

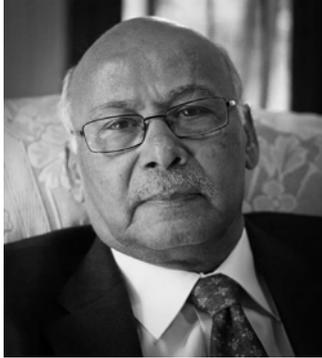


S I N C E
1991

A sunset sky with silhouettes of tree branches at the top and a dark triangular shape at the bottom.

“If you can dream it, you can do it.”

A. G. KRISHNAMURTHY



A. G. KRISHNAMURTHY (AGK)

1942-2016

He taught us that if you can dream it, you can do it. He was a mentor, guide and a friend - all rolled into one. A true legend. A legend, because he founded, nurtured, built and left behind not one, but two outstanding institutions - Mudra and MICA. One, a marketing communication services leader and the other, India's premier management school for Strategic Marketing & Communication. Both truly 'Made in India.'

A man who put belief above all else. Most of all, a man who put the human in the being.

THANK YOU FOR EVERYTHING, AGK.



“At MICA, we take our motto - 'The School of Ideas' very seriously. MICA was conceived as a school with a difference that was comfortable in the intersections - creativity and rigor, data and narrative as well as logic and intuition. Our graduates are equally comfortable in thinking and in leading. Our graduates have rapidly carved out a niche for themselves and achieved prominence and visibility. Our Alumni have a very close bond with MICA.

Our focus areas are Strategic Marketing and Communication, Branding and Consumer Insights, Media and Entertainment, Innovation, Entrepreneurship, Design, Digital and Data Analytics.

We have very strong relationships with the corporate and the social sectors as well as government. We are building some very exciting global partnerships to foster high-level knowledge exchange.”

PROF. SHAIENDRA RAJ MEHTA

President & Director, MICA



In an increasingly interconnected world, MICA is well-positioned and poised to be a leader in higher education for integrating creativity, global mindset, management learning and innovation.

MICA's robust curriculum and innovative pedagogy aims at co-creation, innovation and creative problem-solving for industry, academia, government and social sector. We at MICA, are also deeply committed to initiatives like Global Immersion Programmes for faculty and International Student Exchange Programmes to foster a culture of global learning, cross-cultural understanding, faculty investment and exchange in higher education.

PROF. PREETI SHROFF

Dean, MICA



OUR VISION

MICA SHALL BE THE PREMIER MANAGEMENT SCHOOL
FOR MARKETING, COMMUNICATION, AND CREATIVITY
IN A DESIGN-DRIVEN AND DIGITALLY ENABLED WORLD.



OUR MISSION

TO DEVELOP EMPATHETIC LEADERS AND THINKERS
WHO ARE CREATIVE AND ADAPTIVE PROBLEM-SOLVERS
FOR A RAPIDLY CHANGING WORLD.

C**RELATE**IVITY

A MICAN IS EQUALLY ADEPT WITH RIGHT AND LEFT-BRAINED CAPABILITIES. WE ARE ANALYTICAL AND CREATIVE. WE ARE TASK-ORIENTED AND RELATIONAL. WE CRUNCH NUMBERS AND WE WRITE POETRY.

ABOUT MICA

Established in 1991, MICA, is the only residential institute in the country, and perhaps in the Asia-Pacific region, dedicated to creating leadership in Strategic Marketing and Communication. MICA, an autonomous, non-profit institution, offers a wide-range of academic programmes including four residential programmes: Post Graduate Diploma in Management–Communications (PGDM-C), Post Graduate Diploma in Management (PGDM), Crafting Creative Communication (CCC) and Fellow Programme in Management-Communications (FPM-C).

MICA’s spirit lies in its grasping of contemporary trends and sensibilities, addressing the needs of an ever-changing environment. The MICA brand assures effective delivery of Strategic Marketing and Communication solutions to the industry, government, and community.

