



**DGMC**

# MEDIA EDUCATION 4.0

Post Graduate Program in

# INTEGRATED MARKETING, ADVERTISING & COMMUNICATION

IMAC aims to acquaint students with the dynamic world of Advertising, Public Relations along with a comprehensive knowledge of Marketing (for Media) and its importance.

## Program Objective

- To give students an appreciation of Advertising, Public Relations and Marketing Communications development focusing on the CLIENT's perspective
- To enable students to more strategically evaluate and critique creative work presented to them by Creative Advertising Agencies.
- To Identify Advertising vs. Other forms of Marketing & Business Communication  
To understand how advertising must work with the business concepts of marketing and sales
- To understand advertising's impact on society, and society's impact on advertising
- To make students understand the importance of media strategy and its allied spaces.



## 18 MONTHS PROGRAM

A path breaking course which will provide the best of hands-on training

**11**  
Month

Industry based Teaching -  
Learning pedagogy

**01**  
Month

Live  
Project

**06**  
Month

2 Internships of  
3 month each

## Program Outcome

- To describe and analyse the relevant theories, practice, digital ads, legal issues, ethical challenges, and diversity in the fields of advertising and communication.
- To design effective communication for the Traditional as well as new multimedia forms.
- To create and defend the strategy and execution of campaigns across all media.
- To measure the effectiveness of Campaigns across all media
- To design an effective media plan and chart out a media strategy for prospective clients.
- To synthesize broader liberal arts knowledge with the principles of public relations in order to create effective public relations campaigns.
- To plan and implement basic research projects, read and interpret research data as they apply to public relations campaigns.

## PROGRAM HIGHLIGHTS



Virtual Internships



Flip Classroom



Live Projects



Incubation Lab



Industry Mentoring



Phygital Teaching

## Baseline Subjects

- Marketing environment
- Understanding consumer behaviour
- Understanding high versus low involvement buying behaviours
- Rural consumer behaviour
- Context of communication
- Role of advertising in brand building
- Brand positioning
- Agency structures and evolution
- Rural advertising
- Creative brief - importance and writing skills
- Brand positioning tool
- Digital advertising
- Digital world and metrics
- Digital communication strategy
- Branded content strategy

Course Fee

₹ 2.5 LACS + GST



## KNOWLEDGE PARTNERS



The Minimalist

eggfirst  
as good as the word



aSYMMETRIQUE



Pristine ideas



percept  
Entertainment • Media • Communications



CONTILOE