



Symbiosis Institute of Media & Communication, Pune

# Placement Brochure 2024-25

*MBA (Communication Management)*

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# 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.

# 1<sup>st</sup>

BEST ADVERTISING SCHOOL IN  
EDUTAINMENT AWARDS 2024

# 2<sup>nd</sup>

BEST PRIVATE MEDIA SCHOOL  
IN INDIA BY OUTLOOK ICARE  
RANKINGS FOR 2024

# 1<sup>st</sup>

BEST PUBLIC RELATIONS  
SCHOOL IN EDUTAINMENT  
AWARDS 2024

# 3<sup>rd</sup>

BEST PRIVATE MEDIA COLLEGE  
IN INDIA BY INDIA TODAY -  
MDRA RANKINGS FOR 2024



## DR. RUCHI KHER JAGGI

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

# Message from the Director

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 specialisation 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 2024-25. As they step out into the professional world, our students are ready to make a positive and transformative impact on the organizations they join.

# PLACEMENT FACULTY



**JOSRAJ ARAKKAL**

*Professor of Practice*

“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.



**SIGMA SONI**

*Assistant Professor*

“At SIMC, we pride ourselves on offering a distinctive and dynamic program that bridges the gap between academia and industry. Our curriculum is designed to nurture students with hands-on experiences, including industry expert sessions, interactive classes, extensive internship exposure, and dedicated placement assistance. We are committed to preparing our students for the ever-evolving industry landscape by providing a platform where theoretical knowledge meets practical application.

# MBA FACULTY



**DR. RUCHI KHER JAGGI**



**DR. SUSHOBHAN  
PATANKAR**



**PROF. JOSRAJ ARAKKAL**



**PROF. POOJA VALECHA**



**DR. ASHWINI KUMAR  
UPADHYAY**



**DR. MUNMUN GHOSH**



**DR. PUSHKAR PHADTARE**



**PROF. MUDITA MISHRA**



**PROF. SIGMA SONI**



**DR. SUDHA  
VENKATASWAMY**



**PROF. KULDEEP  
BRAHMBHATT**



**PROF. SWETABH**

# THE PLACEMENT COMMITTEE



**TOP L-R:** Saahil K | Shriya Bakshi | Saumya Iyer | Rishav K. Jha | Sonal Singh | Snigdha Saikia | Rahul Bansal

**BOTTOM L-R:** Vignesh Iyer | Rucha Dharap | Gayatri Joshi (Co-Head) | Anushka Patil (Co-Head) | Roshni Manghnani | Anitha T. Chavara | Anish Gupta

# VISITING FACULTY

**Mr. Suprotim Rao**  
*Brand & Content Solutions*

Viacom18 Media

**Mr. Suresh Nimbalkar**  
*CEO*

VedSur Marketing Services

**Mr. Vijay Kasbe**  
*Brand Marketing*

Hindustan Unilever Limited

**Ms. Grishma Nair**  
*Brand Measurement Lead*

Google

**Ms. Hamsini Shivkumar**  
*Owner*

Leapfrog Strategy Consulting

**Ms. Mallika Gulati**  
*Research Analyst*

Deloitte

**Ms. Megha Goghari**  
*Senior Executive*

The Walt Disney Company

**Ms. Prachi Chankia Bali**  
*Executive Vice President & Head of SSP*

Saatchi & Saatchi Pvt.Ltd.