Today, it is the alma mater of professionals serving in leadership positions in some of the best known companies in India and the world in marketing, brand management, research & analytics, advertising, media, digital and other related businesses.





PROGRAMMES AT MICA ENABLE
STUDENTS TO LEARN ACROSS
SPECIALISATIONS IN STRATEGIC
MARKETING AND COMMUNICATION
AND THE CONNECTING AREAS,
THROUGH CURRICULUM CREATED
AND CURATED AS PER THE INDUSTRY
NEED AND CONTEMPORARY TRENDS.



ACADEMIC PROGRAMMES

PGDM-C

POST GRADUATE DIPLOMA IN MANAGEMENT COMMUNICATIONS (PGDM-C)

The PGDM-C, a 2-year residential programme, grooms business leaders with a focus on creative thinking, consumer-centricity, communication and community outreach. The PGDM-C, equivalent to an MBA, has evolved into one of the premier programmes in the country. The programme is approved by the All India Council for Technical Education (AICTE) and is endorsed by 100% campus placements with the best corporate houses in India and abroad.

The PGDM-C offers four unique specialisations:

MEDIA & ENTERTAINMENT MANAGEMENT

ADVERTISING & BRAND MANAGEMENT

DIGITAL COMMUNICATION MANAGEMENT

MARKETING ANALYTICS

<https://www.mica.ac.in/post-graduate-programme/programme-summary>

PGDM

POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM)

The PGDM introduced in 2019 is an All India Council for Technical Education (AICTE) approved programme, uniquely positioned to leverage MICA's core competence in Strategic Marketing and Communication while also delving deeper into the fields of Digital Marketing, Design, Data, Creativity and Innovation which are essential for the success of any organization today. Both the courses, PGDM-C and PGDM, will cater to the industry need for qualified professionals and have MICA's traditional emphasis on Strategic Marketing and Communication.

PROMINENT ALUMNI

KEDAR LELE

Chief Executive Officer and Managing Director Unilever Bangladesh Ltd

AMOL GURWARA

Country Manager, Kindle Amazon, Singapore

ATREYI RAY

Managing Vice President- Product Development and Product Management Gartner, Greater New York city

PANKAJ BHALLA

Director, Gillette and Venus Procter & Gamble, Boston

CHARU AGGARWAL

Global Digital Strategy Officer GSK, Singapore

MADHUMITA CHAKRABORTY

Associate Director-Consumer Insights PepsiCo, Switzerland

SAURABH VERMA

Chief Executive Officer Publicis Communications, India

JAYA DESHMUKH

Senior Director, Business Strategy, Microsoft Digital, AI Industry, Microsoft, London

SUDIP MITRA

Senior Vice President, Consumer Insights and Brand Development Aditya Birla Group

SUSHANT DASH

Regional President- India and Middle East Tata Global Beverages

PRAVEEN SHARMA

Regional Director-Performance Marketing Solutions, Google, APAC, Singapore

AMOGH DUSAD

Head - Content, Partnerships, New Initiatives - Digital Business Sony Pictures Network India

ARVIND KRISHNAMOORTHY

Business Leader- App Store and Apple Media Products, Apple, Singapore

AVINAVA BANERJEE

Global Director- Smart Data and Analytics Unilever





CCC

CRAFTING CREATIVE COMMUNICATION (CCC)

CCC is a One-year Post Graduate Certificate Programme specially designed for people who want to pursue a career as Ideators. Today, the need is for conceptual thinkers who are also ‘executors’. In other words, Ideators are more than just copywriters, art directors, designers, TV commercial makers or even web designers. They think big, and have a different approach to challenges.

<https://www.mica.ac.in/crafting-creative-communication/programme-summary>



FPM

FELLOW PROGRAMME IN MANAGEMENT (FPM)

The 4-year Fellow Programme at MICA is the first Programme of its kind in the country. It is an AICTE approved doctoral level interdisciplinary programme. Through this programme, MICA aims to encourage both fundamental and applied research in the communication and marketing domain.

