

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



Placement

Placement support is provided with excellent track record. For details please visit Placement Section at: www.cmi.net.in

Fee Structure

The fee for the course is ₹3, 00,000/-.

A sum of ₹5,000/- 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:

₹1,60,000 at the time of admission and **₹ 70,000** each by 15th of November 2023 and 15th of February 2024.

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 2023 (Starting date will be communicated to selected students).

Admission Process:

For Registration

Download application form either from download section of www.cmi.net.in or from Admissions section of 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.

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. 5th 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

