





## 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](http://www.cmi.net.in)

## Fee Structure

The fee for the course is ₹3, 00,000.

A sum of ₹6000 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 **₹60,000** each by 15<sup>th</sup> November 2023 and 15<sup>th</sup> 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 2022 (Starting date will be communicated to selected students).

**Admission Process:****For Registration**

Download application form either from download section of [www.cmi.net.in](http://www.cmi.net.in) or from Admissions section of [www.iiswbm.edu](http://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





## Faculty

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## Curriculum

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

### Semester 1

- Business Economics & Accounting for Managers
- Business Organization & Management Science in Communications
- Marketing Management
- Brand Management
- Media & Communications Research Methodologies
- Culture & Communication
- Sales Management
- Advertising Development
- Introduction to Media Management

### Semester 2

- Events
- Public Relations
- Creative Development
- Media Planning & Buying
- Brand/Account Planning
- Rural Markets & Media
- New Social & Mobile Media
- Communication Sales
- Internship & Project Writing



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**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 & 15th of February 2024.

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## One year Post Graduate Diploma in Media Management (PGDMM)

### Specialisation: Digital Marketing & Social Media.

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 under Calcutta University** with specialization in Digital Marketing & Social Media.

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

#### Pedagogy

This Course is delivered through a unique pedagogy whose key elements consist of

1. Concept Building Theory Sessions – The fundamental theories of Digital Marketing are taught in these sessions.
2. Practical Sessions on “Data Labs” – While a conceptual foundation is critical towards understanding Digital Marketing, Digital Marketing has a significant “technical” component that can only be taught and understood through practical use of technical tools (like Google AdWords, Google Analytics, Facebook Ads, etc.) applied on live data of real business. CMI has collaborated with companies and organizations from a diverse sectors - FMCG, Retail and E-Commerce, Travel and Tourism, Healthcare, Education and Government and set up “Data Labs” using real data from business (sans confidential business information). The students of the Course are provided practical training on the Data Labs.
3. Take Home Assignments – Students are given assignments to be completed at home. Such assignments are developed around practical case studies for organizations across various verticals
4. Industry Internship – Students will have the opportunity to work with organizations of repute in Digital Marketing space. Thus, by the time the students pass out, they would have already got a 2 to 3 month of working experience.

#### 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.

- Advertising and Media Agencies - Most large & reputed agencies today have a significant digital division.
- Digital Media Agencies – They are Agencies specializing in Digital Media, account for more than Rs. 2,000 crore in revenue.
- Analytics Companies – Analytics companies require Digital Marketing professionals for analysing digital campaigns for their clients as well as for analytics on their websites
- Marketing Department of Companies
- Software Companies – Software companies engaged in development of web portals, e-commerce portals, mobile apps, etc.
- Freelance – Digital Marketing provides almost infinite scope of freelancing working from home.

Past students are currently working in leading Digital Agencies, Software companies, Media Agencies and Industry bodies across the country.



Sayak, currently Management Trainee at IAMAI, Mumbai



Prajna, currently Digital Marketing Executive at Enqos Software Technologies, Chennai.



Deepanwita, currently Data Analyst at All India Technologies, Kolkata



Sayantan, currently Digital Marketing Executive currently at Webenza India, Bangalore

## Faculty

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## 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 Organisation & Management
- Marketing Management
- Brand Management
- Media & Communication Research Methodologies
- Culture & Communication
- Fundamentals of Digital Marketing & Website Design
- Search Marketing
- Advertising & Creative Development



## Semester 2

- Event Management
- Internship & Project writing
- Online PR & Reputation Management
- Digital Media Analytics
- Brand/Account Planning for Digital Marketing
- Integrated Media Planning & Buying
- Online Display & Video Marketing
- Social Media Marketing



## Placement

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