



Placement Brochure (2023-24)

Symbiosis Institute of Media and Communication, Pune

MBA - Communication Management



About SIMC



Symbiosis Institute of Media and Communication (SIMC), Pune, a part of Symbiosis International (Deemed University), is ranked among the top media and communication colleges in the country, offering courses in MBA (Communication Management) and MA (Mass Communication). SIMC, founded in 1990, aims to improve student learning in the areas of communication, critical thinking, and global perspective.

For more than 30 years, SIMC, through its holistic pedagogy, has honed the unique talents of generations of students, who have been taking the media and communication industry to greater heights. Our graduates have been at the forefront of the industry as competent professionals, entrepreneurs, and thought leaders for nearly three decades. Our MBA- Communication Management Programme's ever-changing learning goals are to improve student learning in the areas of creative cognition, marketing acumen, and resourcefulness through research.

1st PRIVATE MEDIA INSTITUTE IN THE COUNTRY BY OUTLOOK - ICARE 2021 RANKINGS

2nd BEST PRIVATE MEDIA SCHOOL IN INDIA BY OUTLOOK ICARE RANKINGS FOR 2023

3rd BEST MEDIA COLLEGE IN INDIA BY INDIA TODAY - MDRA RANKINGS FOR 2022

3rd BEST MEDIA INSTITUTE ACROSS THE NATION BY INDIA TODAY, 2020

From the Director's Desk



The relationship between higher education and industry is not limited to transactions on the human resource front. It is an organic relationship where both sectors collaborate to nurture the next generation of professionals who will not only face challenges in the industry but who will also transform society. As one of **India's premier** media and communication institutes, SIMC Pune believes in the power of integrating academic nuances with industry exposure for its students. The dynamic and ever-evolving curriculum, cutting-edge corporate interface programme, internships, and projects along with myriad opportunities to participate and compete in national and international events and competitions create unparalleled exposure for its students. **SIMC's 33-year-old legacy** has been carried out by our distinguished alumni who are the core of the media and communication industry both within and outside India. They have brought innumerable laurels to their alma mater through their professional success.

*'At our institution, we believe in nurturing not only the academic brilliance of our students but also in honing their practical skills and fostering a strong sense of ethics and professionalism. The **MBA Communication Management** programme is carefully crafted to provide our students with a holistic and contemporary understanding of the communication landscape, equipping them to thrive in a constantly evolving global marketplace'*

The last few years have seen not only **100 percent campus placements**, but also an acknowledgement of SIMC graduates' deep and diverse knowledge and skill sets in the job profiles and CTCs that have been offered. SIMC now has a two-tier specialization structure where students choose a **major domain** and combine it with a **minor domain**. The objective is to create even deeper academic grounding to develop a holistic and integrated approach towards the communication industry. With its progressive outlook, futuristic vision, and a promise to create professionals who can apply their knowledge, learning, and training in line with industry expectations and beyond; and who can seamlessly transition between different mediums and environments, **SIMC invites you to be a part of its campus placement process for the year 2023-24**. As they step out into the professional world, our students are ready to make a positive and transformative impact on the organizations they join.



