

# PLACEMENT REPORT

## 2022-23



PGP DIGITAL MEDIA & MARKETING  
COMMUNICATIONS



# MESSAGE FROM VICE CHANCELLOR



**Dear Reader,**

We at Jio Institute are committed to shaping the next generation of professionals who are equipped to thrive in a rapidly changing world. Our goal is to bridge the gap between industry needs and specialized skills through carefully crafted postgraduate programmes. Currently we offer two postgraduate programmes: (a) Artificial Intelligence & Data Science (AI&DS) and (b) Digital Media & Marketing Communications (DM&MC). These programmes are meticulously designed and mentored by expert academicians from renowned international universities. Our faculty comprises both academic and industry practitioners from India and around the world.

Our educational philosophy emphasizes holistic learning, combining academic excellence with personal development, practical skills, and real-world experiences. This comprehensive approach ensures that our students are well-prepared to step confidently into the professional world. Additionally, our curriculum includes a 'Study Abroad Module', offering students the opportunity to engage with global institutions and industry, broaden their perspectives, and gain valuable international exposure.

We place significant emphasis on cultivating a mindset oriented toward exploration and innovation, which we believe is essential not only for personal growth but also for driving positive change in society.



**Dr. Dipak Jain**

Former Dean, Kellogg School of Management, USA  
Former Dean, INSEAD, France







## ABOUT **JIO INSTITUTE**

Jio Institute is a multidisciplinary higher education institute set up by the Reliance Group. The Institute is dedicated to the pursuit of excellence by bringing together global scholars and thought leaders and providing an enriching student experience through world-class education, and a culture of research and innovation.

## OUR **VISION**

We envisage being a world-class higher education Institute through our multi-disciplinary academic programmes, and a culture of research, innovation, and entrepreneurship. To achieve this, we focus on creating relevant ecosystems for lifelong learning, developing an attitude of problem-solving, and associating with global scholars and thought leaders from around the world. With this solution-driven approach, Jio Institute aims to play a pivotal role in nation-building and nurturing global citizens.



