

Institute of Integrated Marketing Communication & Management



Creating professionals not just degree holders.

Institute of Integrated Marketing Communication and Management (IIMCM) was conceived with a vision to be the centre of excellence in the field of marketing communication and management and to deliver industry ready professionals by providing quality education in a corporate environment. The need of the hour in today's volatile education industry is for an Institute that can commit to both rigor and relevance and can create employable

growing industry expectations, continuous skill enhancement and innovative mindset is the need of the hour. In order to achieve higher productivity and excel in global competitive environment, students must receive contemporary formal education that matches the corporate standards." said Sandeep Kapoor, Founder, IIMCM.

IIMCM is committed to deliver transforming educational experiences to students through its unique work based programs that have built-in twin internships leading to a fast-tracking of career enhancement within 15 months. This enables a secured career, quicker rise in the corporate and successful performance in final placement interviews. The parent

"I think this is the call of the day. Where the industry gets people with practical experience for the theory they study, because many a time we have seen people who have really no clue as to how things work in the real world. They are really very bookish and it takes a long time for them to assimilate into the industry mainstream."

Ajit Nair MD & Director MX Advertising

corporate ready post-graduates. For the same vision, this Institute has dared to create an innovative model of individual corporate mentoring where each student will be attached to a Corporate Mentor for guidance and projects.

"The world of marketing communication and finance has undergone dramatic change in the recent past. In order to meet the ever

companies' 12 years strong link with 200+ Multinational & National clients will give an edge to IIMCM in the market place. "The special focus on creating Industry/Agency ready professionals is commendable. I am sure that the strong practical hue to the course will ensure that the students will be ever ready to innovate and contribute as per the dynamic communication scenario

unfolding in this country today." said Nalin Kapoor, GM- Strategy & Marketing, Hyundai India.

Situated in the heart of South Delhi, the campus is of international standards with centrally air conditioned, Wi-Fi enabled state of the art facilities, audio visual course delivery system, online and traditional library, and conference rooms.

Established by RQ Foundation, a not-for-profit society, promoted by Relio Quick India and Manpower Outsourcing, both TUV Certified ISO 9001:2000 companies, IIMCM will serve as a platform to establish the best fit between the students and the corporate entities.

IIMCM offers two programs- the first, PG program in Integrated Marketing Communications, is a unique program that enables students to develop meaningful integrated marketing communication programs that connect brands with consumers and other stakeholders and thus developing effective relationship with them. The IMC program at IIMCM prepares students to produce targeted and integrated communication plans for real clients and real problems. IMC program is designed to teach students to deliver

consistent messaging through its courses like advertising, PR, media and client management and the ever changing tools of online and data marketing.

The second program, PG Program in Global Finance, at IIMCM imparts skills beyond those provided in the generic Business Finance Program. The program covers a range of functions, such as administering portfolios,

"IIMCM is proactively responding to the ever changing dynamics of Global Financial Economics by offering a comprehensive course to the professionals to equip them with strategic knowledge on financial market that will fill the vacuum and help the management professional in enhancing their skills in the fast expanding & overlapping financial markets."

Karnail S Kalra, Business Head - Rural Finance, TATA Capital Ltd.

formulating personal financial plans for investors, supervising banking operations, evaluating and suggesting company's capital budgets and strengthening bank relationships. The students will also be trained to assess financial risks and rewards as well as optimization of investment value.



"More focused than an MBA and more comprehensive than an advertising diploma, IIMCM Programs is designed to fast track employability of our students and thus impart

knowledge that is both relevant and effective in real world situations."

Dr. Gunjeet Kaur- Deputy Director IIMCM

For more information on courses or attend counseling sessions, call : +91 - 880049399 or visit www.iimcm.net