

### **MBA - Integrated Marketing** Communication Full-Time 2 Year Marketing **Super-Specialization MBA Programme**

## Factors propelling the impetus for a specialized programme in marketing communications



Abundant employment opportunities in the marketing of media and entertainment industry

Continuous requirement of trained manpower by the media and entertainment industry

Digital India Campaign and spends on e-commerce are on the upswing

The DAS (digitally addressable systems) rollout in the television & film industry

Content explosion in film and related industries

Digital Media complementing the traditional models

Sports – The evolution from a one game viewing nation to multiple sporting events

Growth of digital literacy and penetration of smartphones cutting across geo-demographics in India

Rapid growth of mobile and other devices for marketing, communication and entertainment



## Factors propelling the impetus for a specialized program in marketing communications

# The Indian M&E industry is on the cusp of a strong phase of growth, backed by

- India as an important emerging economy
- Rising consumer demand from non metros and rural areas
- Rising literacy and digital literacy levels
- Improving advertising revenues
- Disruptive innovations changing the industry dynamics rapidly

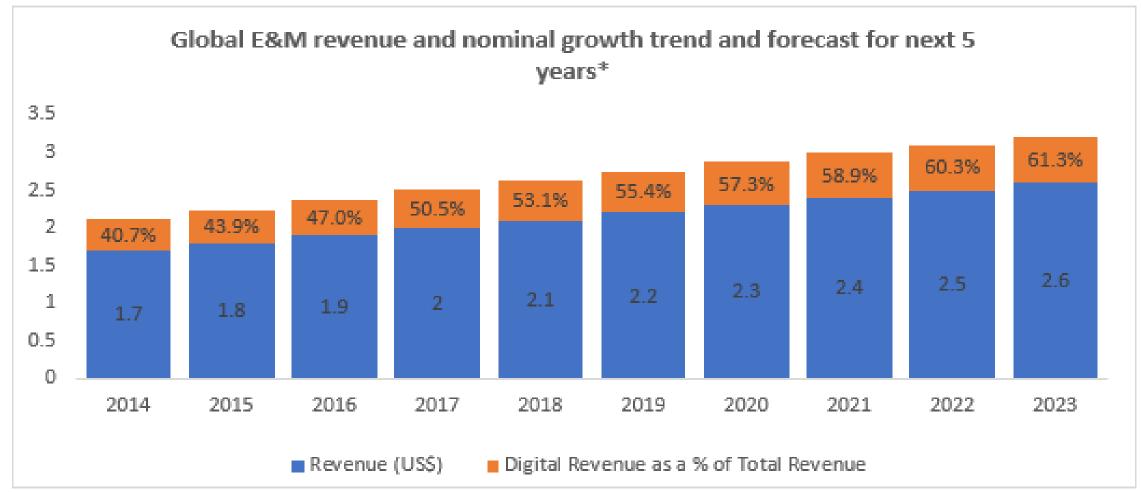
## Indian Media and Entertainment (M&E) industry



Higher penetration and a rapidly growing young population coupled with increased usage of 3G, 4G and portable Robust devices would augment demand. Demand The Indian media and entertainment industry is expected to reach nearly Rs 3.07 lakh crore (USS 43.93) Attractive billion) by 2024 and is set to expand at a CAGR of 13.5 per cent during 2019-24. Opportunities Television and AGV segments are expected to lead industry growth and offer immense growth opportunities in digital technologies as well. ADVANTAGE INDIA The Government of India has increased the FDI limit from 74 per cent to 100 per cent. Policy The Government introduced National Digital Communications Policy 2018 (NDCP-2018) for affordable Support digital communications infrastructure and services. Higher From April 2000 to March 2020, FDI inflow in information and broadcasting sector (including print media) Investments reached US\$ 9.20 billion. https://www.ibef.org/industry/media-entertainment-india.aspx

## Global Media and Entertainment (M&E) industry





Source: PwC Global Entertainment & Media Outlook 2019-2023

https://www.televisory.com/blogs/-/blogs/the-global-media-and-entertainment-m-e-industry-outlook-2020

#### **Overview: Integrated Marketing Communications**



Helps align with overall business objectives to communicate to internal & external stakeholders

Helps build agile marketing communication strategies (across both traditional & new media formats)