COMMUNICATION & MEDIA

COMMUNICATION & CULTURE

COMMUNICATION & MARKETING

COMMUNICATION & SOCIAL CHANGE

<https://www.mica.ac.in/fellow-programme/programme-summary>

ONLINE PROGRAMMES

ONLINE CERTIFICATE PROGRAMMES

In an interconnected and digitally-enabled world, MICA's intensive and focused online certificate programs provide the opportunity for a working executive or aspiring professional to explore specific cutting-edge topics in depth. MICA offers Online Certificate Programs in the following domains:

MARKETING & BRAND MANAGEMENT

ADVERTISING MANAGEMENT & PUBLIC RELATIONS

MEDIA & ENTERTAINMENT MANAGEMENT

MARKET RESEARCH & DATA ANALYTICS

BUSINESS MANAGEMENT

DIGITAL MARKETING

<https://www.mica.ac.in/academic-programmes/online>

MDP

MANAGEMENT DEVELOPMENT PROGRAMMES (MDPs) & CUSTOMISED IN-HOUSE TRAINING PROGRAMMES

MICA's MDPs are designed by following an expert-driven structured assessment of the learning and development needs of the client with targeted learning objectives and outcomes. MICA's MDPs are one of a kind learning propositions for the participants. They are designed to equip them with the evolving management concepts, practices, perspectives and approaches through a methodology that encompasses Case studies, Simulations, Coaching and Assessments and Experiential learning. In the past, MICA has worked with top-of-the-league multinationals, Indian corporate houses, public sector enterprises and government, by creating cutting-edge training modules that are in sync with the increasingly volatile, uncertain, complex and ambiguous business environment. MICA also conducts customised In-house training programmes for companies.

PAST MDP COLLABORATIONS





CENTRES OF
EXCELLENCE



mica is leveraging its position in one of the fastest growing regions of the world and looking at some of the most interesting problems to be found anywhere. the academic centres at mica address contemporary trends and problems with a cognitive approach by undertaking extensive research, conducting workshops and awareness seminars and producing knowledge-generating study material such that it facilitates strengthening of various sectors in the field of strategic marketing and communication.

HERE, WE ARE LEVERAGING THE DEEP POOL OF EXPERTISE THAT RESIDES AMONGST MICA FACULTY, INDUSTRY PARTNERS AND ITS ALUMNI NETWORK.



CDMC

MICA - CENTRE FOR DEVELOPMENT MANAGEMENT AND COMMUNICATION (CDMC)

The MICA - Centre for Development Management and Communication (CDMC) focuses on providing thought leadership and strategic marketing and communication solutions across varied fields in social development, communication and capacity building. It covers areas such as human rights, gender equality, public health, environment, rural development, technology, agriculture and humanitarian development with the purpose of strengthening grassroots community enterprises, specifically for marketing management, communication and leadership capacity development.

The Centre also designs and supports projects for city branding and heritage development, health and sanitation campaigns for schools and communities, water issues and sustainability, rural immersion projects and audio-visual communication to capture project impact.

CDMC AIMS TO CARRY FORWARD THE LEGACY OF SOCIAL CHANGE AND DEVELOPMENT MANAGEMENT, WHICH IS INTEGRAL TO THE VALUE SYSTEM OF MICA; AND IS REFLECTED IN ITS ACADEMIC PROGRAMMES, PARTNERSHIPS AND INTERVENTIONS.