**Ms. Rachana Lokhande**  
*Founder*

Jetru Technologies

**Ms. Sethulekshmy Menon**  
*CX Research Analyst*

Questrade Financial Group

**Ms. Shreya Shah**  
*Brand & Content Strategy*

Pepper Content

**Dr. Rajesh Ingle**  
*Director*

Truepresence

**Mr. Rahul Upadhyaya**  
*Head of Customer Success & Marketing*

ProfitWheel

**Ms. Urvashi Guha**  
*Ideator & Wisdom Seeker*

Storytellers

**Mr. Soumitra Sen**  
*Thinker & Mentor*

Storytellers

**Mr. Arjun Singh**  
*Head of Digital, CRM and MarTech*

Taco Bell

**Mr. Swapnil S Kumar**  
*Head Below the Line Marketing*

Pernod Ricard

**Ms. Tejaswini Vuppala**  
*Client Insights Analyst*

Comscore

**Ms. Usha Kavan**  
*Research Consultant*

Consultant

**Mr. Ashwin Jacob Varkey**  
*Director*

Fatmen

# VISITING FACULTY

**Dr. Ashish Kulkarni**  
*Blogger*

Econforeverybody

**Mr. Abhimanyu Saha**  
*Co-Founder*

GuruQore

**Dr. Ankit Desai**  
*Head - Media & Digital Marketing*

Marico Limited

**Mr. Arup Bhattacharya**  
*Assistant Vice President*

Credit Suisse

**Mr. Ashdin Doctor**  
*Director + Founder*

Ormax Evolve + Awesome180

**Mr. Ashraf Anwar**  
*Head, Brand Strategy SBU*

Ideosphere

**Mr. Atish Ajgekar**  
*Senior Lead Architect*

Apptad Inc

**Mr. Sandeep Kumar**  
*Anchor and Sports Analyst*

Eagle Media Works

**Mr. Siddharth Rahalkar**  
*CEO*

Asymmetrical.ai

**Mr. Ferdinand D'cruz**  
*Associate VP- Analytics and ORM*

WATConsult

**Mr. Kunal Anant Dani**  
*Director*

AtomsAlive

**Mr. Maneck Kotwal**  
*Head - Sports Infra & Athlete Facility*

Reliance Industries Limited

**Mr. Rahul Gadekar**  
*Founder*

R Interactives

**Mr. Rishabha Nayyar**  
*Co-Founder*

Fatmen

**Mr. Rohan Moorthy**  
*Group Head*

Adfactors PR

**Mr. Saurabh Trivedi**  
*Campaign Excellence Lead*

Syngenta India

**Mr. Shashank Kutty**  
*Associate VP | Client Solutions*

Aristok Technologies

**Mr. Shreekumar Purushothaman**  
*Director*

Stylus Events India

**Mr. Siddhartha Mukherjee**  
*Founder*

Brand Balance

**Mr. Sujit Sanyal**  
*Consultant*

SS Knowkedge Hub



# INDUSTRY INTERACTIONS



## COMVISAGE

This flagship event of SIMC organised by CIT team hosts several professionals from industry's leading agencies and corporates, intending to bridge the gap between academic curriculum & the industry. The speakers of the event share their learnings and wisdom allowing the students to have holistic growth & development.



## PERSONAL BRANDING WORKSHOP

The Placement Committee at SIMC organizes an event for students to interact with industry experts just before the placement season. The speakers share their personal experiences and insights about the industry, and most importantly, they highlight the industry expectations for the students.



## CONNAISSANCE

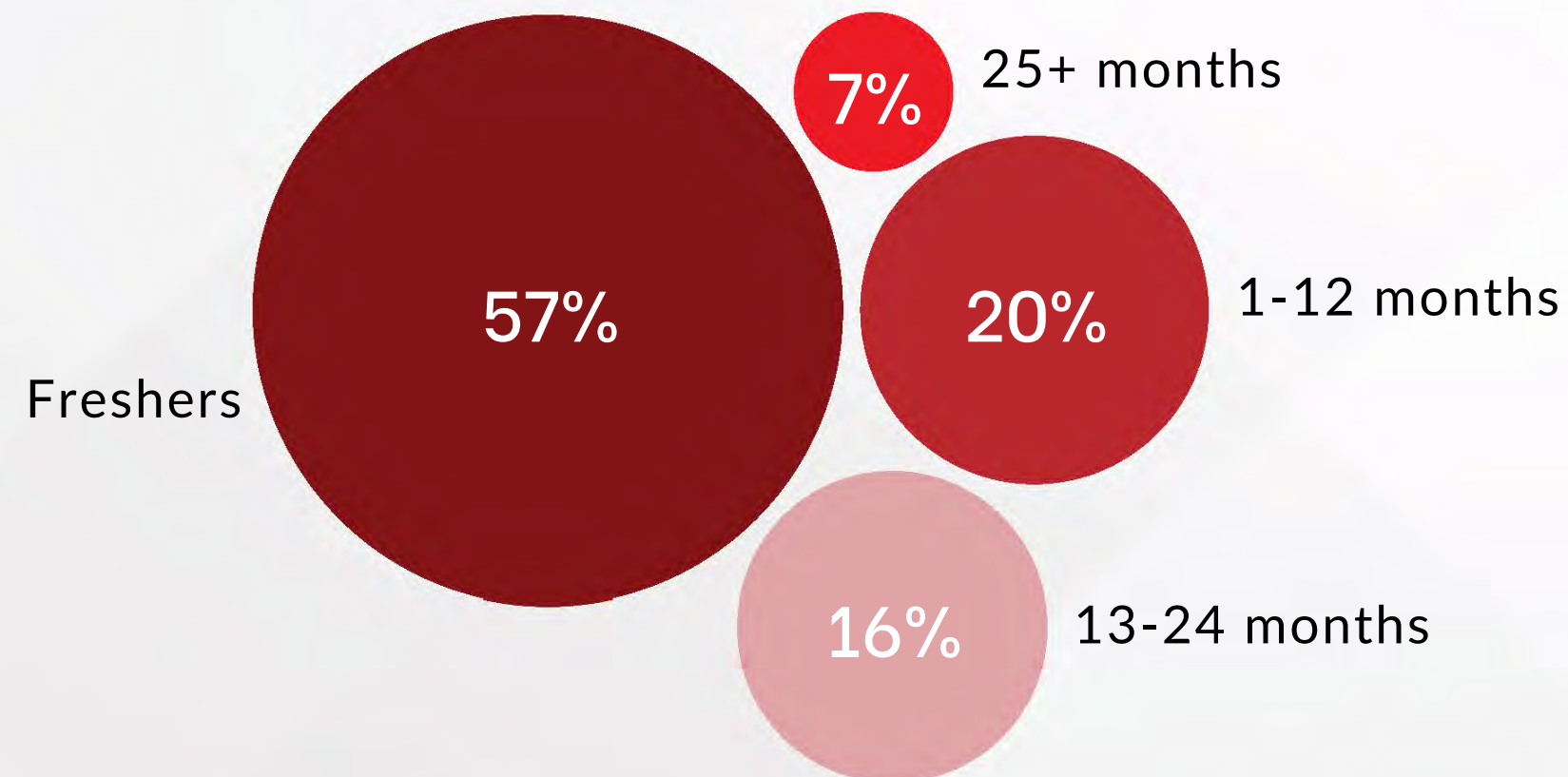
Marketing Society's latest initiative promotes student-led workshops aimed at offering practical training. This event focuses on exploring the effects of vernacular, voice, and visual elements, highlighting the noticeable shift in marketers' and consumers' perspectives within the industry.