DR. RUCHI KHER JAGGI

*Director, SIMC Pune &
Dean, Faculty of Media &
Communication, SIU*

Core Courses

Marketing
Management

Content Creation
and Marketing

Social Media
Analytics

Strategic Brand
Management

Evolving Media
Technologies

Consumer Behavior
and Insights

Media and
Communication
Industry Overview

Principles of
Management &
Organizational Behavior

Communication
Theories and
Culture

Qualitative
Research

Artificial
Intelligence and
Augmented Reality

Digital
Marketing

Sports and
Entertainment
Marketing

Marketing
Research

Research
Methodology

Business
Analytics

Integrated Marketing
Communication
Planning

Rural
Marketing

Management
Accounting

Syndicated
Database and
Analysis

Specialisations Offered



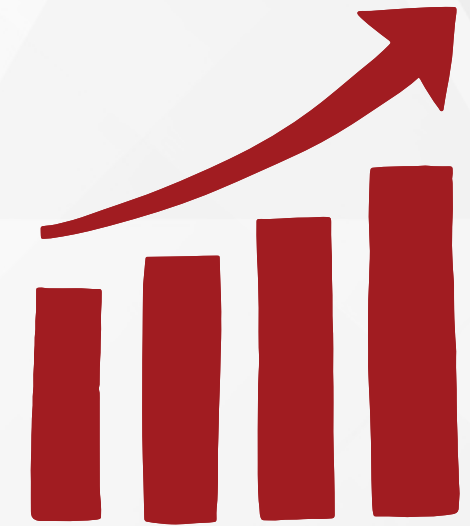
**BRAND
COMMUNICATION**



**PUBLIC
RELATIONS**



**MEDIA
MANAGEMENT**



**MARKETING AND
MEDIA ANALYTICS**

Brand Communication

The specialisation of Brand Communication has evolved around the function that is based on the duality of brands and their audiences. It is an ever-changing and dynamic specialisation that aims to promote application-oriented learning, semiotics use, and advertising research. Students are industry-ready after rigorous academic learnings, industry-consulted curriculum, and live assignments, among other things.



Specialisation Highlights

- Account Planning Models and Practices
- Specialised Advertising Research
- Advertising Management
- Copywriting
- Advertising Strategy
- Applied Semiotics for Brand Communication
- Communication Design
- Creative Start-up

Public Relations

The specialization focuses on a comprehensive public relations course, capable of developing and maintaining partnerships between enterprises and their public. It provides students with information on emerging developments in public relations, with a focus on a globalized and changing world. The focus of curriculum design is on theory and practice on industry structures and practices.



Specialisation Highlights

- Corporate Communication Strategy
- Strategic PR and Reputation Management
- Public Affairs
- Cases in Public Relations Strategy
- Public Relations Industry
- Writing for Public Relations
- Event Management

Media Management

The dynamics of the media industry require the implementation and execution of long-term strategies to facilitate the growth of the business. Through strategic media planning and buying, students are trained to understand the intricate practises of the media sector, while also creating a convergence between traditional and digital space.

The specialisation is strategically aligned with industry trends, allowing students to think, understand, plan, and invest for the best possible outcome.



Specialisation Highlights

- Advance Media Planning and Media Innovation
- Media Research and Applications
- Economics & Business of Media
- Entrepreneurship in Media
- Strategic Media Planning
- Media Sales and Marketing
- Strategic Media Buying

Marketing & Media Analytics

The current digital age demands a marketer to track, read, interpret and derive insights from large volumes of data relevant to the industry in order to understand and connect with the consumer better. Thus, this specialization inspires students to think of data-driven solutions for industry-related challenges. It enables students to enhance their data analysis and visualization skills and develop story-driven insights adhering to data security and privacy issues.



Specialisation Highlights

- Data Visualization
- Multivariate Analysis
- R Programming
- Data Privacy & Technical Considerations
- Python Basics
- Consumer, Brand and Media Insights

MBA Faculty



Dr. Ruchi Jaggi
Director



Dr. Sushobhan Patankar
Deputy Director



Prof. Mudita Mishra
Assistant Professor



Prof. Josraj Arakkal
Professor of Practice



Dr. Ashwani Upadhyay
Professor



Dr. Munmun Ghosh
Associate Professor



Dr. Sudha V.
Associate Professor



Prof. Kuldeep B.
Assistant Professor



Prof. Pooja Valecha
Assistant Professor



Dr. Neha Jindal
Assistant Professor



Prof. Sigma Soni
Assistant Professor



Dr. Pushkar Phadtare
Adjunct Professor



Prof. Ramesh Menon
Adjunct Professor

Visiting Faculty



Ms. Anindita Roy

Head of Content,
Starcom

Ms. Bhargavee Kanade

Designated Partner &
Brand Strategist,
Brandonomics

Ms. Gandhali Karnik

Sr. Creative Director,
Leo Burnett

Ms. Grishma Nair

Brand Measurement
Lead, Google

Ms. Hamsini S.