# PILLARS OF **JIO INSTITUTE**



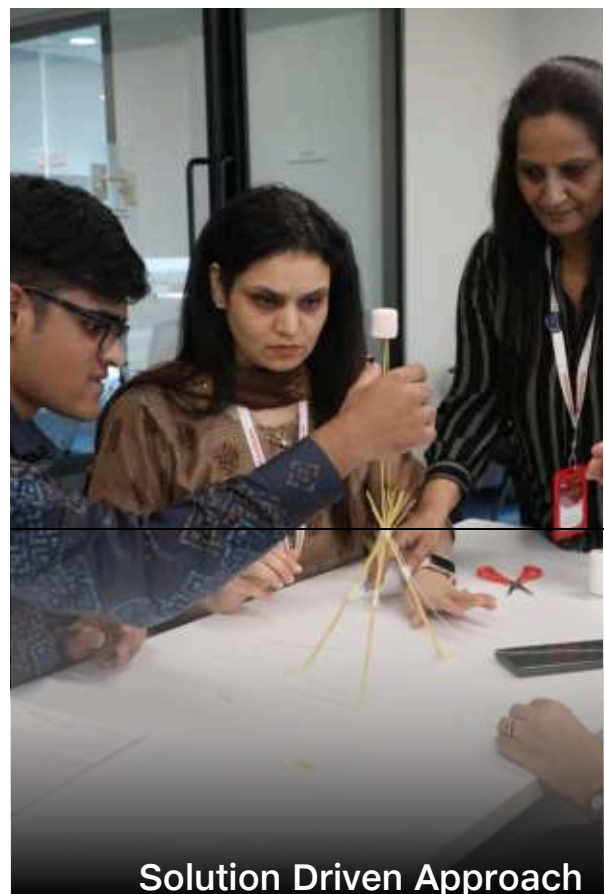
**Academic Excellence**



**Research Focus**



**Industry Relevance**



**Solution Driven Approach**





# PILLARS OF **JIO INSTITUTE**



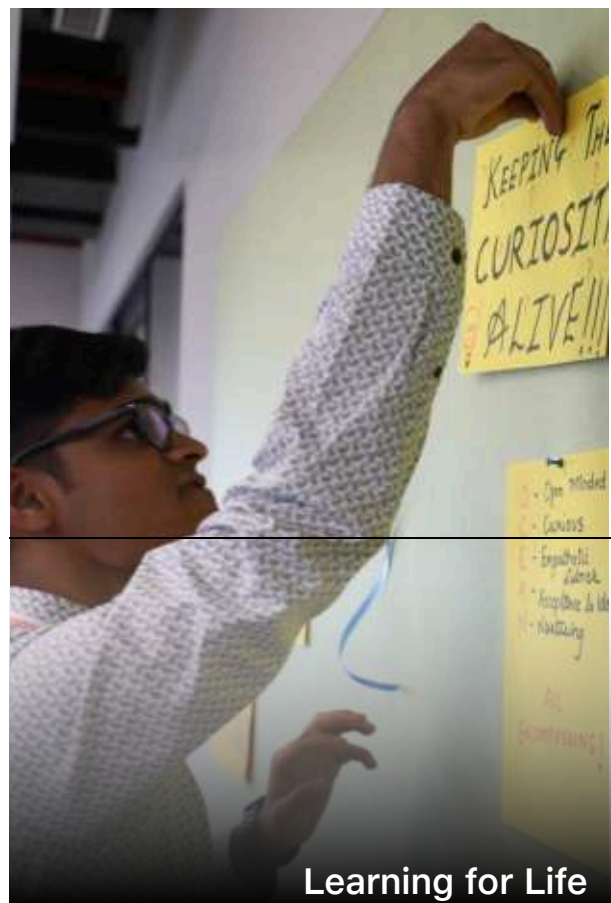
**Global Outlook**



**Holistic Education**



**State-of-the-art Infrastructure**



**Learning for Life**

## PROGRAMME OVERVIEW

# DIGITAL MEDIA & MARKETING COMMUNICATIONS

This postgraduate programme integrates modern marketing strategies, effective media communication and business fundamentals. The emphasis is on practical learning through projects and global exposure to prepare future leaders with strong marketing insights.

### **Foundation**

- Financial Management
- Business Communication
- Statistics for Business
- Economics
- Management & Strategy
- Entrepreneurship
- Consulting

### **Core**

- Consumer Behavior
- Brand Management
- Product Management
- Sales and Business Development
- Digital and Social Media Marketing
- Marketing Analytics and Research

### **Advanced**

- Advanced Business Analytics
- Digital Media Metrics & Analytics
- Strategic Negotiation
- B2B Marketing
- Media Planning and Buying

The programme equips graduates with skills in brand communications, digital media, and business analytics, along with expertise in crafting effective marketing strategies for diverse audiences. It also provides knowledge of leveraging large-scale data analytics and developing communication strategies.

The curriculum integrates applied projects, case-based learning, tools and frameworks, and global exposure through a 'Study Abroad Module' to offer a comprehensive learning experience



# DISTINGUISHED FACULTY

We bring together exceptional minds from around the world. Our faculty includes accomplished professionals, researchers and industry leaders. Our educators have a keen eye on current trends. Together, they collaborate to deliver an enriching learning experience for our students, drawing on their wealth of knowledge.



**Mr. Abhishek Hariharan**

Brand Strategy & Communications Consultant



**Mr. Anurag Mishra**

ICF-PCC Certified Leadership and Executive Coach



**Mr. Chandrachur Ghosh**

Former CEO, Digispice Technologies Ltd.



