



PGDM in INTEGRATED MARKETING





About us!

As our name suggests, we are committed to providing you with the necessary tools, programs, and support to ensure your success in the competitive market.

At Career Insurance, we understand the importance of not just finding a path, but securing a fulfilling career that aligns with your aspirations. That's why we offer a diverse range of programs, tailored trainings, and facilities aimed at enhancing your skills, knowledge, and employability.

Our comprehensive approach includes specialized programs which are meticulously crafted to equip you with the essential skills and experiences needed to excel in your chosen field.

Moreover, we take pride in our 100% success guarantee at a **managerial level position** in the top 10 percent companies of your domain specialisation.

With Career Insurance, you can rest assured that your efforts will culminate in tangible results as we are committed to securing success for all our participants.

Jashwant Panchal

Director, Career Insurance

VISION

To launch India's next generation of founders, fueling MSME growth and business creation.

MISSION

To build a holistic startup ecosystem that serves as a one-stop solution for aspiring entrepreneurs: offering everything from ideation, mentorship, and incubation to funding, scaling, and market entry.



Why Choose **INTEGRATED MARKETING ?**

PGDM in Integrated Marketing is one of the fastest-growing programs, offering career opportunities that combine creativity, strategic thinking, and business expertise. From brand management and digital marketing campaigns to advertising, public relations, and content strategy, integrated marketing professionals are highly sought after across industries for their ability to craft consistent, engaging, and impactful brand experiences across multiple platforms.

Program Highlights

Our PGDM in Integrated Marketing program is designed to equip aspiring marketing professionals with a strong foundation in business management, marketing strategy, and creative communication. The curriculum blends academic rigor with practical exposure, preparing students to excel in today's dynamic and interconnected marketing landscape.

Our campus features state-of-the-art digital marketing labs, branding studios, and analytics tools, enabling students to build real-world marketing and communication skills. To complement classroom learning, we provide paid internships with leading advertising agencies, media houses, and corporate marketing departments—offering valuable industry experience and exposure.

Students are mentored by seasoned marketing experts and global faculty, who bring current industry insights and innovative perspectives to every session. Through industry collaborations and live projects, learners gain a comprehensive understanding of consumer behavior, campaign development, and integrated multi-channel marketing.

Our dedicated placement cell ensures 100% support for students, connecting them with top recruiters in advertising, brand management, digital marketing, and corporate communications—opening pathways to rewarding and fast-growing careers in the world of marketing.



Problems & Solutions

Unclear Career Direction:

Students are unsure which marketing field - digital, brand, or international - to pursue.

01

Career Mentorship : Guidance to help students choose the right global marketing path.

Limited Global Exposure:

Lack of real-world understanding of global markets and consumer behavior.

02

International Exposure : Exchange programs and internships with global companies.

Weak Practical Skills:

Insufficient hands-on experience with tools, campaigns, and analytics.

03

Practical Learning: Hands-on training in digital tools, strategy, and analytics.

Poor Communication & Presentation:

Difficulty expressing ideas confidently in international settings.

04

Soft Skill Enhancement: Focus on communication, presentation, and leadership skills.

Rapidly Changing Industry: Struggle to keep up with evolving digital and global marketing trends.

05

Industry-Relevant Curriculum: Updated courses aligned with global marketing trends.

Uncertain Career Outcomes: High education costs without clear job assurance.

06

Assured Career Support: 100% placement assistance with leading international recruiters.



CAREER OPPORTUNITIES

The **PGDM in Integrated Marketing** bridges the gap between academic learning and real-world business practice.

This program is ideal for graduates from any discipline who aspire to build successful careers in advertising, brand management, digital marketing, public relations, and corporate communications—fields where creativity, strategic insight, and business acumen come together to drive impactful results.