Owner, Leapfrog
Strategy Consulting

Ms. Krutika Lal

Co-founder and CMO,
Aretto

Ms. Mallika Gulati

Research Analyst
Deloitte

Ms. Manali Parmar

Head Of Corporate
Communications,
BSH India

Ms. Megha Goghari

Research & Insights
The Walt Disney
Company

Ms. Pranjali Singh

Business Group Head
Wavemaker

Ms. Reena Jagtap

Lead Digital Marketing,
Henkel

Ms. Sandhya PI

CMI Manager,
HUL

Ms. Sukanya Ganguly

AVP- Digital & Brand
Marketing, HDFC
Credila

Ms. Urvashi Guha

Ideator & Wisdom Seeker,
Storytellers

Ms. Usha Kavan

Research Consultant,
Self employed

CA. Siddharth Rahalkar

CA, Consultant,
Freelancer

Dr. Ashish Kulkarni

Assistant Professor,
Gokhale Institute

Dr. Rajesh Ingle

Director,
Truepresence

Er. Ashraf Anwar

Vice President - Content
& Insights, MSL Group

Mr. Ankit Desai

Head - Media, Digital
Marketing & Brand PR
Marico Limited

Mr. Amit Bapna

Editor-at-large (APAC),
The Drum

Mr. Arup Bhattacharya

Assistant VP,
Credit Suisse

Mr. Arup Kavan

Managing Director,
Wellspring

Mr. Atish Ajgekar

Software Engineer,
Freelancer

Visiting Faculty



Mr. Bob John

Corporate Communications, Bosch

Mr. Boddapati Sandeep

Anchor & Sports Analyst, Eagle Media Works

Mr. Dominic D'souza

Advisor & Influencer

Mr. Ferdinand D'cruz

Associate VP Analytics and ORM, WATConsult

Mr. Hitesh Motwani

Virtual Chief Marketing Officer, Skillopedia

Mr. Kshitij Rajoria

Sr. Vice President Strategy, Ogilvy

Mr. Kunal Anant Dani

Co-Founder & Director, AtomsAlive

Mr. Maneck Kotwal

VP - Partnerships, Operations & Services, Sports For All (SFA)

Mr. Parikshit Joshi

Vice President, Adfactors PR

Mr. Rahul Upadhyaya

Head of Customer Success & Product Marketing, ProfitWheel

Mr. Rahul Gadekar

Founder, R Interactives

Mr. Rishabha Nayyar

Planner & Co-Founder, Fatmen

Mr. Saurabh Trivedi

Lead Marketing, Syngenta India

Mr. Shashank Kutty

Sr. Advertising Account Manager, Branch

Mr. Shreekumar K.P.

Director, Stylus Events India Pvt. Ltd.

Mr. Siddharth Panicker

VP & Head - Financial services, Edelman

Mr. Siddhartha M.

Founder, Brand Balance

Mr. Soumitra Sen

Thinker & Mentor, Storytellers

Mr. Sujit Sanyal

Manages Stories, Freelancer

Mr. Suprotim Rao

Lead Brand Solutions & Content Partnerships, Viacom18 Media

Mr. Suresh Nimbalkar

CEO, VedSur Marketing Services

Mr. Vijay Basrur

Head India and South Asia, AWAL

Mr. Vijay Kasbe

Brand Marketing, Sunsilk, HUL

Industry Interactions

COMVISAGE



This flagship event of SIMC hosts several professionals from the industry's leading agencies and corporates, with an **aim to bridge the gap between academic curriculum & the industry**. The speakers of the event share their learnings and wisdom allowing the students to have a holistic growth & development.

SIMC hosts this spectacular event with the goal of helping students get an exposure of the various possibilities available to them, by **inviting alumni** with great career trajectory, and having them established in the industry to help the students get a better understanding of their professional lives ahead.



BEYOND THE SPECTRUM

INDUSTRY DISSECT



SIMC is home to students from different academic backgrounds, and in order for them to have a foundation of knowledge, in terms of the workplaces and various profiles to seek from, the institute hosts this event, **sparking a conversation** between the professionals and the students.

A new endeavour by **MarkSoc**, encourages workshops to be conducted by the students, for the students, providing hands-on training. This particular event talks about the **impact of neuromarketing** and how the industry has seen a significant change in the attitude of marketers and the consumers on these lines.



MARKSMITH

Placement Faculty



“ As an institute, it's gratifying to be creating, nurturing and feeding talent to the extremely dynamic media and entertainment industry. At the same time, we are cognizant of the fact that it is a **constantly evolving sector** highlighted primarily by technology-driven disruptions. An optimal cutting-edge mix of relevant and updated courses delivered through **major and minor offerings** supported by ongoing industry integrations is what we pride ourselves at SIMC.

PROF. JOSRAJ ARAKKAL



“ SIMC's robust industry partnerships enable an enriching placement and internship experience for the students. **The programme receives validity** from its institutionalised process of internship evaluation conducted by industry experts and faculty mentors. The process of placements and internships are not merely distinct outcomes in the larger programme offered to the students - **they are a continuous feedback mechanism for the programme**, where the industry and the institute are partners in the larger process of adding value to the future workforce.