The faculty and students at CDMC are engaged in research and field projects with social sector institutions, such as UNICEF, SEWA (Self Employed Women's Association), USAID (United States Agency for International Development) and various other government agencies, local global corporates and development sector institutions including:



Sardar Sarovar Punarvasvat Agency





KEIC

MICA - KNOWLEDGE EXCHANGE & INFORMATION CENTRE (KEIC)

The Knowledge Exchange and Information Centre (KEIC) is a unique place for accessing knowledge and research in Strategic Marketing and Communication. It is an exclusive centre dedicated to the collection, collation, and dissemination of knowledge and information on media, branding, advertising, marketing and communication. It has an effective information management system in place for efficient and uninterrupted information retrieval at any time.

SALIENT USPS OF MICA-KEIC

'KEIC online'- 24/7 Portal.

Rich in-house collection of books, newspapers, dissertations, television commercials, non-book materials, case studies, print ads and periodicals.

Specialized online collections of 34,645 television commercials, 183,478 newspaper clippings on areas ranging from advertising to mass media marketing, over 19500 print ads and 2589 student dissertations and summer reports.

Use of anti-plagiarism software such as Turnitin to ensure originality of content produced.

Subscriptions to all major databases including ABI/Inform, ABC, ARF, CARMA Video Library, Coloribus, Communication Arts, Crisil, EBSCO, Emerald, EMIS, Euromonitor International, HBSP, Indiastat.com, Ibanklive J-Gate, JSTOR, LexisWexis, Communication and Media Studies - Sage, Questia, and WARC.

<https://www.mica.ac.in/academic-centres/knowledge-exchange-and-information-centre-keic>

CMES

MICA - CENTRE FOR MEDIA & ENTERTAINMENT STUDIES (CMES)

CMES is an initiative of MICA to bring together academia and the media & entertainment industry to facilitate research-based solutions for enduring issues and problems. While focusing on academic research related to media and entertainment, grooming talents with industry orientation is also core to the Centre. The Centre primarily creates a collaborative platform for academia, industry, researchers and policy makers to find high-end research-based solutions for everyday challenges of the sector. It offers a training platform for students, practitioners and professionals to become the future media and entertainment industry leaders of India.

CMES is MICA's quest to demystify the unique identity that 'academia' and 'industry' hold, as one is 'the other' for another. The Centre is an attempt to break the silos and bring both 'academia' and 'industry' together and provide a platform where knowledge will be generated to sustain practices.

<https://www.mica.ac.in/academic-centres/centre-for-media-entertainment-studies>

CMES successfully came up with The First OTT (Over The Top) Platform Report titled “Indian OTT Platform – Streaming The New Age Narrative,” which provides insights with in-depth research and analysis that maps the rapidly evolving on-demand video streaming industry with insights from OTT industry stalwarts.



MI-CASE

The Case Centre of MICA has been set up to build up a much needed repository of practical knowledge and wisdom in all the focus areas of MICA. Through the Case Centre, the real world is brought into the classroom. The challenges and the dilemmas faced by decision makers in the public and the private sectors become the discussion points for students, industry participants and the faculty. Some of the notable cases published by MICASE include:

- Sony Pictures Network India: Strategizing humour television content. Published by Ivey Publishing.
- MICA dining hall. Published by Ivey Publishing.
- Zydus Wellness: Nutralite's marketing twist. Published by Ivey Publishing.
- Wealth Out of Waste: Social enterprise or business enterprise?
- Navneet Publications: At crossroads between family and business
- CEAT Shoppe
- WittyFeed
- Jaipur Living
- Maganbhai Moment
- CineMan Films
- Gandhi Ashram

MICA INCUBATOR

MICA's incubation centre is one of a kind, devoted solely to initiatives related to communications technology and services. It aims to encourage entrepreneurship in the communication sector. Launched with support from the Department of Science and Technology, under the Government of India, the incubator aims to help entrepreneurs to turn promising ideas into businesses that can revolutionize the sector.

