

**3 YEAR  
UNDERGRADUATE  
DIPLOMA  
IN BUSINESS MEDIA  
& ADVERTISING (BMA)**





## Session with Mr Madhukar Sabnavis, Vice Chairman and Country Head, Discovery and Planning Ogilvy India

Launched in 2015 to help develop Media and Digital Advertising education, ISME - School of Management & Entrepreneurship, with state-of-the-art facilities, proximity to the industry and strong international alliances, prepares the students for the jobs of the future.

The three-year undergraduate diploma in Business Media & Advertising is a full-time professional course and is one of the few in India that is driven by the Industry, focuses on hands-on experiential training, upgrades its curriculum every year and provides 100% placement support.

Our students go through classroom sessions, experiential workshops, agency visits, 2-week externships, 4-6 week internships, a series of international guest lectures, rural immersions, global immersions and much more, across various aspects of marketing communications like:

- Integrated Marketing Communications
- Creative Concepts and Story Telling
- Public Relations and Crisis Management
- Consumer Neuroscience and Psychology
- Data led Marketing
- Entrepreneurial Approach to Management
- Marketing Research
- Introduction to Film Studies

### Each Semester has 5 Core Subjects that progress across the 3 years

#### CORE 1

Business Management & Marketing

#### CORE 2

Data Management & Analysis

#### CORE 3

Advertising & Digital Communication

#### CORE 4

Public Relations

#### CORE 5

Media Studies

# FIRST YEAR

## SEMESTER : I

- Principles of Management
- Foundation of Entrepreneurship
- Marketing Launchpad
- 360° Communication in a Digital World
- Creative Concepts and Story Telling

## SEMESTER : II

- Business Ethics
- Technology & Entrepreneurship
- Emerging media practices
- Introduction to Brands & Branding
- Research Methodology

## AGENCY VISITS

## EXTERNSHIPS



Agency Visit | First Year Students at JWT

# SECOND YEAR

## SEMESTER : III

- Organizational Behaviour
- MVP Management
- Advt: New Rules of Engagement
- Introduction to Digital Strategies
- Media Communication Strategies

## SEMESTER : IV

- Business Strategy
- Social Entrepreneurship
- Introduction to Public Relations
- Marketing Research
- New Business Development

## RURAL IMMERSION

## INTERNSHIPS



Rural Immersion

# ISME ADVANTAGE

## MENTORSHIP

Stalwarts of the Media and allied creative industries create and deliver a curriculum that is relevant for the future.

## FACULTY FROM MEDIA AGENCIES

Learn from the people who are 'Making it Happen'. Experience first hand the passion of the absolute best in the industry.

## INTERNSHIPS & PLACEMENTS

Multiple opportunities to work and develop hands-on skills in the offices of the World's Largest Advertising and Marketing Communications group.

## GLOBAL & WORK IMMERSIONS

The world boundaries are fading. Gain the perspectives to operate across different geographies and cultures.

## INTER - DISCIPLINARY ELECTIVES

Broaden your horizons and gain competitive advantage in the communications industry by picking up cross domain expertise.

## EXPERIENTIAL & LIVE PROJECTS

Learn by doing and be guided by experts who facilitate learning - Your way.

## HI - TECH CAMPUS

A state-of-the-art campus located in the Central business district of Mumbai with carefully curated stylish spaces built to learn, engage, collaborate and transform.



## THIRD YEAR

### SEMESTER : V

- International Business
- Strategic Entrepreneurship

#### Group 1: Advertising

- Creative Concepts & Storytelling
- Luxury & Niche Brand Management

#### Group 2: Public Relations

- Principles and Practices
- Corporate Communication and Crisis Management

#### Group 3: Events & Experiential Marketing

- Consumer Behaviour
- Creating Brand Experiences

#### Group 4: Data & Consumer Relation Management

- Fundamentals of Data Management
- Insights of Data & Consumer Relation Management

### SEMESTER : VI

- Leadership - Theory and Practice
- Creativity & Entrepreneurship

#### Group 1: Advertising

- Advertising Research, Tracking & Evaluation
- Translating Briefs to a Big Idea

#### Group 2: Public Relations

- Crisis Management
- Corporate Communication Methods and Techniques

#### Group 3: Events & Experiential Marketing

- Experiential Marketing Campaigns: Planning, Execution and Evaluation
- Event Marketing - Sport Entertainment Arts

#### Group 4: Data & Consumer Relation Management

- Business of Social Media
- Global Dimensions of Digital Cultures

## ACADEMIC STUDIOS

Inter - disciplinary electives in the field of Design, Innovation, Creativity and Entrepreneurship including:

- Fun with Research
- Business Model Innovation
- Creating Magic with Events
- Strategy through Gaming
- The Art of Selling
- Introduction to Calligraphy and Typography
- Bakes and Bites
- Building Strength and Confidence through Dance

## CAPSTONE PROJECT

## PLACEMENTS



Career Café | The ISME Advantage

## EXPERIENTIAL LEARNING



Visit to VMLY&R



Visit to Flea Bazaar Cafe  
The New Business Model



Starbucks  
The Experience Matters

# INDUSTRY LED WORKSHOPS



**WPP Stream - The (Un) conference  
Students with Mark Read Global CEO of WPP**

**Lindsey Pattison, Chief Client Officer, WPP  
The New Creativity**



# INDUSTRY MENTORS



**Piyush  
Pandey**

Chief Creative  
Officer Worldwide  
and Executive  
Chairman Ogilvy  
India



**Madhukar  
Sabnavis**

Vice Chairman and  
Country Head,  
Discovery and  
Planning  
Ogilvy India



**CVL Srinivas**

Country Manager,  
India - WPP



**Roshan  
Abbas**

Managing Director,  
Geometry  
Encompass



**Tushar  
Vyas**

President Growth  
and Transformation,  
GroupM, South Asia



**Workshop on 'Brand Called You' - A LinkedIn Perspective**



# INDUSTRY PARTNERS

Ogilvy



+ WUNDERMAN THOMPSON

FITCH

maxus

GREY

Landor

EdzyMoron

#Schbang.

mirum  
*Never lose your sense of wonder™*



genesis bcw

VMLY&R



Hill+Knowlton Strategies

KANTAR

groupm



MINDSHARE



MEDIACOM

CONTRACT

TBWA



GOLINOPINION



Interaction with Mr CVL Srinivas, Country Manager - WPP India

ISME - SCHOOL OF MANAGEMENT & ENTREPRENEURSHIP

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