PROF. MUDITA MISHRA

Our Recruiters



Placement Statistics 2023

100%
CAMPUS PLACEMENTS

INR 20.5 LPA
HIGHEST CTC

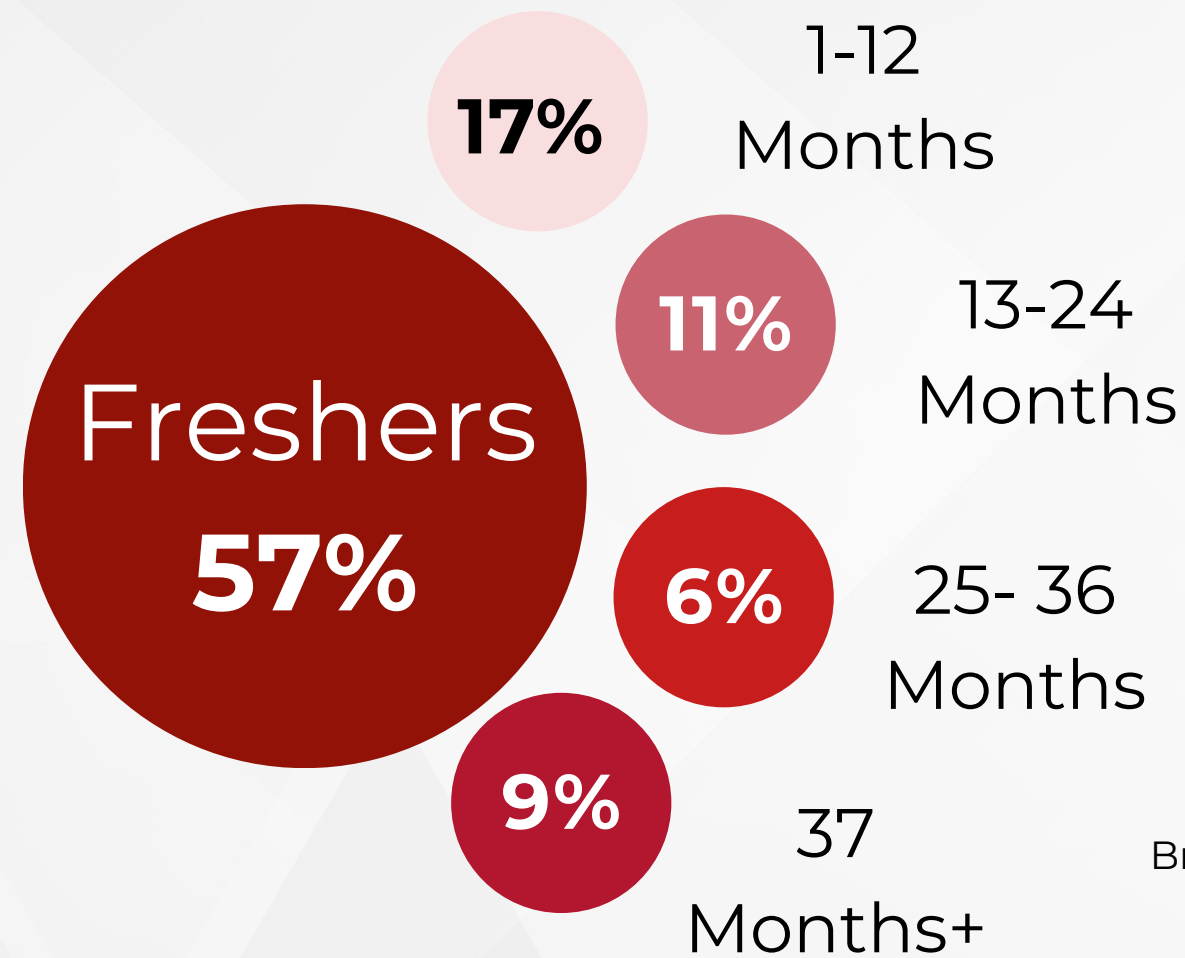
INR 8.2 LPA
AVERAGE CTC

ROLES OFFERED

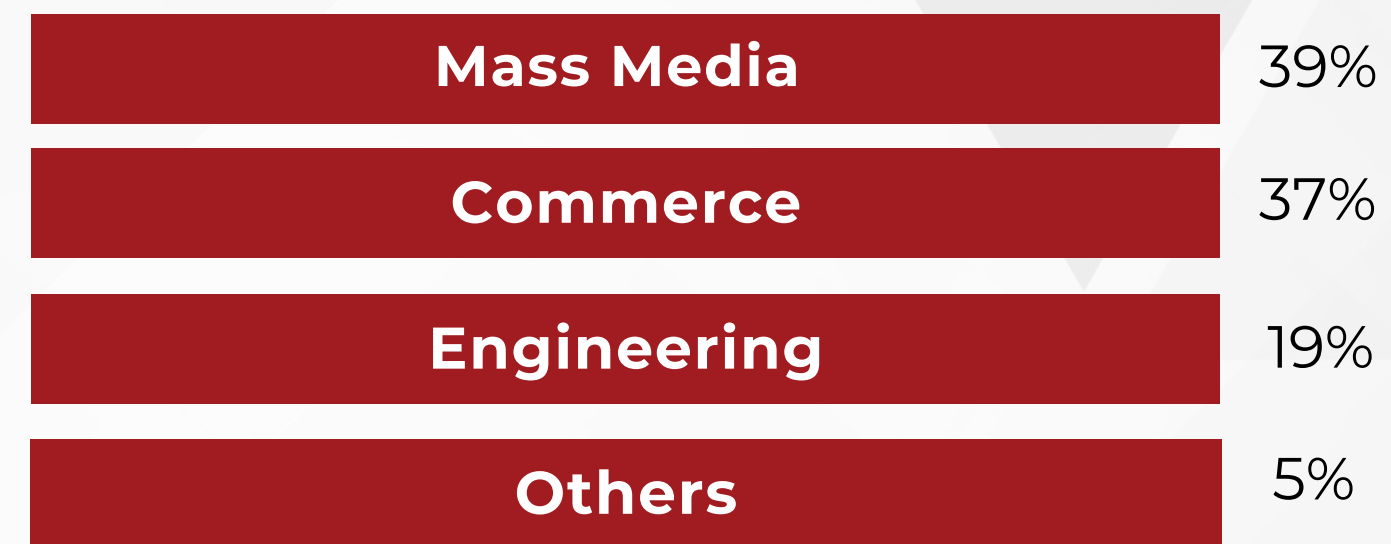


Batch Statistics 2022-24

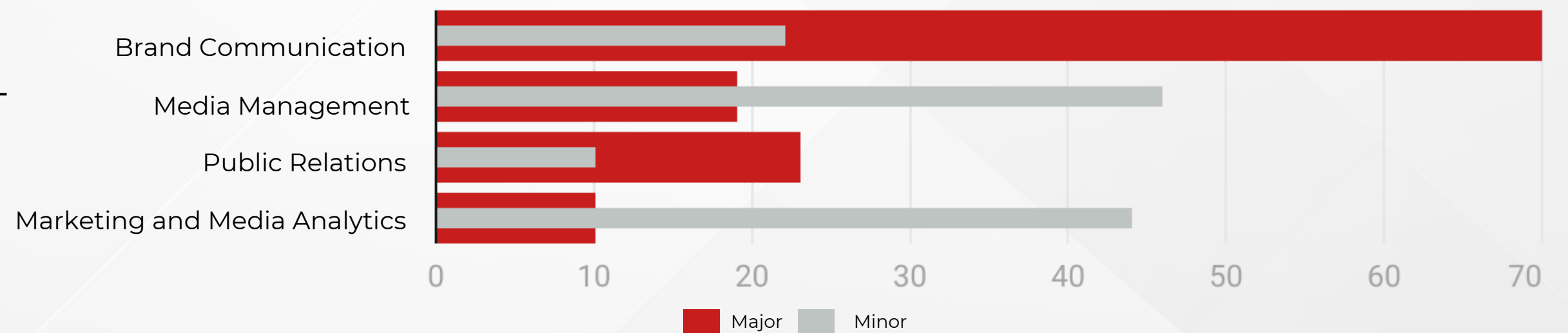
Work Experience in Months



Academic Background



Specialisation Statistics



Placement Process

①



Register with us for the Placement and/or Internship Process
([Click here to register](#))

②



Pre-placement talk to introduce students to the organization & roles offered (optional)

③



Based on the job details, candidates express intent to apply, followed by the organization's screening & selection process

④



Extending a Placement or Summer Internship Offer

Student Placement Team



AADRI
VISHAL



NIKITA
MATHEW



AASTHA
ARORA



ADITI
SHARMA



ASHLY
VARGHESE



R. ATISHA



LAIBA
NOOR



MRUDULA
NIKAM



PARIMITA
BAHLOTIA



SAKSHAM
SHARMA



SARMISTHA
PADHY



TANISHA
LAHIRI



VISHAL
SINGH

Contact Us



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THANK YOU

"Creativity is seeking what others see and thinking what no one else ever thought."

- Albert Einstein