<https://www.mica.ac.in/edc/mica-incubator>



Topline

Welcome MICA
to Topline

STRATEGIC
INITIATIVES

PCP

PILOT COURSES PROJECT

MICA is developing no fewer than 11 Pilot Courses jointly with faculty, students and external experts from academia and industry. These courses are in:

CHANGE MANAGEMENT - with Mr. Aditya Kanthy (DDB Mudra) and Mr. V S Parthasarthy (Mahindra & Mahindra)

FINANCE - with Mr. V S Parthasarthy (Mahindra & Mahindra)

CREATIVITY & INNOVATION - with Prof. Pradip Khandwalla (ex Director IIMA) and TCS

GLOBAL GOVERNANCE - with Mr. Sumir Lal (World Bank)

INTENSITY OF THOUGHT - with Mr. Bibek Debroy (Chairman of the Economic Advisory Council to the Prime Minister)

PROGRAMMING - with Mr. Nikhil Shah (IT Entrepreneur)

STORY TELLING - with Mr. Kandaswamy Bharathan (Film Producer) and Prof. Lakshmy Pratury (Entrepreneur and speaker)

ENTREPRENEURSHIP – with regional entrepreneurs

CORPORATE PROJECT IN RURAL SECTOR – with experts in the field

DIGITAL TRANSFORMATION – with experts in the field

SALES RESEARCH – with experts in the field



7TH AIM-AMA SHETH FOUNDATION DOCTORAL CONSORTIUM

The 7th edition of the prestigious AIM-AMA Sheth Foundation Doctoral Consortium was hosted by MICA, based on the theme "Marketing Communication in the Digital Era." The 4-day Consortium-cum-Conference witnessed a global representation of eminent academicians, researchers, and representatives from industry. Over 40 distinguished professors and over 60 scholars from around the world interacted over 37 sessions of intense academic deliberations, besides which over 50 papers were presented by researchers during the course of the event.

THE CONSORTIUM FOCUSED UPON 'CONTEMPORARY PRACTICES AND EMERGING TRENDS IN THE FIELD OF MARKETING,' BY HOLDING A SERIES OF WORKSHOPS, PRESENTATIONS, ROUND-TABLE DISCUSSIONS, PLENARY SESSIONS, AND PANEL DISCUSSIONS.

<https://www.mica.ac.in/sheth-consortium/introduction>



ICMC

INTERNATIONAL COMMUNICATION MANAGEMENT CONFERENCE (ICMC)

MICA has pioneered an annual conference series on themes and issues pertaining to Communication Management. The first ICMC was launched in 2014 with the theme 'Managing Health Communication: People, Programmes and Products'. The series provided a platform for bringing together scholars and practitioners to discuss frontier developments in communication theories and practices. Since then, every year, ICMC has been organizing a series that takes into cognizance the significance of interdisciplinary and critical scholarship in communication management. For each conference, scholarly contributions matching the conference theme as well as papers conceptualizing both continuing and emerging issues in communication management are invited.

ICMC 2020

MICA and Broad College of Business (Michigan State University) present the 6th International Communication Management Conference (ICMC) 2020, focusing on paradigms that define the means and ways of doing business in the digital economy. The theme for ICMC 2020 'Managing Businesses in Digital Economy' delves deeper into how businesses are transformed with innovations driven by the intersection of technology and people skills - doing a balancing act in a dynamic global environment.

<https://www.mica.ac.in/icmc/icmc-2020>



WOMEN'S LEADERSHIP ROUNDTABLE

MICA held a Roundtable Conference at Alibaug as part of a Global Study (Phase-1) being undertaken to analyze critical transitions in women's personal lives and impact on career choices.

Participants included a select group of women leaders (along with their partners and mentors), who shared their professional and personal life journey and experiences. The participants were as under:

Ms. Renu Sud Karnad, Managing Director, HDFC Ltd.

