



**SOMAIYA**  
VIDYAVIHAR UNIVERSITY

K J Somaiya Institute of Management



# K J Somaiya Institute of Management

## MBA - Integrated Marketing Communications

### Catch the New Wave!

K J Somaiya Institute of Management, established in 1981, located in the heart of Mumbai, a beautifully landscaped campus and a part of Somaiya Vidyavihar University, is a leading business school in India, capable of providing the best inputs to young budding managers. A fully residential campus with world-class sports facilities offers holistic learning opportunities. Our 12,000+ alumni base and 300+ recruiters on campus are proof of our goodwill and great reputation among all our stakeholders in India and abroad. The institute is also a member of AACSB and is actively completing its accreditation to put the 'hallmark of global excellence on its students' education and future.

# What is Integrated Marketing Communications?

Integrated Marketing Communications is a course for marketing and communication enthusiasts to help them understand the necessity of brand messages that create customer relationships. The course leaves no stone unturned when it comes to anything residing in the sphere of marketing, be it sports, luxury, movies, celebrity, etc., honing versatility in the students. Helping you put your best foot forward, the course makes you industry-ready for one of the fastest growing sectors of the Indian Economy-Media and Entertainment, while also focusing on communication for the con-

## Why MBA in Integrated Marketing Communications?

While technology may help businesses survive in the ever-changing corporate landscape, it is the creative power to imbibe the community needs and respond through effective communication, that makes any business a brand. Communicating through contemporary trends and sensibilities, Integrated Marketing Communications is a programme that aims to create managers with a knack to solve challenges by building creativity in a design-driven world. The programme is tailor made for students to gain hands-on experience as well as traditional knowledge of the media industry to strengthen their ethics and foundation.

## Programme Goal

To familiarize the students with new methods of understanding and analyzing markets to enable better planning and execution.

To mold managers to become Brand and Corporate Communicators ready to design, develop and execute 360 degrees Integrated Marketing Communication program and campaigns to launch, build, maintain and rejuvenate brands.

## Subjects Offered

### Course-Specific Subjects

Celebrity & Sports Marketing

Introduction to Media and Media Analytics

Public Relations and Corporate Communications

, Account and Brand Planning

Luxury Marketing

Event Management

### Media

Media Planning and Buying

Media Programming

Storytelling in Brand Building

Creative Writing and Appreciation of Creative

Design Thinking

### Marketing and Communication

Business Communication

Legal and Ethical Aspects of Communication

Integrated Marketing Communications

Cross Cultural Aspects of Communication

Communication Analytics and Campaign Research

Retail Marketing i/c Shoppers' Experience Management

Rural Marketing and Communications

# Differentiators



## Nurtures Creativity

The course fosters and nurtures the right brain, helps marketers to create strategies for branding and promotion, and to become one and all entity for companies when it comes to their brands.



## Honing Strategic Marketing

The program is touted to effectively deliver strategic solutions to industry, government, and community and build on the planning and execution quotient



## Being Master of All Trades

Integrated Marketing Communication is a course that covers learnings from all the niche topics residing in the sphere of marketing be it products, services, sports, luxury, movies, celebrity, etc.



## Boom-Box for Versatile Heads

The course promotes out-of-the box thinkers to liberally express their ideas and build on them.



## Course-Specific Activities

### MarCquest

Driven specifically by Integrated Marketing Communication students, MarCquest is the only B-school marketing communication festival in Mumbai. Attracting participation from all over India, MarCquest intends to connect the young audience through shared passion.

Bigwigs is a joint initiative by the faculties and students of Integrated Marketing Communication, connecting students to the industry stalwarts for a highly interactive session to learn and seek insights from.

## Admission Process



**Important Dates:** Scan the QR code to know more ----->



## Somaiya Vidyavihar University

With over six decades of experience in building and managing educational institutes of great repute, Somaiya Vidyavihar has become a Private University. We are delighted to have given Mumbai its first new-age university of global stature. As part of this accomplishment, we are now offering our students, programmes with the flexibility to simultaneously earn degrees and certifications in multiple disciplines offered by our constituent colleges.

Somaiya Vidyavihar University is located in the heart of Mumbai and boasts of a sprawling green campus. The university is equipped with excellent educational, recreational, community, health, and sports facilities such as a full-sized football ground, an athletic track, volleyball and tennis courts, gymnasiums, squash courts, a yoga room, a medical centre, and an open-air Amphitheatre.

The curriculum, designed by distinguished names from academia and industry, ensures that every graduate from Somaiya Vidyavihar University is a future-ready and multi-faceted professional with much to offer to the world. We have a dream to build and support a world-class institution, one that is proudly Indian, and excels in Education, Research and Service.

## Contact Us

### Admissions Team

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Admissions Committee | K J Somaiya  
Institute of Management