Spans multiple communications channels, techniques, methods & disciplines

Proactively involves, communicate and engage today's "omni-channel consumer"



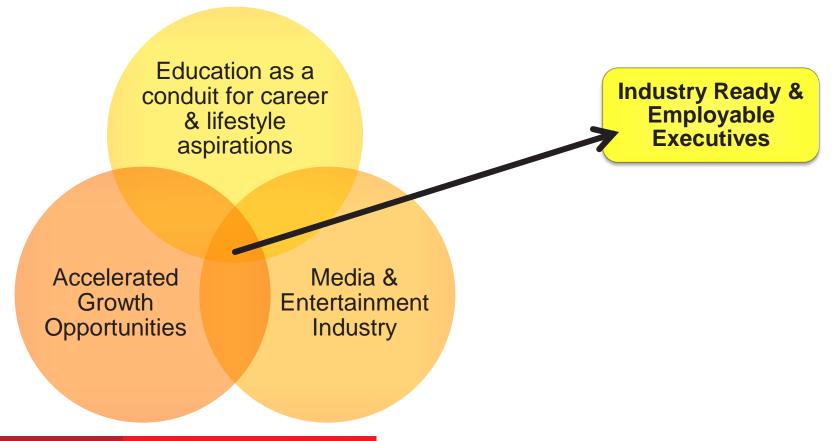
#### Validating the need for MBA - IMC Programme





#### **Establishing Academic Leadership through**

## INDUSTRY SPECIFIC EMPLOYMENT ORIENTED Teaching Learning Model





# Establishing Academic Leadership through INDUSTRY SPECIFIC EMPLOYMENT ORIENTED Teaching Learning Model

Launch of PGDM Communications in 2012.

The institute's geographical presence in Mumbai – the hub of the Media, Entertainment and Communication industry was a natural advantage to start an IMC specific MBA programme.

#### **Board of Study Members – MBA IMC**



Sr. No.	Designation	Name	Affiliation
1.	Chairman BOS (HOD)	Dr. Monica Khanna	Director, K J Somaiya Institute of Management
2.	One Member Academician	Mr. Rohit Onkar	Head of Digital, Loyalty Rewardz Management Pvt.
			Ltd
3.	One Member Industry	Ms. Ruta Patel	VP & Head of Strategic Planning, FCB Interface Advertising
4.	One Member Research Institutes	Mr. Mubin Khan	President, NETT Value Media Planning and
			Consulting Agency
5.	One Alumni Industry	Mr. Anil Nair	CEO, VMLY&R India
6.	One Faculty Members (Professor)	Prof. Isaac Jacob	Professor, K J Somaiya Institute of Management
7.	One Faculty Members (Associate	Prof.(Dr.) Kiran Sharma	Associate Professor, K J Somaiya Institute of
	Professor)		Management
8.	One Faculty Members (Assistant	Prof. Krupa Rai	Assistant Professor, K J Somaiya Institute of
	Professor)		Management
9.	Student member	By Invitation	
		K J Sullialva	mstitute or management, mula 10

#### The Program Specific Goals – MBA (IMC)



The stated program specific goals other than the general MBA program goals

 Managing Integrated Internal and External Communication

 Designing Integrative Marketing Communications



Teaching pedagogy based on classroom coaching with integrative learning process with Industry.

Regular upgrading of syllabus and introduction of new courses as per industry developments, requirements and student feedback.

Newly added courses in this academic year have been Introduction to Media Programming, Luxury Marketing, Account and Brand Planning and Social Media Insights and Analytics, Brand Story Telling



The industry practitioner faculty for various courses were as follows:-

Agency Structure, Management and Campaign Logistics – Ruta Patel, Vice President -FCB Ulka

Celebrity and Sports Marketing – Prof. Isaac Jacob & Hitesh Gossain, Founding Partner-Onspon

Campaign Research – Aniruddha Patel Ex Asst Vice President- The Economist

Digital Marketing – Rohit Onkar Head of Digital, Loyalty Rewardz Management Pvt. Ltd