**Dr. Denish Shah**

Barbara and Elmer Sunday Associate Professor of Marketing, Founding Director of the Social Media Intelligence Lab, Director of the Marketing (CMO) RoundTable, Georgia State University, USA



**Mr. Dominic D'Souza**

Former Legal Head, Balaji Group, India



**Dr. Frank Mulhern**

Associate Dean of Research and Executive Director of Academic Programs in San Francisco, Medill School of Journalism, Northwestern University, USA



**Dr. Harsh Taneja**

Associate Professor, University of Illinois at Urbana Champaign, USA



**Dr. Michael Valos**

Honorary Director Industry Engagement, Department of Marketing, Deakin University, Australia



**Mr. Nitesh Mohanty**

Visual Artist & Design Consultant  
Adjunct Faculty, MICA, India

# DISTINGUISHED FACULTY



**Dr. Partha  
Krishnamurthy**

Larry J. Sachnowitz  
Professor of Marketing,  
Director of the  
Institute for Health Care  
Marketing, University of  
Houston, USA



**Dr. Prashant  
Malaviya**

Professor of Marketing  
and Senior Associate  
Dean, MBA Programs,  
McDonough School of  
Business, Georgetown  
University, USA



**Ms. Pratibha  
Vinayak**

Adjunct Professor at  
MICA, India



**Dr. Raj Sethuraman**

Harold Simmons  
Distinguished Professor and  
the Executive  
Director of the Center for  
Marketing Management  
Studies,  
Southern Methodist  
University, Dallas, Texas, USA



**Dr. Rajesh Panda**

Professor,  
Xavier Institute of  
Management, India



**Dr. Seshadri  
Tirunillai**

Associate Professor -  
Marvin Hurley Professor of  
Marketing &  
Entrepreneurship,  
University of Houston, USA



**Dr. Sharad Borle**

Associate Professor of  
Management,  
Rice University, USA



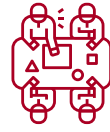


# APPLICATION-BASED LEARNING



## 01. Corporate Engagements

- Leadership Talks
- Visiting organizations for one-on-one interactions with thought leaders
- Understanding work-culture and work ethics
- Learning the best-practices in various work environments



## 02. Capstone Projects

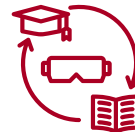
- Immersive projects on real-world problems
- Bridging gaps in theory and practice
- Addressing current industry challenges
- Developing critical thinking skills
- Interdisciplinary teamwork
- Engaging with industry professionals
- Develop practical solutions for industry-specific problems
- Integrate cross-disciplinary insights into project outcomes



## 03. Workshops

Focused workshops aimed at understanding the specific needs of different industries. The workshops are designed in such a way that, they:

- Provide tailored sessions for industry insights
- Highlight the distinct needs of various sectors
- Aim to provide a comprehensive understanding of industry requirements
- Deliver customized content addressing industry nuances



## 04. Study Abroad

Two-week long visit to partner foreign university including academic, industry and cultural modules.

- Global Perspective: Exposure to diverse cultures and viewpoints.
- Enhanced Networking: Opportunities to connect with international professionals
- Academic Enrichment: Access to unique courses and resources abroad
- Cultural Competence: Increased understanding of global business practices
- Expanded Professional Network: Connections with peers and professionals

# APPLICATION-BASED LEARNING



## 05. Conclave

The Institute organized a conclave that provided students with a valuable learning and networking opportunity. Renowned HR professionals shared insights on current practices, workplace culture, and engaging the millennial workforce.

The first session, 'Education & Workplace in the Digital Age: Advantages and Challenges,' highlighted the evolving role of HR, focusing on strategic approaches and challenges like remote work and employee engagement. The discussion stressed the value of human-centered practices and continuous upskilling.

The second session, 'Attracting Millennials: Strategies that Work,' covered approaches to engage millennial talent, emphasizing meaningful work, growth opportunities, and managing burnout.

