



FINAL PLACEMENT REPORT

(PGDM-C PROGRAM 2019 – 20)

MICA, Ahmedabad

OVERVIEW

ABOUT MICA

MICA, Ahmedabad, is perhaps the only institute in Asia dedicated to creating leadership in Strategic Marketing and Communication.

MICA's Mission is to develop empathetic leaders and thinkers who are creative and adaptive problem-solvers for a rapidly changing world.

MICA's dynamic curriculum incorporates contemporary learning methodologies like flipped classrooms, contextual training, and industry sessions. The diverse specializations facilitate learning across industries and sectors.

SPECIALISATIONS OFFERED TO THE PGDM-C CLASS OF 2020

ADVERTISING & BRAND
MANAGEMENT



DIGITAL COMMUNICATION
MANAGEMENT

MARKETING ANALYTICS



MEDIA & ENTERTAINMENT
MANAGEMENT

SOME FINAL PLACEMENT HIGHLIGHTS



3 in 10

Students bagged a
PPO / PPI



Domestic Highest Up
from **25 to 33**
lakhs/annum this
year



Average CTC Up
from **12.8 to 13.9**
lakhs/annum
this year



67%

Increase in FMCG
Offers this year



Median Salary Up
from **11.4 to 12**
lakhs/annum
this year

PLACEMENTS SUMMARY

INR 58.2

(58.2)

Highest CTC Offered
(International)

INR 32.8

(25.0)

Highest CTC Offered
(Domestic)

INR 13.9

(12.8)

Average CTC

88

(78)

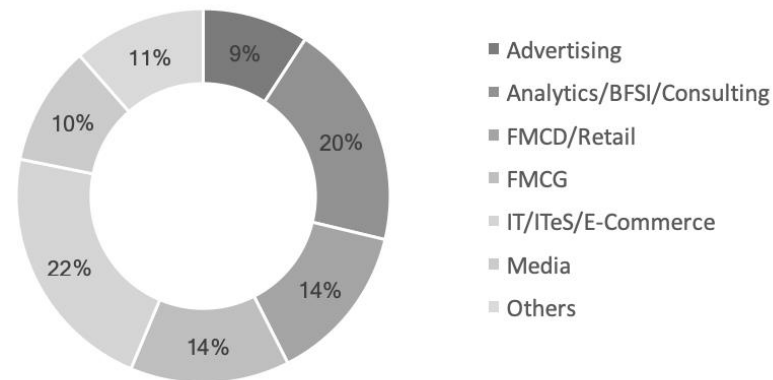
Total No. of
Recruiters

100%

(100%)

PLACEMENTS ACHIEVED

SECTOR-WISE RECRUITERS

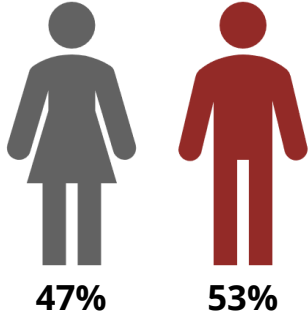


NUMBERS PLACED

YEAR	SAT IN PLACEMENTS	PLACED
2018-19	180	180
2019-20	179	179

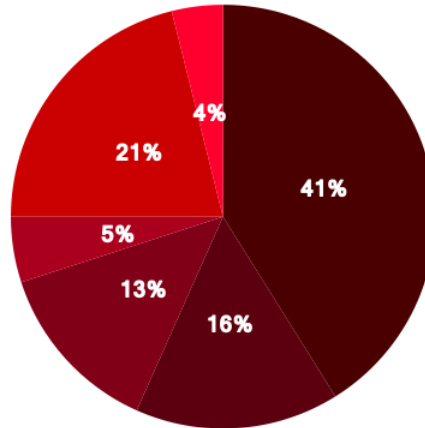
BATCH STATISTICS

GENDER

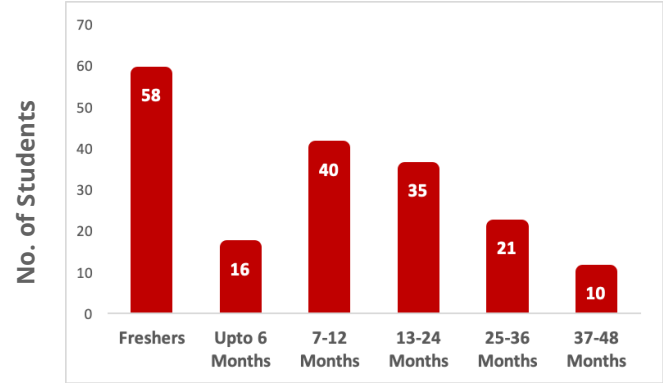


STUDENTS APPEARED
179

EDUCATIONAL BACKGROUND



WORK EXPERIENCE



- B.E./B.Tech
- B.J.M.C/B.M.M
- B.Com
- B.Sc/B.Pharma/B.S
- B.A/B.B.A/B.B.S/B.M.S
- Hotel/Design/B.Arch/B.D.S