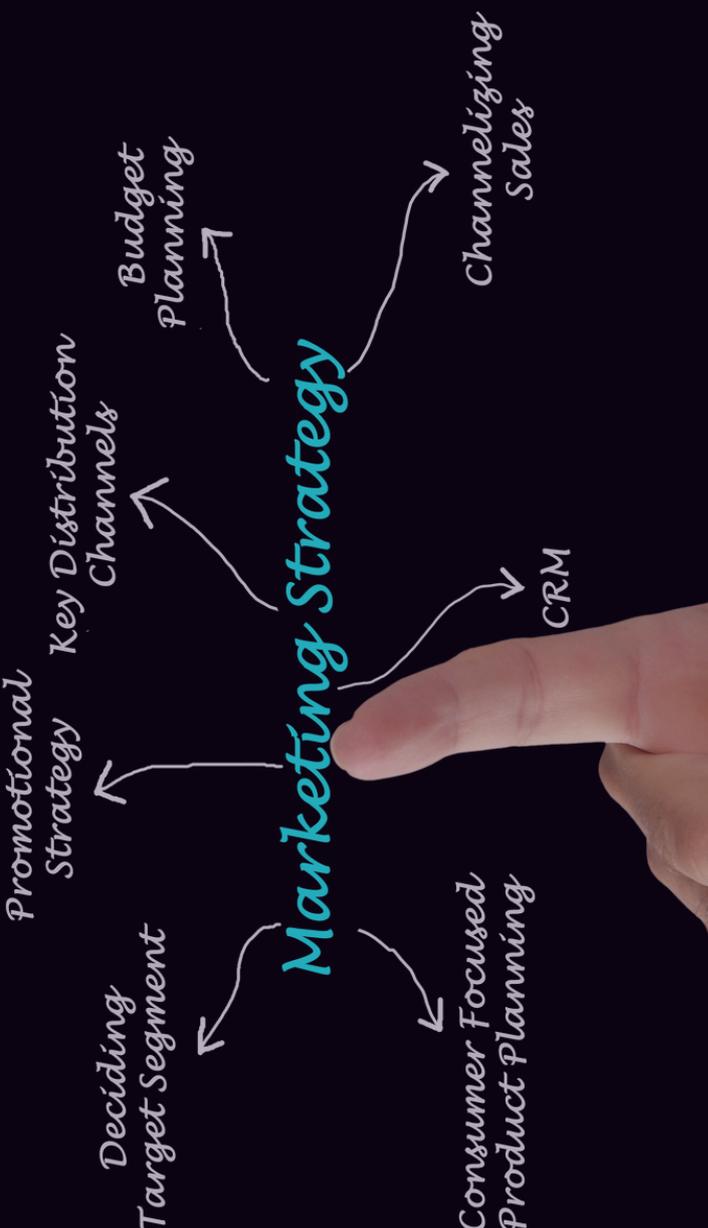
KEY SPECIALIZATIONS IN THE PGDM

- **Brand Strategy & Management** – Learn to build, position, and manage strong brands across competitive and diverse markets.
 - **Digital Marketing & Analytics** – Master social media marketing, SEO, content strategy, and data-driven marketing decisions.
 - **Advertising & Media Planning** – Understand creative campaign design, media strategy, and integrated cross-channel communication.
 - **Consumer Behavior & Market Research** – Analyze consumer insights, buying behavior, and market trends to drive strategic marketing decisions.
 - **Public Relations & Corporate Communication** – Develop expertise in storytelling, reputation management, and effective corporate communication.
 - **Sales & Retail Management** – Gain practical knowledge of sales strategies, customer relationship management, and modern retail operations.
 - **Integrated Campaign Management** – Learn to plan, execute, and evaluate cohesive marketing campaigns across multiple digital and traditional platforms.
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- **Brand Manager** – Lead the development and growth of brands, ensuring a strong and consistent identity across all marketing channels.
 - **Digital Marketing Specialist** – Plan and execute digital campaigns, manage social media presence, and analyze performance metrics to optimize results.
 - **Advertising & Media Executive** – Collaborate with creative teams and media agencies to design and deliver impactful advertising campaigns.
 - **Market Research Analyst** – Study consumer behavior, interpret data, and generate actionable insights to guide marketing strategies.
 - **Public Relations Manager** – Shape and maintain a positive brand image through strategic communication, storytelling, and media engagement.
 - **Entrepreneur / Marketing Consultant** – Launch your own marketing venture or provide expert consulting services in branding, strategy, and market expansion.

WHERE YOUR INTEGRATED MARKETING CAN TAKE YOU

Eligibility & Criteria

- **Course Duration** : 2 years (4 Semesters)
- **Eligibility:**
- Candidates must hold a Bachelor's degree in any discipline from a recognized university with a minimum of 50% marks for the General category and 45% for candidates belonging to reserved categories.
- Final-year students awaiting results may also apply, provided they complete their degree requirements before the commencement of the PGDM program.



LEARNING OUTCOMES

- **Knowledge:** Apply marketing and business principles to real-world scenarios across digital, brand, and communication domains.
- **Creativity & Innovation:** Leverage creative and strategic thinking to design impactful marketing solutions.
- **Multidisciplinary Approach:** Integrate insights from business, communication, and technology for holistic and informed decision-making.
- **Employability Skills:** Develop strong analytical, leadership, and problem-solving capabilities for diverse marketing roles.
- **Communication & Interpersonal Skills:** Enhance verbal, written, and digital communication for professional effectiveness.
- **Social & Environmental Responsibility:** Promote ethical, sustainable, and socially responsible marketing practices.
- **Ethics & Integrity:** Exhibit professionalism, accountability, and ethical judgment in all business activities.