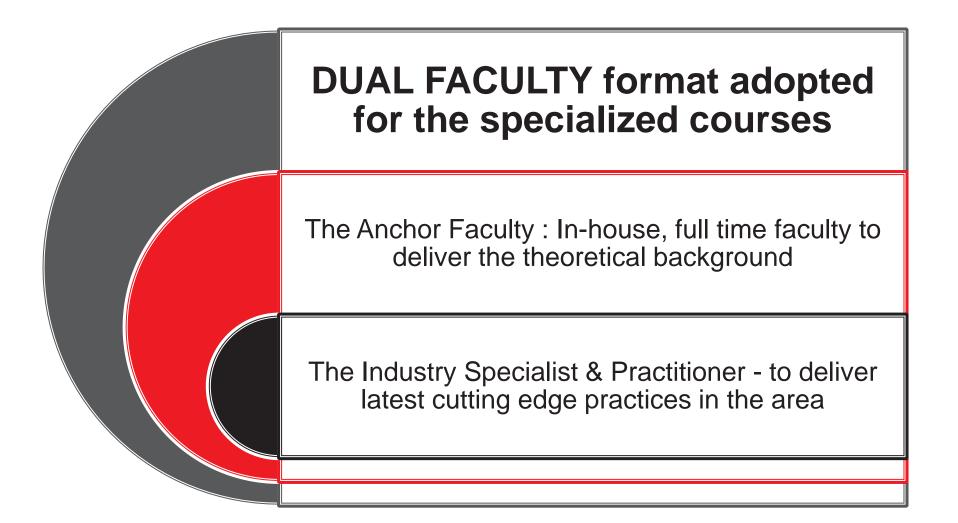
Media Planning & Buying – Mubin Khan President, NETT Value Media Planning and Consulting Agency

Media Analytics – Mubin Khan President, NETT Value Media Planning and Consulting Agency

Media Programming – Vishal Purohit Founder & Managing Partner – Cheese & Crackers

Experiential Marketing - Jacquelin Mundkur - Sr. Advisor - Consumer & Retail, Customer Engagement Specialist – Transaction Square





#### **Unique Courses Offered**



Celebrity and Sports Marketing – Trim IV

Agency Structure, Management and Campaign Logistics – Trim IV

Cross Cultural Aspects of Communication - Trim IV

Media Programming – Trim V

Communication Analytics and Campaign Research - Trim V

Brand and Account Planning- Trim VI

Brand Story Telling – Trim - V

Luxury Marketing – Trim VI

#### **Course List - Trimester I**



	Trim I						
Sr. No	Course Name	Credits	Marks				
1	Business Communication	3	100				
2	Business Perspectives in the Global Context	3	100				
3	3 Business Statistics						
4	IT for Management	3	100				
5	Leadership & Organizational Behavior	3	100				
6	6 Management Accounting						
7	Managerial Economics	3	100				
8	8 Marketing Management –I						
	Total	27	800				

#### **Course List - Trimester II**



Trim II						
Sr. No	Course Name	Credits	Marks			
1	Business Research-I	3	100			
2	Design and Management of Information System	1.5	50			
3	Financial Management	3	100			
4	Logistics and Supply Chain Management	3	100			
5	Legal & Ethical Aspects of Communication	3	100			
6	Macro- Economics	3	100			
7	Human Resources Management	3	100			
8	Marketing Management-II	4.5	100			
9	International Business	1.5	50			
10	10 Design Thinking (Workshops)*					
11	11 Digital Project Management(Workshops)*					
	Total	25.5	800			

#### **Course List - Trimester III**



	Trim III							
Sr. No	Sr. No Course Name Credits Mark							
1	Consumer Behavior	3	100					
2	Digital and Social Media Marketing	3	100					
3	Integrated Marketing Communications	4.5	100					
4	Introduction to Media and Media Analytics	3	100					
5	Business Research-II	3	100					
6	Market Research	4.5	100					
7	Strategic Management	3	100					
8	Creative Writing and Appreciation of Creative	3	100					
	Total	27	800					

#### **Course List - Trimester IV**

Total



Trim IV								
Sr. No	Sr. No Course Name Credits Marks							
1	Agency Structure, Management and Campaign Logistics	3	100					
2	Celebrity & Sports Marketing	3	100					
3	B2B Marketing, Sales and Distribution	3	100					
4	Media Planning & Buying	3	100					
5	Public Relations and Corporate Communications	3	100					
6	Retail Marketing i/c Shoppers' Experience Management	3	100					
7	Rural Marketing and Communications	3	100					
8	Strategic Brand Management	3	100					
9	*Summer Internship	3	100					