**Mr. Sanjay Jog**  
Chief People Officer,  
Reliance Jio Infocomm, India

**Mr. Sandeep Joshi**  
Chief Talent Officer,  
Mobility Solutions, Jio-bp, India

**Mr. Barttanu Das**  
Head-Human Resources,  
Larsen & Toubro, India

**Mr. Jeeva Balakrishnan**  
SVP & Chief Talent Officer,  
Reliance Retail, India

**Mr. Kartik Rishi**  
Partner, People and Organization,  
PricewaterhouseCoopers, India

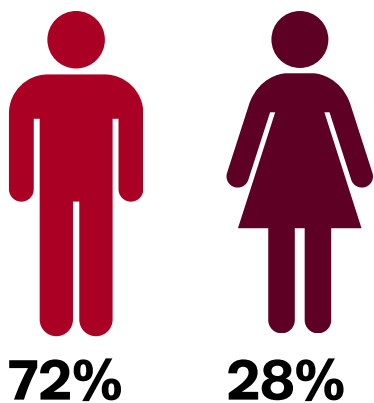
**Ms. Ruta Joshi**  
Head-Human Resources,  
Reliance Life Sciences, India



## CLASS PROFILE

# DIGITAL MEDIA & MARKETING COMMUNICATIONS

### GENDER DIVERSITY



TOTAL STUDENTS

**60**

AVERAGE AGE

**25.1** YEARS

NO. OF INDIAN STATES

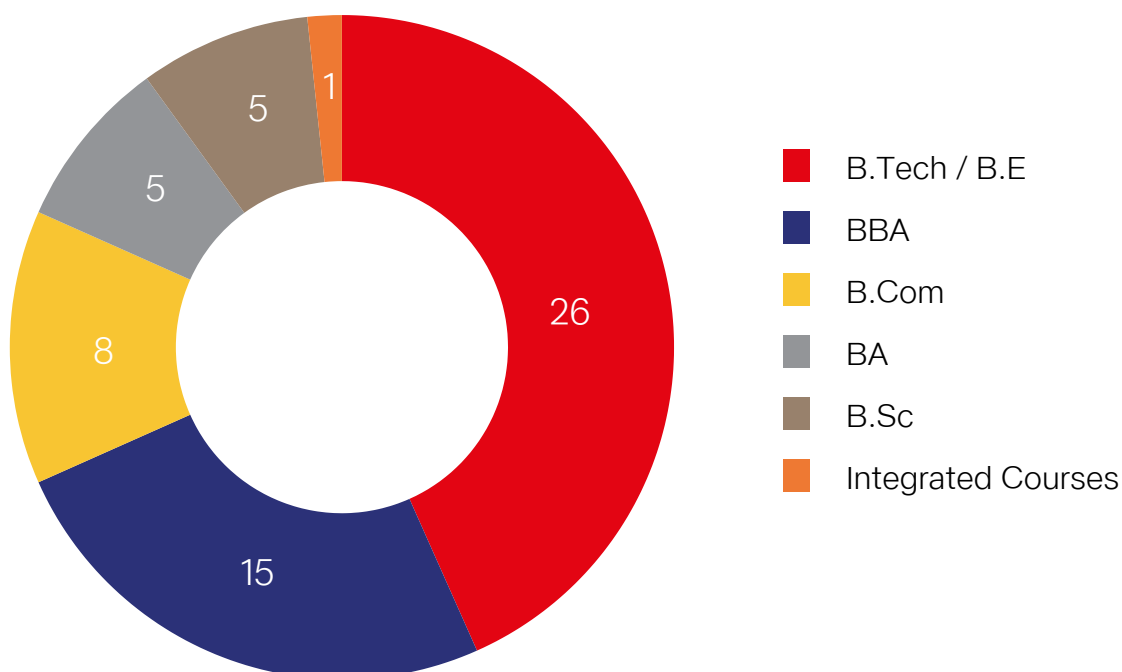
**15**

AVERAGE WORK EXP.