# BATCH PROFILE

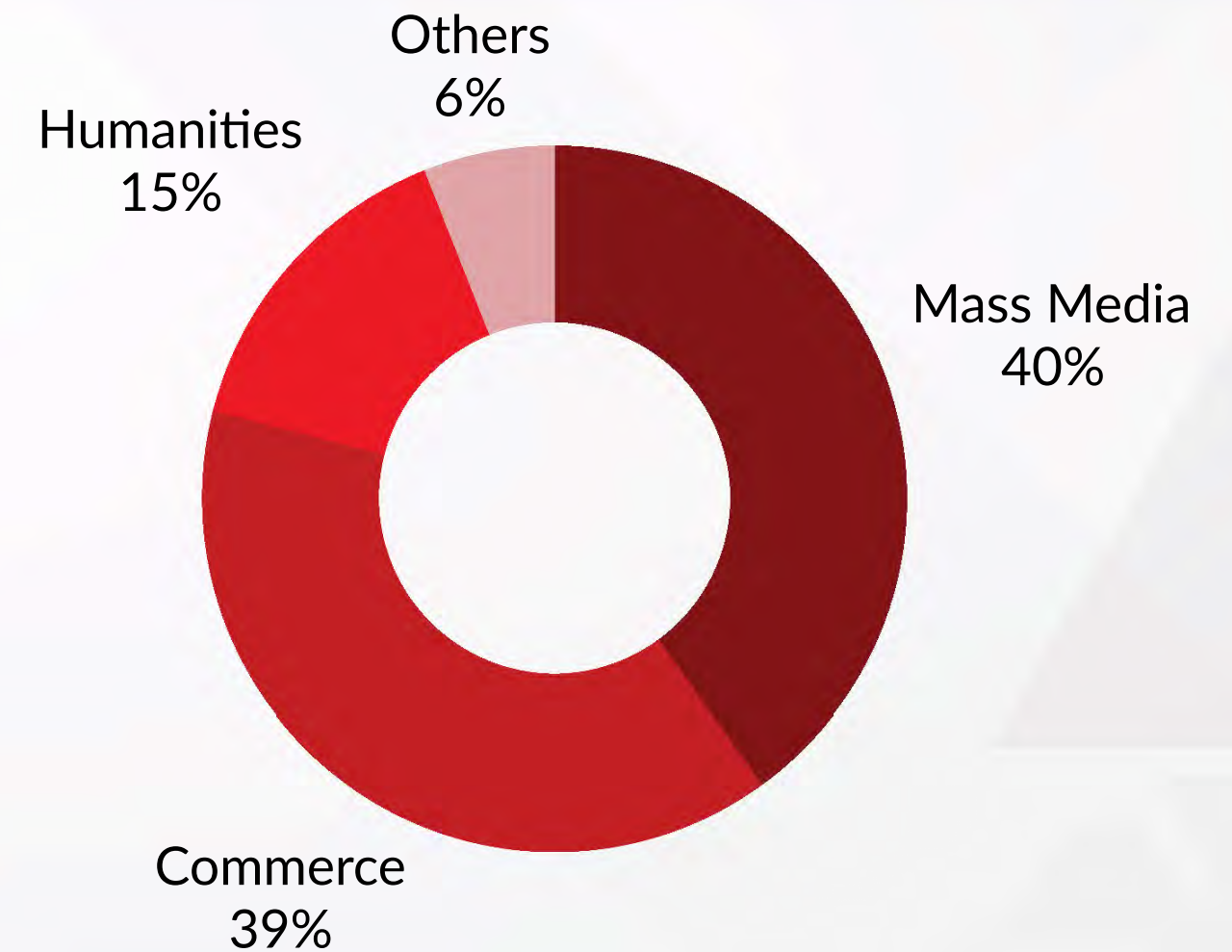
## 2023-25

**BATCH STRENGTH: 121**

### WORK EXPERIENCE



### ACADEMIC BACKGROUND



# SPECIALISATIONS OFFERED



**BRAND  
COMMUNICATION**



**PUBLIC  
RELATIONS**



**MEDIA  
MANAGEMENT**



**MARKETING AND  
MEDIA ANALYTICS**

# BRAND COMMUNICATION

Brand Communication specialisation has evolved significantly, focusing on the relationship between brands and their audiences. This dynamic field emphasizes practical learning, the use of semiotics, and advertising research. The curriculum is designed with input from industry professionals and includes rigorous academic training, live assignments, and other practical experiences to ensure students are well-prepared for the job.

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01

Account Planning Models and Practices

02

Advertising Strategy

03

Advertising Management

04

Specialised Advertising Research

05

Applied Semiotics for Brand Communication

06

Communication Design

07

Copywriting

# PUBLIC RELATIONS

The specialisation 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.

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01

Strategic PR and Reputation Management

02

Corporate Communication Strategy

03

Event Management

04