Prof. Indira Parikh, Former Founder President FLAME University; Former Dean, IIM-A

Ms. Ganga Ganapathi, VP, Epsilon Agency

Ms. Anjalee Tarapore, Joint Gen. Manager, Management Services & Investor Relations, HDFC

Ms. Padmini Rathore, CEO, DSK Legal

Ms. Yan Han, Chairperson, International Business, Topline Group

Ms. Jaya Deshmukh, Senior Director, Business Strategy, Microsoft Digital, AI and Industry

Ms. Rajeshwari Ragav, Assistant Vice President- Data Excellence; Head Customer Insights and Analytics team, Madura Micro Finance Ltd.

Ms. Juhi Chaturvedi, Scriptwriter

Prof. T.V Rao, Chairman, TVRLS and Ex Professor, IIM-A

Mr. Nishith Desai, Founder, Nishith Desai Associates and Founder, Imaginarium

Prof. Siddharth Deshmukh, Senior Advisor and Adjunct Professor, MICA,

Mr. Michael Song, Chairman, China Topline Brand Management Corporation

BEHAVIOURAL LAB

MICA BEHAVIOURAL LABORATORY has been set up with the aim to facilitate and conduct a wide range of leading-edge behavioural research that seeks to address interesting and complex research questions impacting an individual or organizational performance. The laboratory environment is designed to assist researchers in conducting their research in a controlled environment. The Lab supports consumer behaviour studies, psychology studies, management and marketing research studies conducted at the MICA, and is designed for use by faculty members, students, PhD/doctoral students, and research assistants.

FACULTY INTERNATIONAL IMMERSION

As part of Faculty International Immersion, the faculty members of MICA visited world renowned universities:



Emory University



Texas A&M University



Pittsburgh University



Harvard University



Michigan State University



Northwestern University



Virginia Tech



State University of New York



The New School



Massachusetts Institute of Technology



Georgia State University



Northeastern University



Columbia University

MICAVAANI

MICAVAANI
Tamara Bol, Tamari Vaani!

90.4 FM

Started in 2005, MICAVaani is the college's own student run community radio which is quite literally the voice of MICA. The radio's purview not only encompasses the college but also the villages surrounding MICA upto 7 kms. MICAVaani's major endeavour has been in making a distinct impact in the lives of the villages close to the college through edutainment, effective communication and interactive events.

Since its launch in 2005, it has been on a constant endeavour to carry forward the vision and mission of MICA of improving lives through communication.

MICA INDIAN MARKETING INTELLIGENCE (MIMI)



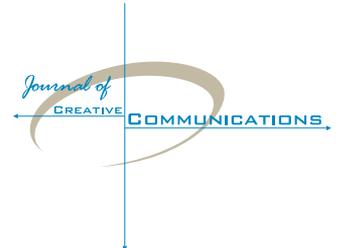
MIMI (MICA Indian Marketing Intelligence) is a powerful in-house market research tool developed by reputed researchers and analytics experts of MICA. The new version MIMI 2.0, in addition to a robust data fusion algorithm, incorporates the latest socio-economic data from the 2011 census. Currently, in MIMI 2.0, Market Potential Index (MPI) is available for 630 districts across 35 states and union territories of India and encompasses data drawn from authentic sources such as the Planning Commission, Census of India, RBI etc. MIMI is a one of its kind research tool that has been extremely popular both in academia and the industry and is being currently subscribed by premier institutions like IIMs, EDII and corporate firms like Symphony, Mindshare, BCCL (Times Now) etc.

JOURNAL OF CREATIVE COMMUNICATIONS

THE JOURNAL OF CREATIVE COMMUNICATIONS IS A DOUBLE BLIND PEER reviewed journal and it promotes inquiry into contemporary communication issues within wider social, economic, cultural and technological contexts, and provides a forum for the discussion of theoretical and practical insights emerging from such inquiry.

The journal encourages a new language of analysis for contemporary communications research and publishes articles dealing with innovative and alternate ways of doing research that push the frontiers of conceptual dialogue in communication theory and practice. The journal engages with a wide range of issues and themes in the areas of cultural studies, digital media, film studies, technoculture, organizational communication, communication management, mass and new media, and development communication, among others.

