



## 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

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 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

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 ₹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](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 **Rs.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

