



Past students are currently working in leading Corporates, Creative, Digital and Media Agencies, Print and Television Media Houses across the country.



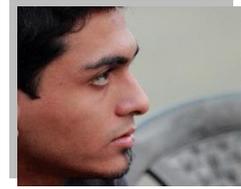
Sweta, Batch 3, currently Brand Manager at Mio Amore, Kolkata



Twameka, Batch 1, currently Business Manager at Wavemakers, Gurgaon.



Gouri, Batch 4, currently Senior Media Planner at Starcom, Mumbai



Arko, Batch 3, currently Sr. Account Executive at DDB Mudra, Bangalore

## Faculty

The faculty comprises experienced academicians and seasoned practicing industry professionals.

## Curriculum

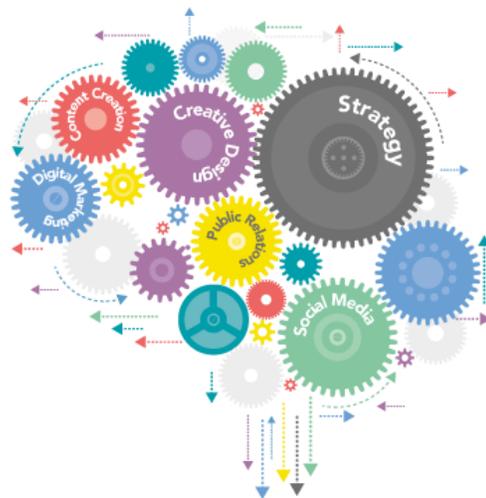
One full Academic year spreading over Two Semesters will include theoretical papers, projects/ assignments and Industry Internship.

### Semester 1

- Business Economics & 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





## 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 under Calcutta University** with specialization in Broadcast Management.

This course, perhaps the only one of its kind in Eastern India, helps to prepare students interested in careers in the Television and Radio industry.

### Pedagogy

This course is completed in two semesters. The teaching is done by academicians and practicing professionals from the Television and Radio industry. Students are exposed to seminars, workshops, technical sessions and visits to relevant Television Channels/Production Houses and Radio Stations. They are expected to undertake short term projects in the relevant fields. The assessment is based on the written tests at the end of each semester and on the class & live assignments, dissertation and internship (2 Months). 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, preferably in Mass Communication, Media Science or Social Science, from a UGC recognized University in 10+2+3 system. Students graduating from university other than University of Calcutta will have to register at 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 as an employee or as a free-lancer.

**Television Channels** ~ Television Programming & Production | Television Marketing & Brand Activation | TV Sales | Channel Operations | Channel Distribution

**Radio Stations** ~ Radio Programming | Radio Marketing & Sales

**Production Houses** ~ Production & Post-Production related roles like Assistant EP|EP|Channel Liaison, etc.

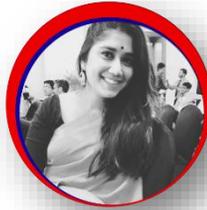
**TV Planning & Buying at Media Agencies** | **Media Marketing & Sales**



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

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## Curriculum

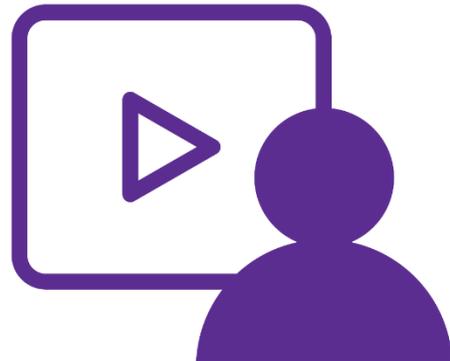
One full Academic year spreading over Two Semesters will include theoretical papers, projects/ assignments and Industry Internship.

### Semester 1

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

### Semester 2

- Event Management
- Internship & Project writing
- Television Production Management
- Television Production Technology
- Television Channel Management – GEC & News
- Radio Programming & Management
- Radio Marketing & Branding
- Television Planning & Buying
- Marketing & Managing Television





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- 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 ₹ 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

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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 ₹ 2, 50,000/-

A sum of ₹ 5000/- 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:

₹ 1,30,000 at the time of admission and ₹ 60,000 each by 15<sup>th</sup> December 2020 and 15<sup>th</sup> March 2021.

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 2020 (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. or

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. 5<sup>th</sup> 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