SECTOR OVERVIEW

E-Commerce, IT/ITeS



19

Total Number of Companies

INR 27.5

Highest CTC

INR 15.8

Average CTC

37

Total Offers



FMCD & Retail



12

Total Number of Companies

INR 26.3

Highest CTC

INR 13.9

Average CTC

27

Total Offers



SECTOR OVERVIEW

Analytics, BFSI & Consulting



18

Total Number of Companies

INR 20.0

Highest CTC

INR 11.2

Average CTC

26

Total Offers

FMCG



12

Total Number of Companies

INR 58.2

Highest CTC

INR 21.7

Average CTC

20

Total Offers

Others



10

Total Number of Companies

INR 26.0

Highest CTC

INR 12.5

Average CTC

17

Total Offers



SECTOR OVERVIEW

Advertising



8

Total Number of Companies

INR 17.4

Highest CTC

INR 10.6

Average CTC

28

Total Offers



B B H



DDB
mudra group

groupm



inMOBI

media.net



PUBLICIS
COMMUNICATIONS

and more...

Media



9

Total Number of Companies

INR 17.0

Highest CTC

INR 12.5

Average CTC

24

Total Offers



Dainik Jagran
inext



DB Corp Ltd



HT Media



Star



ZEE

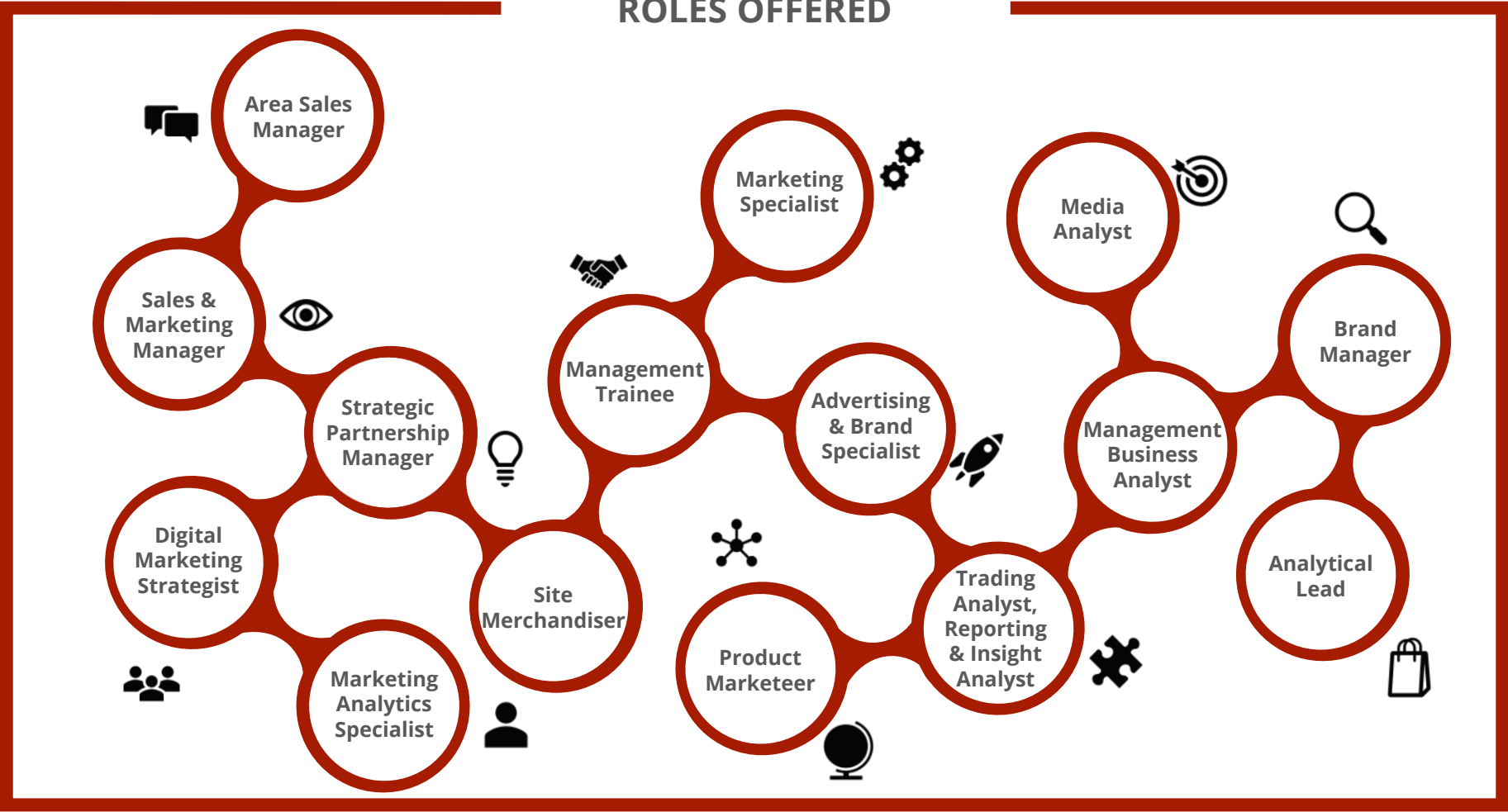
Extraordinary Together



SONY
PICTURES
NETWORKS

and more...

ROLES OFFERED



OUR RECRUITING PARTNERS



THANK YOU

Prof. Vaneet Chhibber
Associate Director – Marketing & External
Relations, MICA

Placement Committee
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