**4** YEARS

\*Batch comprised 3 students from Nepal, Bhutan and South Africa respectively

### EDUCATIONAL BACKGROUND

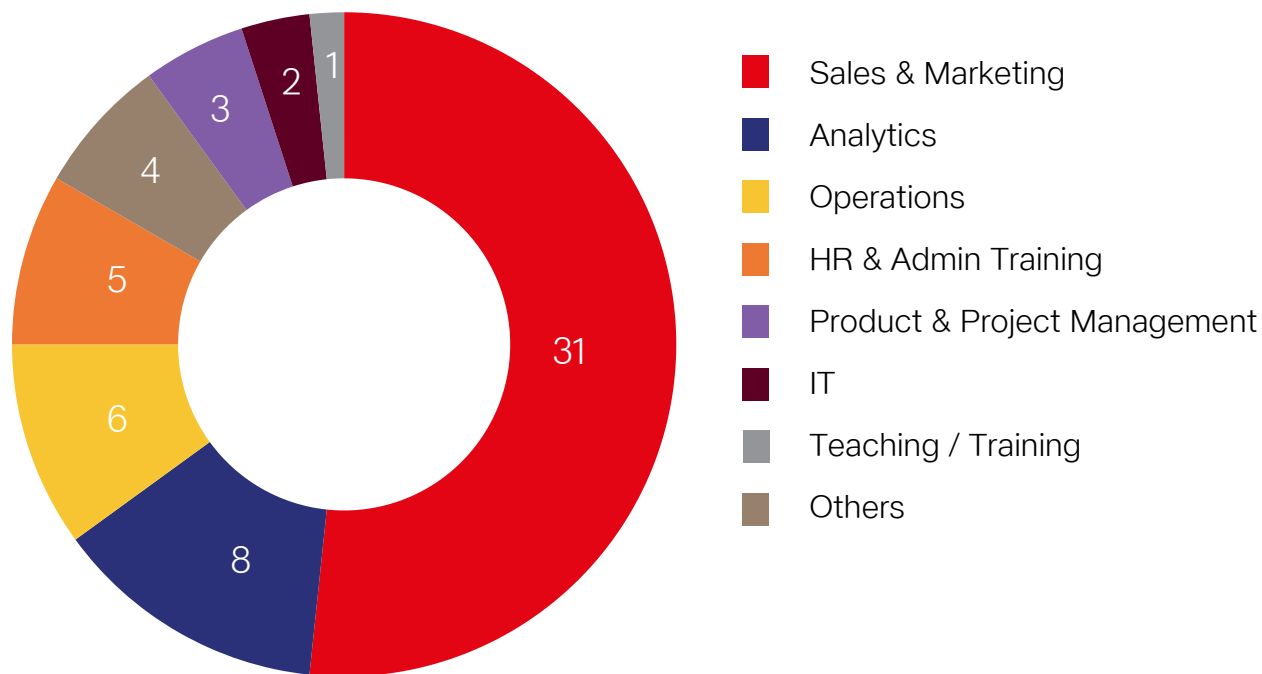




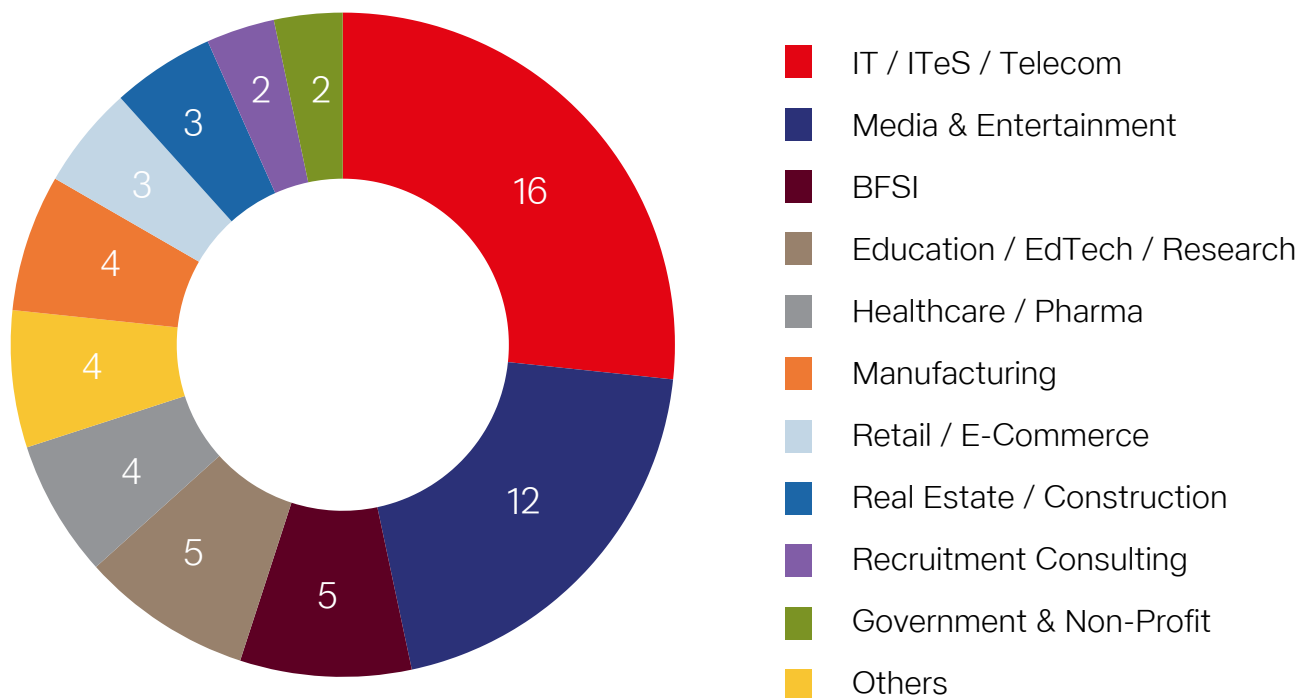
## CLASS PROFILE

# DIGITAL MEDIA & MARKETING COMMUNICATIONS

### FUNCTIONAL BACKGROUND



### INDUSTRIAL BACKGROUND



# OFFICE OF CAREER SERVICES



The Office of Career Services supports the students to realize their potential and professional aspirations, whether it is to pursue a corporate career, explore research opportunities or embark on entrepreneurial ventures. The Office offers a gamut of resources to upskill students and help them make informed career decisions. They offer comprehensive career support to the students.

## PLACEMENT SUPPORT

### 01. One-on-One Career Mapping

- Career-guidance sessions
- Exploring career options as per their professional expectations
- Identifying skills, strengths and interests to develop a career path
- Understanding organizational norms and industry expectations

### 02. Soft Skills Training Programme

- Self-Introduction
- Elevator Pitch
- Public Speaking & Debate
- Personal Grooming & Emotional Intelligence
- Resume Building
- SOP Writing
- Group Discussion
- Mock Interview

## LEVERAGING THE CORPORATE NETWORK

Jio Institute has developed a strong network of more than 250 corporate partners. The objective is to promote the convergence of academia and industry professionals to provide holistic education to the students.

The Institute engages with corporates by inviting them for:

1. Guests Talks
2. Masterclass
3. Conclaves



# PLACEMENT COMMITTEE

The Placement Committee plays a pivotal role in shaping the future careers of the students. Comprising dedicated representatives from the student body, this committee is selected through a rigorous process, ensuring that its members are fully committed to fostering a professional recruitment experience for both companies and candidates.

