

About MICA

Started in 1991, Mudra Institute of Communications, Ahmadabad (MICA) is an autonomous not-for-profit management education institution. Its foundation lies in being an innovative and creative school addressing the needs of an ever-changing marketing and communications environment. It rates amongst the top management institutes in the country addressing the areas of marketing communication, marketing, market research, advertising and retail management.

Live Online Courses

Post Graduate Certificate in
Advertising Management & PR

Post Graduate Certificate in
Market Research & Data Analytics

Global Collaborated Learning

Ivory Education Private Limited

About Ivory

Ivory Education is a venture established by individuals who have vast experience in the field of education, especially technology based education, undertaking sales & marketing of various programs world-wide, operations & technology support and student administration. Ivory has collaborations with MICA, IIT and many other renowned institutes in India and Global Market to offer online education based programs. For Ivory the Reputation of an Institute is the foremost before deciding a program. Ivory offers certifications from the best institutes in the country.

Why Ivory ?

Ivory is the best in business. We have done a thorough research on the industry and have come up with a winning model for your success. These are the factors that determine how successful will be the programs for you.

MICA-Post Graduate Certificate in Advertising Management & Public Relations

Program Background

Advertising and Public Relations are two very important disciplines in the area of Marketing Communication. The program is set to impart skills for building a career in the area of Advertising & PR. Additionally; the program will have an overview of the communications industry with a close industry interface.

Target Segment

The Program has been designed keeping in mind Junior and Middle-level executives and managers. Candidates with prior experience in this area are preferred but will not be a limiting factor for enrollment.

Program Director – Dr. Falguni Vasavada Oza

Dr. Falguni Vasavada Oza has a Ph.D. In Advertising. In her illustrious academic experience of over 12 years, she has held several leadership roles. She is Coordinator for Advertising Management area since 2007. She is Chairperson for Online Programs since 2009. She is also a member of MICA Management Committee.

Schedule

Two classes per week for 1:30 hours each scheduled from 7:30am-9:00am on Thursdays & Fridays.

Duration- One Year

Course Content

This program is set impart domain expertise in Advertising Management and Public Relations. Sessions are designed to be interactive and participative.

Modules

- Advertising Module
- Consumer Behaviour Module
- Marketing Research Module
- Digital Marketing Module
- Public Relations Module
- Media Management Module
- New Media Module
- Client & Agency Module
- Campus Module

Project

Participants are expected to develop their own project in Advertising Management and Public Relations.

Conduct of Classes

The classes will be conducted from MICA's studio. Select faculty from MICA will conduct the classes. Each topic will be taught with the help of case studies, live corporate examples and general discussions. In order to provide greater industry insights, business leaders from the different industries, subject to availability, may be invited to share their experiences.

Within India

The classes will be made available in across the country through e-learning. The participants can also be given an option to connect from home.

Outside India

The program is also available outside India with a differential amount in fee.

Campus

There will be one campus visit to MICA. The duration of the visit will for a week. The campus visit will be compulsory. The pricing for the visit is indicated separately for reference and review. Candidates from outside India can be given an exemption in attending the campus.

Batch Size

Minimum batch size of 50 students. The batch size can be increased or decreased at the option of MICA.

Program Roll-out Schedule

The program will commence from last week of August 2016 subject to

minimum enrollments of 50 students.

Learning System

Industry tested learning system will be deployed for conducting the program. It will allow students to attend the classes from their offices or homes. A high-speed broadband internet connection is essential for students to participate in the program.

Fees

Initially the candidates will need to send across the application forms with Application Fee only. Other fees will be payable only after acceptance by MICA in the program. The fee is exclusive of service tax. Fee Details are, as follows:

Collection of Fee:

Option 1: One Time Payment

Domestic

Application Fee: Rs. 2,000/- (excluding of Service Tax)

Program Fee: Rs. 1,10,000/- (excluding Service Tax)

Campus Visit Fee: Rs. 15,000/- (excluding Service Tax)

Domestic students can also pay fee in installments or through a bank loan.

International (USD)

Application Fee: USD 50/-

Program Fee: USD 2,500

Campus Visit Fee: Rs. 15,000

Programme Fee (Foreign Participants):

100% upfront

USD 2,500

Campus Visit Fee: Rs. 15,000/- (excluding Service Tax)

Payment for the application fee, programme fee and registration fee should be drawn in favour of 'Ivory Education Pvt Ltd' payable at New Delhi. Post-dated cheques are required for all installments in advance.

Payment for the campus fee (Rs. 15,000/- + service tax) will be in favour of 'Mudra Institute of Communications Ahmedabad' payable at Ahmedabad, payable in DEMAND DRAFT only. Dates of campus visit will be announced in February 2017.

Application Process and Timelines

Study material to be supplied by the institute, will be purchased by the students by paying as advised

Loans

Ivory Education will provide assistance to candidates for availing loans from financial institutions. These institutions may extend loans to the participants subject to their own conditions. Before applying for a loan, the candidates need to be selected by MICA for the program.

Evaluation Methodology

Assignments, Online Quiz & Project Evaluation by MICA

Certification

The certification for the program is called "Post Graduate Certificate in Advertising & PR" given by MICA. Successful candidates will receive a certificate of completion from MICA.

Channels

– In-company

– Retail

Placement Assistance

Placement Assistance is provided to the candidates who successfully complete the program by Ivory Education. No placement assistance will be provided by MICA. Candidates who are nominated by their company will not be eligible for any placement assistance.

More details

For more details, contact us-on 011-40052200 or 011-46076571
(Monday-Saturday, 10:00am to 6:30pm) or

E-Mail- mica@ivoryeducation.com. Those outside India can call us on +91-11-40052200.

