & News
- Radio Programming & Management
- Radio Marketing & Branding
- Television Planning & Buying
- Marketing & Managing Television
- Internship and Project Writing



Placement

Placement support is provided with excellent track record. For details please visit Placement Section at:

www.cmi.net.in

Fee Structure

The fee for the course is ₹3, 00,000/-.

A sum of ₹5,000/- 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.

Instalment Facility:

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

₹1,60,000 at the time of admission and **₹ 70,000** each by 15th of November 2023 and 15th of February 2024.

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 & 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: August 2023 (Starting date will be communicated to selected students).

Admission Process:**For Registration**

Download application form either from download section of www.cmi.net.in or from Admissions section of www.iiswbm.edu 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.

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

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

Selection will be through Group Discussion and Personal Interview

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

Anamika Dutta/J.B. Roy Chowdhury

Calcutta Media Institute | 501, Elgin Chambers. 5th floor
1A, Ashutosh Mukherjee Road.

Kolkata 700020.

Mob: +91 90516 53877 / 98312 30988 / Desk: + 91 33 4057 6605 / 4057 6613

IISWBM | College Square West

Phone: +91 33 4023 7474 / 2241 3756



Calcutta Media Institute



IISWBM