<https://www.mica.ac.in/faculty/journal-of-creative-communications>





INDUSTRY INTERFACE

MICANYVA
#RET:INK

MICA ALUMNI ASSOCIATION (MAA)



MICA Alumni Association (MAA) is a registered body. The mission of MAA is to provide a vibrant, global network and forum that connects and engages all MICA Alumni with MICA in mutually beneficial and actionable ways. The objectives of the Association are:

Facilitate the association of alumni with their Alma Mater by promoting interaction and networking among alumni of the institute;

Contribute to the institute's vision of creating leadership in Strategic Marketing and Communication;

Collaborate with MICA for facilitating and supporting selected alumni participation in ongoing academic activities including teaching, research, workshops, conference events, placements and MDPs;

Champion all relevant fundraising activities, including the development of an Alumni Fund and mentorship scheme for MICA student and alumni ventures and innovations that benefits all parties;

Help alumni achieve their professional and societal goals and help them in their hour of need;

Promote best practices in different areas of marketing and communication for the benefit of the society, especially the weaker sections;

Create public awareness about the institute and its alumni.

<https://www.mica.ac.in/alumni/mica-alumni-association>

MICA LEADERSHIP SERIES (MLS)



MICA
LEADERSHIP
SERIES

MICA LEADERSHIP SERIES (MLS)

MLS bridges the academic pursuit and thought-provoking perspective from the industry to enable learning as well as decision making. As a part of MLS, leaders from the industry, academia and civil society share their thoughts with the MICA community.

The MICA Leadership Series (MLS) is about bringing perspectives of thought leaders to the MICA community. The student-driven MLS committee proactively works towards building industry connections by having leaders across diverse fields deliver guest lectures to the larger student body at MICA. MLS hosted the following dignitaries in recent years:



Digital Transformation
Mr. V Swamy
Global Head of TCSiON



Significance of Marketing & Technology and their Confluence
Mr. Amit Tiwari
VP Marketing, Havells



The Future of Careers in a Digital World
Mr. Abhijit Bhaduri
Founder, Abhijit Bhaduri & Associates,
Member, MICA's Governing Council



Current Market Scenario and the Increasingly Significant Role of Marketers in the Industry
Mr. Sudip Ghose
CEO, VIP Industries



Insights into VICE Media
Ms. Chanpreet Arora
CEO, VICE India



Dive into Marketing Lovemarks and Niche Brands – The Nestle Way
Ms. Rashi Goel
Head of Consumer Communications, Nestle India



Global Communication, PR and Crisis Management at the World Bank
Mr. Sumir Lal
Director of External and Corporate Relations, World Bank



Content to Context Marketing
Ms. Virginia Sharma
Director, LinkedIn Marketing Solutions



Workshop on Presenting to Persuade – On How to Improve Presentation Skills and Delivery
Mr. Kunal Jeswani
CEO, Ogilvy India, Member, MICA's Governing Council, MICA alum

MICAMINDS

MICAMINDS
Creating Solutions that Work!

MICAMINDS

MICAMINDS, the research and consultancy cell at MICA aims to facilitate engagement between the industry, students and the faculty. MICAMINDS undertakes live projects which are an extension of the classroom learning for students, and helps them equip with hands-on experience. The interaction between industry, students and the faculty also offers the client with some effective marketing solutions and fresh perspective.

