



THE DELHI SCHOOL OF COMMUNICATION

Two Year full-time comprehensive Post Graduate Diploma Programme in Communication PGDPC - XV

Powered by a battery of high-profile professors and practitioners
from leading organisations

Programme at a glance - key subjects

Communication & General Business

- Advertising ● Public Relations ● Journalism
- Cultural Studies ● Mass Communication
- Marketing ● Event Mktg ● Media Marketing
- Managerial Economics ● Market Research
- Entrepreneurship ● Media Studies
- Electronic & Print Media

Marketing Specialisation

- Consumer Behaviour ● Brand Architecture
- Competitive Marketing ● Services Marketing
- Direct Marketing ● International Marketing & WTO

Advertising Specialisation

- Media Production - Copy, Visual & Film
- Multimedia & E-Business ● Advtg & Media Research
- Strategic Advertising Planning

Journalism Specialisation

- Editorial & Editing ● Broadcasting ● News Writing
- Media Laws ● Magazine & Feature Writing

Dissertation

Work Experience

APPRENTICESHIPS (Half day work) : 20 - 40 weeks

INTERNSHIP (Full day work) : 16 - 20 weeks

STIPEND: Between Rs. 3,000/- to Rs.10,000/-

Placements

Star TV, NDTV, CNN, BBC, Fortis, Mudra, O&M, LOWE, GM, McCann Erickson, Publicis, JWT, Rediffusion DY&R, LG, Genesis BM, Juxt, Perfect Relations, Motivator, Maxus, Mindshare, Airtel, Leo Burnett, McDonalds, IPAN, Microsoft, RAMS, Contract, CMS, IMRB, FCB-Ulka, Saatchi & Saatchi, Grey Worldwide, Perfetti, Samsung, India Today, Rediffusion DY & R, Webchutney

University Degree

Guru Jambheshwar University Hissar, accredited by UGC for recognition of MMC ...

MMC - I :

Master of Mass Communication I.

MMC - II :

Master of Mass Communication II.

alongwith PGDPC, Dual Qualification

Eligibility

Graduate or graduating in current year.

Admission

DSC application forms are available at the address given below and on the Net for Rs.1100/- (Cash or DD) in favour of "The Delhi School of Communication" payable at New Delhi. The 15th PGDPC starts in July 2009.

Key Visiting Faculty

Rama Paul Head Media P&R, Adbur
Sanjeev Bikhchandani CEO, naukri.com
Naresh Gupta Exec.VP, Publicis India
Ashish Dutta Director, Carrot Communication
Bashab Sarkar MD & CEO, Media Pros India
Murad Ali Baig PR & Auto Consultant
Manasvi Rasgotra Mgr Food Services, Nestle
Prateek Bhardwaj Creative Dir., McCann Erickson
Rajnish Rikhy VP Ad Sales, Headlines Today
Samir Kapur VP, Fullerton India
Shiveshwar Raj Singh Creative Dir, FCB - ULKA
Prof Ramola Kumar Dean, DSC

Hurry!

- Semester Scholarship
- Small Class
- Limited Seats

The Delhi School of Communication

DSC Centre: 321/2, IGNOU Road, Neb Sarai, New Delhi -110068

Call at Ph: 011 - 29531556, 29531559 (9.00 am - 4.00 pm) or 9810474269 / 9958635140

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