Cases in Public Relations Strategy

05

Writing for Public Relations

06

Public Affairs

07

Public Relations Industry

# 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.

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01

Strategic Media Planning

02

Strategic Media Buying

03

Economics & Business of Media

04

Advance Media Planning and Media Innovation

05

Entrepreneurship in Media

06

Media Sales and Marketing

07

Media Research and Applications

# 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 specialisation 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.

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01

Data Visualization

02

Data Privacy & Technical Considerations

03

Multivariate Analysis

04

Consumer, Brand and Media Insights

05

R Programming

06

Python Basics

# PLACEMENT HIGHLIGHTS 2022-24

**100%**

PLACEMENTS

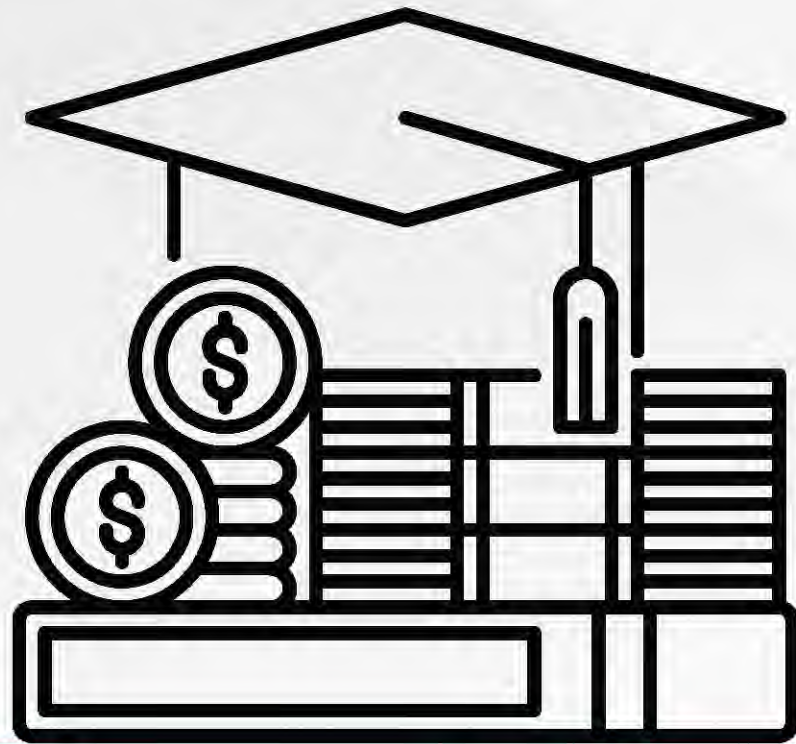
**INR 21 LPA**

HIGHEST CTC

**INR 8.95 LPA**

AVERAGE CTC





# ROLES OFFERED



# OUR ESTEEMED RECRUITERS



# CONTACT US



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**Creativity is seeing what others see and thinking what  
no one else ever thought.**

*-David Ogilvy*

[www.simc.edu](http://www.simc.edu)

**Get in Touch**



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