



PG Certificate Program in Advertising Management & Public Relations

Batch 13

Program Objective

Marketing today has truly become a battleground. Integrated marketing communication is the strategic weapon which fights competition and yields a 'top-of-the-mind-recall' to the brand. On one hand, consumers are becoming more and more demanding with lots of brands to choose from. On the other their attention spans have significantly reduced due to clutter, chaos and time poverty. In a scenario like this, advertising and public relations are strategic tools which if used smartly can earn mind space. With the advent of digital space and information access to the consumer, these weapons can backfire if not used properly. Therefore, an organization aims at strategically using these weapons in order to generate returns on marketing investment.

Thus, one needs to get equipped with the latest concepts and techniques of advertising and get insights into strategies that attract eyeballs and capture the consumer's mind. To help achieve the same, MICA offers an online post graduate certificate Program in Advertising Management and Public Relations.

The program aims at skill as well as perspective building for junior and middle level executives in the domain of Advertising Management. It seeks to deliver skills for managing advertising businesses, by combining theoretical learning in the field of communication with the right blend of management education.

About MICA

Established in 1991, MICA is the first residential institute in the country, and perhaps in the Asia-Pacific region, dedicated to meeting the integrated marketing communication needs of the industry, government and community.

The institute provides specialists in the field of communications management. Its spirit lies in its grasping of contemporariness, addressing the needs of an ever-changing environment. The MICA brand assures the delivery of current, reliable and cost-effective communication management skills. Today, MICA is the alma mater of professionals serving in marketing, marketing research, advertising, media and communications-driven businesses.

Program Benefits

- Opportunity to earn a PG Certificate from MICA.
- Certificate of completion awarded by MICA, Ahmedabad.
- One week on campus module at MICA Ahmedabad during the program, where students can interact with faculties face to face and also experience the prestigious campus real time.
- Numerous opportunities to meet and exchange ideas with industry professionals, thereby building an enhanced learning environment.
- Gain a working knowledge of the advertising business, the role of advertising and its relationship to marketing and how advertising plans are developed from initial concepts to finished creatives and media plans.
- Gain MICA Alumni status on the successful completion of the program.
- Fully virtual program with LIVE online, instructor led interactive lectures that provides a “real” classroom experience in a “virtual” environment. No isolated learning experience.
- Convenient schedules for working professionals in this domain.
- Designed with a mix of various case studies, current industry examples etc. which enlighten participant’s knowledge in the practical corporate scenario.
- Lectures imparted by specially selected, eminent, core faculty from MICA. Guest lectures by Industry Experts.
- Specifically designed for working executives with all the flexibility benefits of Virtual Learning.
- Quality interactions and increased peer group learning. Virtual classrooms that allow for active interactions with other fellow students and faculty.
- User friendly and easy to use technology interface. No expensive and time consuming software/hardware installations required at your end.
- In the event that students miss attending the LIVE lecture on the Virtual Classroom for some reason, students will be granted access to the recorded sessions for a specified number of days/times.
- TALENTEDGE’s Cloud Campus – Students on our virtual social learning platform are provided access to program presentations, projects, case studies, assignments and other reference materials as applicable for specified program. Students can raise questions and doubts either real time during the live class or offline through the Cloud Campus.
- Learn from Anywhere – No need to travel to an institute or training center. Learning continues even if you are traveling or not available at any specific location. You may also learn from the comfort of your home.

Syllabus



Module I: Marketing

- Evolution and growth of Marketing
- Significance of Marketing
- Marketing Environment

Module II: Consumer Behaviour

- Understanding consumer behaviour
- Understanding high versus low involvement buying behaviours
- Rural consumer behaviour
- Understanding retail environment and shopping behaviour

Module III: Advertising

- Evolution and Growth
- Context of Communication
- Role of advertising in brand building
- Brand positioning
- Agency structures and evolution
- Cases of successful campaigns
- Rural advertising
- Creative brief - importance and writing skills
- Brand positioning tool

Module IV: Digital Marketing

- Digital advertising
- Digital world and metrics
- Digital communication strategy
- Branded content strategy

Module V: Public Relations

- Evolution & growth of PR
- Reputation Management
- Crisis Communication
- Stakeholder relations
- Online reputation management

Module VI: Media Management

- Media & Entertainment Industry - An overview
- Media Planning
- Media Scheduling
- Media Management

Module VII: New Media

- Understanding Social Media
- Understanding User Generated Content

Module VIII: Client & Agency

- Account planning tools and framework
- Ogilvy workshop
- Client agency relationship

Program Faculty



Dr. Falguni Vasavada-Oza

Program Director

Dr. Falguni Vasavada-Oza is a double gold medalist working as Professor & Chair, Strategic Marketing Area. Prior to MICA, she has worked with the MBA Department of Saurashtra University and Christ College.

Dr. Falguni Vasavada-Oza has researched and published papers on cross cultural communication, content analysis, account planning and portrayals in Advertising. Currently she is working on Advertising and IMC, Account Planning, Social Media Insights, Youth as Consumers, Portrayals in Advertising, Content Analysis of Commercials and Public Relations.

She holds a Bachelors and Masters degree in Business Administration and a Ph.D. in Advertising.

Who should attend

- Advertising professionals seeking to build on and refine their advertising strategies basis current market trends and best practices.
- Marketing Managers and Brand Managers with revenue responsibilities and responsible for managing the function.
- PR Executives who are keen to understand the new age and emerging trends in this domain.
- Product managers, Service manager and others responsible for advertising, sales and marketing products and services of their organization.
- Individuals aspiring to establish a career in the Advertising and PR domain.

Eligibility

- For Indian Participants – Graduates or Diploma Holders (10+2+3) from a recognized university (UGC/AICTE/DEC/AIU/State Government) in any discipline.
- For International Participants – Graduation or equivalent degree from any recognized University or Institution in their respective country.

Pedagogy

The primary method of instruction will be through LIVE lectures that will be delivered online via internet to participant desktops/laptops or classrooms. The lectures will be delivered by eminent faculty from MICA. Each topic will be taught with the help of case studies, live corporate examples and general discussions. In order to provide greater industry insights, business leaders from the different industries, subject to availability, may be invited to share their experiences. All enrolled students will also be provided access to the Cloud Campus through which students may access other learning aids, reference materials and assessments, case studies, projects and assignments as appropriate. Throughout the duration of the program, students will have the flexibility to reach out to the Professors, real time during the class or offline via the Cloud Campus to raise questions and clear their doubts.

Assessments

A minimum of 75% attendance to the LIVE lectures is a prerequisite for the successful completion of this program. There are periodic evaluations built in throughout the duration of the program. These maybe in the form of a quiz, assignment, case studies or other objective/subjective assessments. The evaluations are designed ensure continuous student engagement with the program and encourage learning. Students who successfully clear the same along with the requisite attendance criteria will be awarded a Certificate from MICA as appropriate.

Schedule and Fees

- For Indian Residents: Rs 1,25,000 + GST
- For International Students: USD 2500
- Date of Program Commencement: 8 August 2019
- Duration of the Program: 1 year
- Schedule of Classes: 1.5 hours every Thursday & Friday from 7:30 am to 9:00 am IST

How to apply

For admissions, students can register at : www.talentedge.in

For more details:

Students can Write to us at: enquiry.dtd@talentedge.in OR call us at: **+91- 83760 00600**
Talentedge, Plot 21, 5th floor, Sector 32, Gurgaon - 122001.