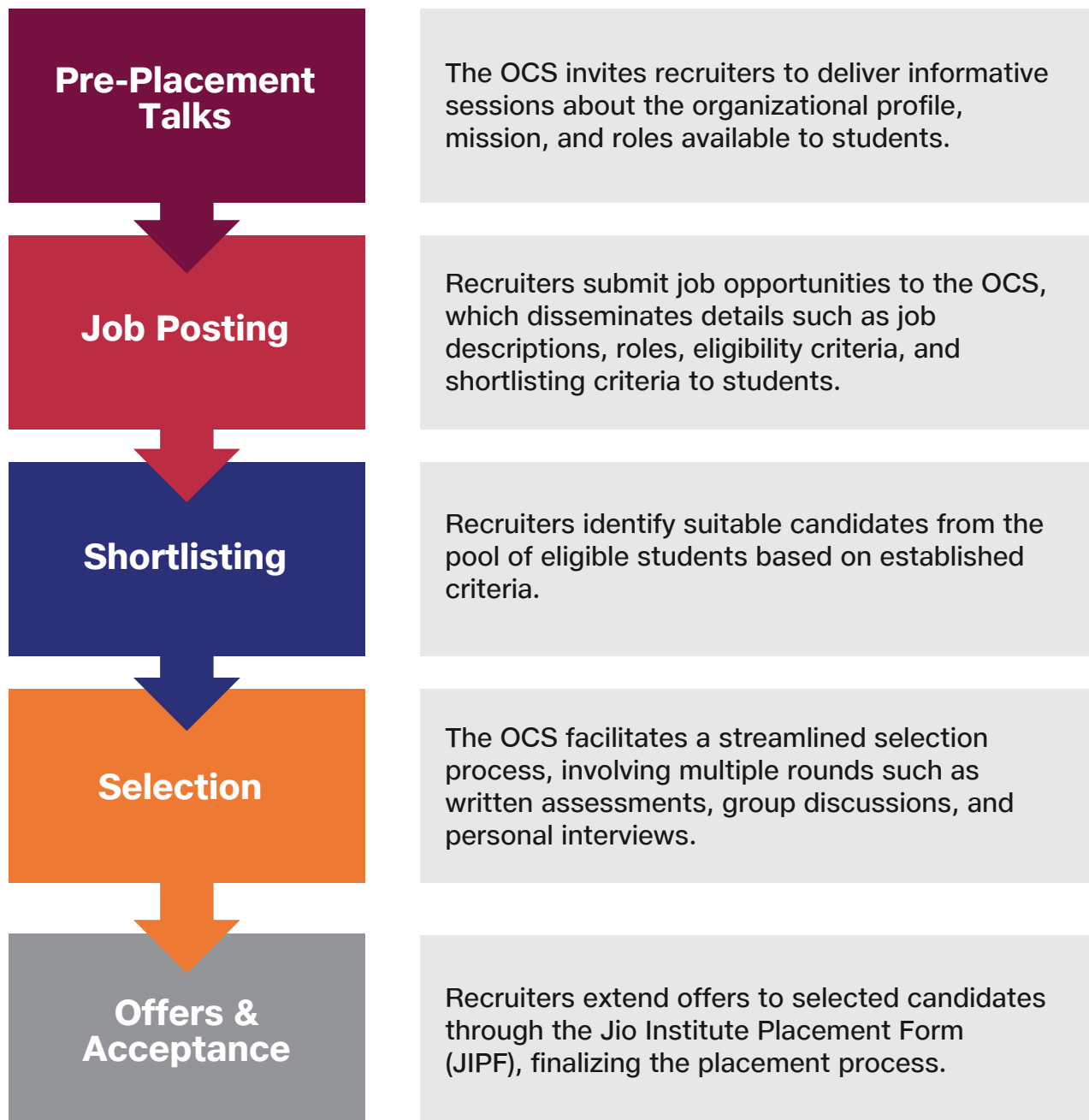
The committee works closely with the Office of Career Services throughout the year, to organize events, workshops and networking sessions that help students prepare for the challenges of the job market. Through their work, the Placement Committee ensures that every graduate leaves the Institute not only with excellent education but also with the skills, confidence and opportunities to succeed in their chosen careers.





