

INSTITUTE OF INTEGRATED MARKETING COMMUNICATION AND MANAGEMENT (IIMCM)

IIMCM has been established by RQ Foundation, a not-for-profit society, with an aim to establish an educational institute of highest standard for quality education. With a state-of-the-art campus, professional & competent Advisory Council, distinguished faculty from the industry, and an academic model rooted in experiential learning, IIMCM offers its flagship Post-graduate Program in Integrated Marketing Communication and Management.

The world of Marketing Communication has undergone a revolutionary change with the new age technologies coming into the picture. Corporate feedback indicated that the fresh graduates joining the communications industry did not possess the right knowledge that was needed to develop a synergy amongst all means of communication. It was to fill this void that IIMCM launched this program.

Integrated Marketing Communication is the strategic integration of multiple means of Marketing Communication such as advertising, sales promotion, public relations, and direct marketing so as to develop and deliver clear, consistent, and impactful communications capable of informing, convincing, and persuading. An IMC graduate from IIMCM can join the industry as advertising account manager, art director, copywriter, media buyer or planner, account planner, public relations expert, event planner, media relations specialist, research analyst in a variety of organizations like advertising agency, public relations agency, media company, communication department of corporate, non-profit organization, educational institution, to name a few.

IIMCM also offers a Post-graduate Program in Event Management, in association with Events and Exhibitions Management Association (EEMA). This program was developed jointly in consultation with EEMA and thus has a complete synergy with the demands of events industry. The course curriculum is designed in a practical format, with focus on technical and non-technical aspects of events, and is delivered by the domain experts of the events industry. The pedagogy includes live projects, internship, workshops, and special lectures by experienced experts of the industry.

The strong corporate linkages of IIMCM, its association with EEMA, and a well-developed career assistance cell assures the students of a bright career track after completing the programs from IIMCM.