

ISDI | WPP

School of Communication



**GET FUTURE READY
WITH A PROGRAM
DESIGNED BY THE
INDUSTRY OF TODAY
FOR THE INDUSTRY
OF TOMORROW**



PGMAC

Media, Advertising & Communication

11 Month Intensive Program



The Postgraduate Program in Media Advertising and Communication

The PGMAC is an 11 month intensive programme that will allow students to soak up the rapidly evolving world of marketing communications.

The objective behind this programme is to create future ready professionals who will be prepared to take on the complex task of building brands and managing experiences in the digital age.

The course will also feature an Observership Program and an Agency Immersion followed by a live project.

Strategically Focussed

Technologically Embedded

Rapidly Evolving

Experiential Learning

Application Oriented

Mentored by WPP

Engaging with Industry

Digitally Immersive



11 Month Program in Media Advertising & Communication (PG MAC)

TRIMESTER 1	Soft Skill Development SPARK +	
	Marketing Management	Copy Writing
	Digital Media Marketing	Market Research
	Experiential Marketing	Finance for Non Finance Professionals
	Media Planning	

TRIMESTER 2	Experiential Learning Agency Visits	
	Marketing Strategy	Corporate Communication
	Advertising	Retail Marketing
	Advanced Experiential Marketing	Film Making

TRIMESTER 3	Experiential Learning Rural Immersion / Internships	
	Integrated Marketing Communications	PR & Reputation Management
	Brand Management	Events & Activation
	Marketing Analytics	Film Production / Campaign Management
	Media Strategy	

MASTERCLASSES

- Business Ethics
- Rural Marketing
- Business Communication
- Mobile App Marketing
- Spots & Sponsorship Marketing
- Creative Thinking

PRACTICUM

- Capstone Project (Double Credit)
- Complete Pitch Process

FOCUS AREAS



STRATEGIC
BRAND
MANAGEMENT



MEDIA
STRATEGY



MARKETING
ANALYTICS



CONTENT
MANAGEMENT



DIGITAL &
EXPERIENTIAL
MARKETING



PUBLIC
RELATIONS

INDUSTRY LEGENDS AS PROGRAM MENTORS



CVL SRINIVAS

Country Head
WPP India



PIYUSH PANDEY

Executive Chairman
& Creative Director,
South Asia,
Ogilvy & Mather



MADHUKAR SABNAVIS

Vice Chairman &
Country Head
Discovery & Planning,
Ogilvy & Mather



TUSHAR VYAS

(Digital Marketing)
Chief Strategy Officer,
GroupM, South Asia



ROSHAN ABBAS

Managing Director,
Encompass Events
& Mentor Partner,
The Glitch



KAVITA G RAO

Chief Talent
Engagement Officer,
Genesis Burson
Marsteller

INTERNSHIPS AT WPP AGENCIES



genesis



Burson·Marsteller



ISDI | WPP School Of Communication

ISDI Tower, One IndiaBulls Centre, Lower Parel, Mumbai - 400013
+91 7718866941 | www.isdiwpp.in | admissionspgp@isdiwpp.in | f/ ISDIWPP | t/ ISDIWPP