SYLLABUS

The PGDM in Integrated Marketing program provides students with a strong foundation in management principles, marketing strategy, and creative communication. The curriculum blends core business courses with practical learning in brand management, digital marketing, advertising, and public relations. Students gain hands-on experience through internships, live industry projects, and exposure to advanced marketing analytics and digital tools. With a strong focus on leadership, strategic thinking, and customer-centric marketing, the program prepares future marketing professionals to excel in the fast-evolving and competitive world of integrated marketing.

SEMESTER 1

- Principles of Management
- Marketing Management / Principles of Marketing
- Managerial Economics
- Financial Accounting
- Fundamentals of Communication & Business Writing
- Organizational Behaviour / Human Resource Management
- Quantitative Techniques / Statistics for Management

SEMESTER 3

- Consumer Behavior / Buyer Psychology
- Advertising & Sales Promotion
- Distribution / Supply Chain & Channel Management
- CRM (Customer Relationship Management)
- Digital & Internet Marketing
- Marketing Analytics / Metrics & Measurement
- Elective(s) in Marketing specialization

SEMESTER 2

- Strategic Management
- Cost & Management Accounting
- Innovation & Entrepreneurship / Innovation Management
- The Integrative Manager / Cross-functional Integration
- Marketing Research
- Elective / Specialization Introductory Module
- Mastering Interview & Networking Skills / Soft Skills Lab

SEMESTER 4

- Brand / Product Management
- Social Media Marketing / Content Strategy
- E-Commerce / Omnichannel Marketing
- Integrated Marketing Communications
- Marketing Automation, Metrics & Tools
- Capstone Project / Dissertation / Live Industry Project
- Internship presentation / Viva



CAREER PATHS & EARNING POTENTIAL

An Integrated Marketing opens diverse career paths across industries like FMCG, media, digital, retail, and consulting. Salaries grow significantly with experience, creativity, and specialization in digital and brand management. Top roles in global marketing and advertising firms offer premium pay and exciting international exposure.

“Shape your future in marketing – where creativity meets business success!”

Role	Entry / Early Career	Mid Level after Post Graduation	Senior / Global / Leadership Roles	International Placements (Approx.)
Digital Marketing Executive	₹2,40,000 – ₹3,60,000/year (₹20k–30k/month)	₹6,00,000 – ₹10,00,000/year	₹15,00,000+/year leading teams or managing global campaigns	USD \$40,000 – \$70,000/year (~₹35–60 LPA) in MNCs, agencies, and global brands
Brand Manager	₹3,00,000 – ₹4,80,000/year	₹8,00,000 – ₹12,00,000/year	₹18,00,000+/year in FMCG, retail, or luxury brands	USD \$50,000 – \$90,000/year (~₹45–75 LPA) in established global companies
Advertising / Media Executive	₹2,40,000 – ₹4,20,000/year	₹6,00,000 – ₹9,00,000/year	₹15,00,000+/year in top advertising agencies or corporate roles	USD \$40,000 – \$80,000/year (~₹35–70 LPA) in global media firms
Market Research Analyst	₹2,50,000 – ₹4,00,000/year	₹5,50,000 – ₹9,00,000/year	₹12,00,000+/year leading analytics or strategy teams	USD \$40,000 – \$75,000/year (~₹35–65 LPA) in research & consulting firms
Public Relations Manager	₹2,80,000 – ₹4,50,000/year	₹7,00,000 – ₹10,00,000/year	₹15,00,000+/year managing major brand accounts	USD \$45,000 – \$80,000/year (~₹40–70 LPA) in PR & corporate communication roles
Marketing Consultant / Entrepreneur	Earnings vary by clients/projects (~₹3,00,000+/year initially)	₹8,00,000 – ₹15,00,000/year	₹25,00,000+/year or business profits depending on success	USD \$50,000 – \$100,000+/year (~₹45–85 LPA) with international clientele

CAREER OPPORTUNITIES

We take pride in our strong industry connections, ensuring our students secure roles in leading organizations. Our top recruiters include multinational corporations, fast-growing startups, and Fortune 500 companies across diverse sectors likemarketing. Some of the key recruiters associated with our programs include:

RECRUITERS





OUR EVENTS

From cultural celebrations to social initiatives, from Garba nights to industrial visits, and from traditional day festivities to unforgettable experiences—our events bring fun, learning, and togetherness! each event is designed to create lasting memories and meaningful experiences.



OUR CAMPUS

Our campus is designed to provide a vibrant and enriching learning environment. With state-of-the-art classrooms, advanced technology labs, a well-stocked library, and collaborative spaces, we ensure students have access to the best resources. The campus also features modern auditoriums for industry interactions, incubation centers for startups, and recreational areas to balance learning with relaxation

THANE CAMPUS



MIRAROAD CAMPUS



PUNE CAMPUS





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