**27** 

900

#### **Course List - Trimester V**



#### **Trim V**

Sr. No	Course Name	Credits	Marks
1	Advanced Marketing Strategy	3	100
2	Cross Cultural Aspects of Communications	3	100
3	Communication Analytics & Campaign Research	3	100
4	Customer Experience Management and CRM	3	100
5	Media Programming	1.5	50
6	Services Marketing	3	100
7	Brand Story Telling	1.5	50
	Total	18	600

#### **Course List - Trimester VI**



	Trim VI							
Sr. No	Sr. No Course Name Credits Mar							
1	Business Policy	3	100					
2	Marketing Analytics and Insight mining	1.5	50					
3	Project Management	3	100					
4	Account and Brand Planning	3	100					
5	Event Management	3	100					
6	Leadership Lab	1.5	50					
7	Luxury Marketing	3	100					
8	*Master's Thesis	3	100					
9	9 *Ankur ELI							
	*Market analysis and Data  10 Visualization(Workshop)							
10								
	Total	21	700					

#### **The Programme Execution - Additional Inputs**



**Hootsuite Social Media Marketing Certification** 

**Google Analytics Certification** 

Students handle live assignments in each of these areas during the course.

Hands-on practical learning on Media Planning, Sports & Social Media Campaign evaluation using Media Analytics Lab



## **COMSTRAT – A flagship Annual Inter B - School Marketing Communication Strategy Competition**

- Live case study competition –in association with FCB ULKA ad agency
- Some of the cases Coke Burn,
   SET WET Deo, Godrej Hair
   Color, Vodafone 4G etc
- Past cases available www.fcbulkacomstrat.com

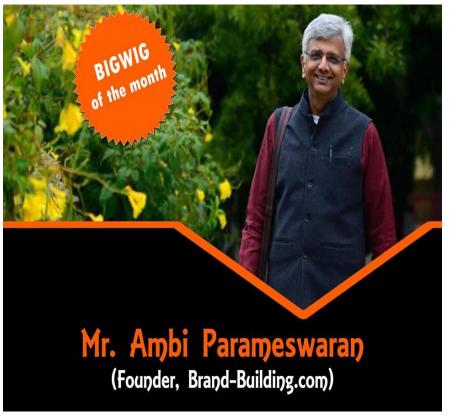


## The Program Execution – Branded Platform BIGWIGS Speak



BIG WIGS Speak' – a monthly guest lecture series, entirely student
 driven is an essential part of this program. Immersive Event
 Management learning





## The Program Execution – Branded Platform BIGWIGS Speak 4.0 – 2019-2020





## MarCquest Live Case Study on Harley Davidson judged by HOG









- For the reputation management campaign for Anu Malik, the musician himself picked up finalists for the execution.
- For the course Celebrity Marketing



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Irfan Pathan –
 Motivational Talk for
 Sports Marketing Course







 Rajkumar Rao – Talk on Movie Marketing, during promotions of Aligarh





 'Nemo XOXO' – a Premium Chocolate Sandwich Brand launched on campus by a present PG Comm student.

For Branding and Communication of New Product Launch



#### Some of our Prominent Recruiters



SBIGeneral TOMMY HILFIGER











Willis







expedia group

Deutsche Bank

Ambuja

Cement Cognizant





BARCLAYS

Extraordinary Together



DARASHAW

Capgemini

The Wadhwa Group



TATA SKY

**TVS**CREDIT

Enterprise

HDFC BANK



















Jio







**Atos** 

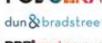
airtel





























adani









YES / BANK



Google

**s**gep

GATI Godavari





HEXAWARE

Gulf



KANTAR















**MUTUAL FUND** 



**RELIANCE** 



Standard

































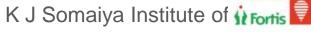






BrowserStack

CARE Ratings





ninjacart Vshiksho





#### Batchwise Final Placement - CTCs (INR LPA)

PGDM - IMC					
		BATCH			
CTC (INR LPA)	2018-2020	2017-2019	2016 - 2018	2015 - 2017	
	30/06/2020				
Highest Salary	15.00 LPA	15.68 LPA	20.95 LPA	15.00 LPA	
Average Salary	9.76 LPA	9.05 LPA	8.75 LPA	7.64 LPA	