Services offered include:

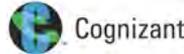
- Market Research
- Competitive Landscaping
- Go-To Market Strategy
- Brand Strategy
- Design Strategy
- SEO
- Employer Branding
- Content Ideation
- Social Media Marketing
- Website Revamp
- Digital Marketing Strategy

CLIENTS

Uber



STAKEHOLDERS



INTERNATIONAL COLLABORATIONS



School of Communication,
Nanyang Technological University
(NTU), Singapore



ESCEM School of Business
& Management, France



Hochschule
Bonn-Rhein-Sieg
University of Applied Sciences

Bonn-Rhein-Sieg University of
Applied Sciences, Sankt Augustine,
Germany



Institute Of Applied Media
Studies, Zurich



Department of
Communication &
Journalism, University of
New Mexico



University of Tampere,
Finland



School of Communications
Arts, Bangkok University,
Thailand



University of
Southern Denmark



Queensland University of
Technology, Australia



Michigan State University
(MSU), USA



Topline Group,
China



Medill School,
Northwestern University,
USA



Emory University,
USA



UNICEF



World Bank

In process of exploring collaboration with:



University of Southern
California, USA



Massachusetts Institute of
Technology (MIT), USA



Stanford University,
USA

Domestic Collaborations:



FREQUENTLY ASKED QUESTIONS (FAQ)

Does MICA produce management professionals or communication professionals?

MICA produces management professionals, who are trained to use the power of communication to drive positive outcomes.

Tell us about your tagline, "The School of Ideas."

"The School of Ideas" is a philosophy, an approach, a perspective that guides all our work at MICA - it is a place to generate, design and implement ideas.

Who should join MICA?

Students who want to be ethical, empathetic and creative leaders in industries that value Strategic Marketing and Communication as core to their goals should join MICA.

What is new at MICA?

The world is going digital and MICA is keeping step with how our lives are transforming. We have had a full-fledged specialisation in Digital Communication Management since 2014. We believe that MICA has once again taken a lead, by developing an industry-driven pedagogy. We collaborate closely with key global digital service providers in this regard.

What is the MICA campus like?

MICA is a lush green campus spread across 20 acres on the outskirts of Ahmedabad. Top of the line facilities on campus include air-conditioned classrooms, Wi-fi connectivity all over the campus, a fully-equipped gym and entertainment centre, sports grounds, tennis courts, a world class library, access to research tools and comfortable residential hostels. The campus is also rich in birdlife and flora.

How is MICA's faculty profile?

The MICA faculty believes in facilitating learning rather than merely teaching and encourages experimentation, ideation and exploration. MICA's faculty is a perfect blend of rigorous academics and rich industry experience. Apart from teaching, they undertake extensive research, conduct workshops, seminars and constantly contribute to their respective domains by producing new knowledge.

Their individual focus areas span across Marketing, Brand Management & Advertising, Research & Analytics, Media Management, Intercultural Communication, Social Change, Gender Studies, Consumer Behaviour, Entrepreneurship, New Media, Political Economy and Digital domains. The in-house faculty are drawn from practicing professionals and academicians from across the world, who are complemented by eminent visiting faculty from industry and academia.

MICA GOVERNING COUNCIL

TRIDIP SUHRUD

Ph.D (Chairperson)
Provost, CEPT University
Director, LD Institute of Indology
Ahmedabad

ABHAY MANGALDAS,

Heritage Entrepreneur &
Legacy Custodian
Ahmedabad

ANANTHA S. BABBILI

Ph.D
Carnegie Foundation/ CASE Professor
Texas A&M University, USA

BHASKAR DAS

Ph.D
Group President
Republic TV, Mumbai

HEMA VISWANATHAN

Founder
Barometer Research
Mumbai

KUNAL JESWANI

Chief Executive Officer
Ogilvy India
Mumbai

SANDEEP MENON

Co-founder
Meetzpro Global Solutions Pvt. Ltd.
Bengaluru

SANTOSH DESAI

Managing Director & CEO
Futurebrands India Ltd
New Delhi

SHAIENDRA RAJ MEHTA

Ph.D
President & Director
MICA Ahmedabad

PREETI SHROFF (INVITEE)

Ph.D
Dean
MICA Ahmedabad

SETHU IYER

Secretary
Head- Knowledge Management
MICA Ahmedabad



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 [MICA_ahmedabad](https://twitter.com/MICA_ahmedabad)



www.mica.ac.in