MICA – Post Graduate Certificate in Market Research & Data Analytics

Program Background

Decision making process in modern business environment has transformed. Its now based upon Market Research and Data Analytics. This transformation is also aided by professional excellence in Market Research & Data Analytics by IT enabled services (ITES), business process outsourcing, knowledge process outsourcing, business intelligence, knowledge management and market research companies.

This program focuses on building a strong foundation in Market Research & Data Analytics for entry-level to mid-level professionals. It will also cover the application of data analytical tools to assist strategic decision making. The program leans on practical and conceptual approaches that will be addressed through the sophisticated data analytic software.

It aims at providing good understanding and hands-on experience of the application of appropriate data analytic tools that are imperative in making effective decisions.

The program will give an overview to develop the strategies based on the findings from data for managing organization. It will create a working knowledge of the research industry, the role of analytics and its relationship to strategy building. It is set to provide the right base for working in analytical teams in large corporations and outsourcing companies.

Target Segment

This one year program is for executives with an acumen for Market Research and Data Analytics. It can serve as a stepping stone and a preliminary requirement for working in Market Research and Data Analytics departments.

Program Director – Dr. Vina Vani

Dr. Vina Vani has a Ph.D. in Statistics and has over 35 years experience in research and training. She has been associated with MICA since 2008 and is an adjunct faculty at Shanti Business School.

Dr. Vani is a core team member of the MICA market ratings developed by MICA. She has retired from MICA as a Professor in Quantitative Techniques. She has organised several programs in the areas of Data Analytics and Quality Management. Apart from MICA, she has also lent her expertise to other institutes including S. P. Jain Institute of Management, IRMA, CEPT, University of Illinois, Fore School of Management, IGNOU, Gujarat University, and others.

Her papers and presentations are highly sought after in national and international conferences of repute.

She has managed advanced professional programs in Market Research & Data Analytics for leading corporates.

Schedule & Duration

Schedule

Two classes per week on Saturdays & Sundays between 1:30pm-3:00pm.

Duration- One Year – 9 months of teaching followed by project work

Course Content

Entire approach of this program is to impart domain expertise in Market Research & Data Analytics. It will follow a step-by-step approach where theoretical concepts will be followed by case studies and practical implementations. Sessions are designed to be interactive and participative.

Program Participants will be encouraged to use statistical packages for working on hands-on case studies. Content will be taught through Statistical packages – SPSS/PASW, PSPP, R, and SAS. Participants will be given assignments for hands on learning of packages.

Modules

1. Introduction to Market Research & Data Analytics
 - Market Research
 - Role of Market Research & Data Analytics
 - Data Analytics for Management
 - Data collection – primary and secondary
 - Preparing Data Sheet & Data Processing
 - Data Summarization: Tabulation, Cross Tabulation, Frequency distribution
 - Analysis of variance
2. Multivariate Data Analysis-I
 - Regression Analysis
 - Simple and Multiple Regression Analysis
 - Logistic regression
 - Cluster analysis
 - Tree Classification
 - Factor analysis
3. Multivariate Data Analysis-II
 - Conjoint analysis
 - Correspondence analysis
 - Advanced Multivariate Data Analysis – Neural Network Models & Structural Equation Models
4. Forecasting Methods
 - Moving average and Exponential methods
 - Decomposition method
 - ARIMA models

5. Data Analytics @ Work

Data Management: validation and cleaning

Working with Clients

Presentation and report writing

6. Project

Participants are expected to develop their own project, collect data and prepare a project report.

Conduct of Classes

The classes will be conducted from MICA's studio. Select faculty from MICA will conduct the classes. Each topic will be taught with the help of case studies, live corporate examples and general discussions. In order to provide greater industry insights, business leaders from the different industries, subject to availability, may be invited to share their experiences

Within India

The classes will be made available in across the country through e-learning. The participants can also be given an option to connect from home.

Outside India

The program is also available outside India with a differential amount in fee.

Campus

There will be one campus visit to MICA. The duration of the visit will be of 3 days. The campus visit will be compulsory. The pricing for the visit is indicated separately for reference and review. Candidates from outside India can be given an exemption in attending the campus.

Batch Size

Minimum batch size of 50 students. The batch size can be increased or decreased at the option of MICA.

Program Roll-out Schedule

The program is scheduled to start from last week of August 2016 subject to minimum enrollments of 50 students.

Learning System

Industry tested learning system will be deployed for conducting the program. It will allow students to attend the classes from their offices or homes. A high-speed broadband internet connection is essential for students to participate in the program.

Fees

Initially the candidates will need to send across the application forms with Application Fee only. Other fees will be payable only after acceptance by MICA in the program. The fee is exclusive of service tax. Fee Details are, as follows:

Domestic

Application Fee – Rs. 2,000/- (exclusive of service tax)

Program Fee – Rs. 85,000/- (exclusive of service tax)

Campus Fee – Rs. 9,345/- (exclusive of service tax)

Domestic students can also pay fee in installments or through a bank loan.

International (USD)

Application Fee – USD 50

Program Fee – USD 2,500

Campus Fee – Rs. 9,345/-

Application Fee and Program Fee are paid in name of Ivory Education Private Limited. Campus Fees are payable in name of Mudra Institute of Communication Ahmedabad.

Application Process and Timelines

Study material to be supplied by the institute, will be purchased by the students by paying as advised

Loans

Ivory Education will provide assistance to candidates for availing loans from financial institutions. Before applying for a loan, the candidates need to be selected by MICA for the program.

Evaluation Methodology

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Certification

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