Alumni	Organizations	Role	Responsibilities
Pooja Awasthi	Ogilvy & Mather, JWT	Account Manager. Responsible for one of the biggest BTL activity of Unilever.	IMC, Campaign Logistics, Campaign Research, Agency Structure, Media Planning, Rural Marketing
Krushal Mehta	Ogilvy & Mather, Dentsu, Isobar, PHD Worldwide	Media Manager, Account Manger	Digital Marketing, IMC, Campaign Logistics, Campaign Research, Agency Structure, Media Planning, Rural Marketing
Suniva Rawat	Mullen Lowe & Partners	Brand Service Manager	Digital Marketing, IMC, Campaign Logistics, Campaign Research, Agency Structure, Media Planning, Rural Marketing

#### Alumni Profiles – Batch 2013-15



Alumni	Organization	Role	Responsibilities
Mohit Gupta	Fullerton India	Assistant Manager	Digital Marketing
Neha Bhandari	Zee Entertainment Enterprise	Brand Manager	Digital Marketing, Campaign Research, Marketing Strategies, Brand Management
Rini Kochery	TNS	Research Executive	Market Research, Brand Statistics, Strategy Planning
Srimoyee Joardar	Gain Theory, LiqVd Asia	Brand Strategy Manager, Client Strategy	Digital Marketing, Campaign Planning Media Planning
Shikha Mehta	AirBNB, Starcom Mediavest, TAM Media	Client Servicing, Media Planning	Digital Marketing, Media Planning, Brand Management
Paarul Vora	IMRB International, Ogilvy and Mather	Associate Research Manager, Account Executive	Campaign Research, Media & Brand Planning,
Boski Tolani	Ernst & Young	Consultant in Media & Entertainment	Market Research, Media Research & Strategy

K J Somaiya Institute of Management, India

#### **Alumni Profiles Batch 2014-16**



Alumni	Organization	Role	Responsibilities
Sweena Sareen	L G Electronics	PR and Media	PR and Corporate Communications, Marketing Strategies, IMC
Namita Talreja	Tata Communications	Brand Strategy Manager	Marketing Strategy, Brand Management, Market Research
Abhijit Sharma, Adnaan Hirani, Harsimranjit Narang	FCB Ulka	Account Managers	Digital Marketing, IMC, Campaign Planning Campaign Research, Rural Marketing
Saloni Jain	Google India	Campaign Manager	Market Research, Advanced Market Research, Statistics, Strategy Management
Riya Patel Sunakshi Bansal	IMRB International	Research Associates	Market Research, Brand Statistics, Strategy Planning
Afreen Shakeel	Fractal Analytics	Research Associate	Market Research, Advanced, Brand Statistics, Strategy Planning

#### **Alumni Profiles Batch 2015-17**



Alumni	Organization	Role	Responsibilities
Apurva Chitnis	Lowe Lintas	Client Servicing	Account Management
Aditya Mahajan	RPG Raychem	Business Development	Key Account Management
Pranay Kaul	Carrier Aircon	Business Development	Key Account Management
Nikhil Maloo Kiran Gai	Radio Mirchi	Business Development	Ad Sales
Ankita Rajadhyaksha Neha Jadhav	Convonix	Campaign Manager	Social Media Marketing
Shivam Dongle	Zee Networks	Program and Content Marketing	Business Development and Ad Sales
Arpit Sharma	Tata Motors	Business Development	Account Management



# Career / Industries Opportunities for MBA-IMC

## Career / Industries' Opportunities for MBA-IMC:



A degree in integrated marketing communication can lead to numerous career paths as follows:

- Market research
- Public relations
- Digital and Social Media
- Media Consulting
- Higher education
- Government and Non-profits
- Information technology

## Career / Industries' Opportunities for MBA-IMC (Contd...):



- Marketing Manager
- Account/Brand Planner
- Account Director
- Content Planner
- Media Planner
- Consumer or market researcher
- Data communications manager
- SEO/SEM manager
- Social media producer

## Career / Industries Opportunities for MBA-IMC (Contd...):



- Specialized agencies: relationship, promotional, interactive marketing, sponsorship
- Advertising agencies
- Advertising director
- Brand Manager
- Celebrity Manager
- Digital Marketing Agency.



## Thank You

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