# PLACEMENT PROCESS

To streamline the recruiting experience, the OCS follows a five-step process:



# RECRUITING ORGANIZATIONS



StatusNeo

**ADDVERB**



# ROLES

## OFFERED ON CAMPUS

### DIGITAL MEDIA & MARKETING COMMUNICATIONS



Marketing Manager



Campaign Manager



Market Growth Manager



Corporate Communications



Marketing Service Manager



Digital Publishing & Marketing



Digital Marketing Manager





# PLACEMENT DATA

## COMPENSATION

# 54

Students who received and accepted the offer\*

Highest Salary

24 LPA

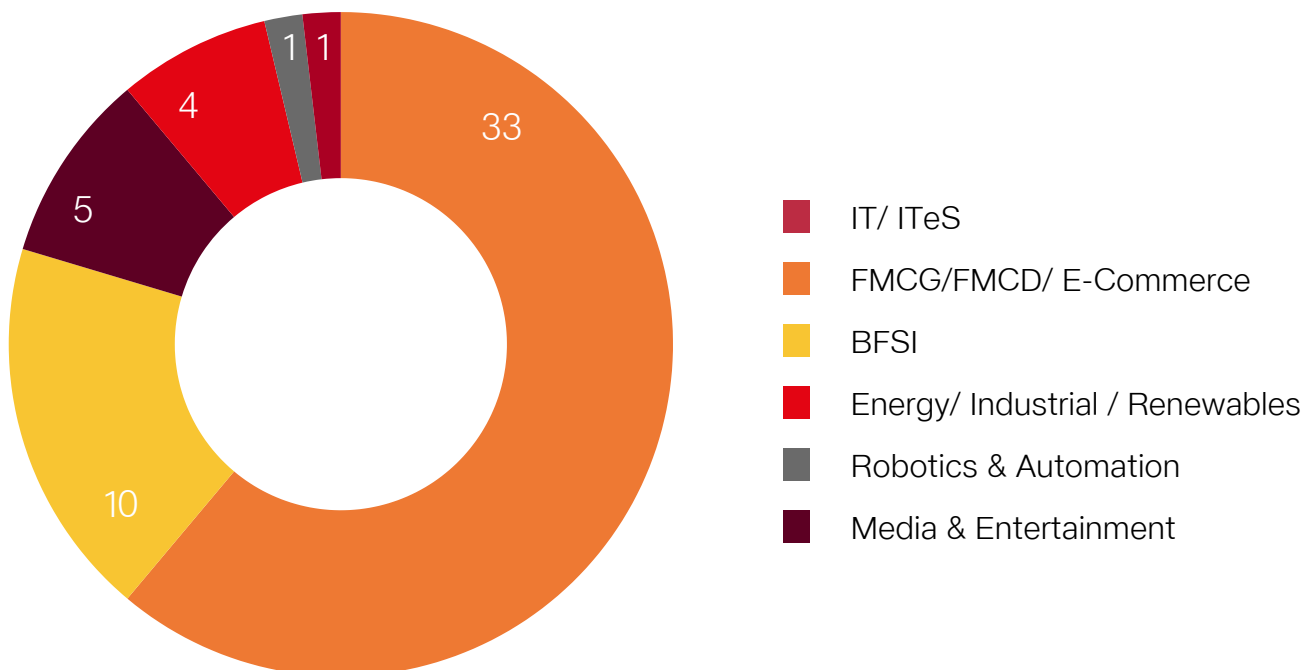
Average Salary

17.46 LPA

Median Salary

15 LPA

## PLACEMENT DATA: INDUSTRY WISE



\*Out of 60 students, one was company sponsored, two students voluntarily opted out, and three International students returned to their respective countries.



# STUDENT TESTIMONIALS



## **Harvinder Singh Sabarwal**

PGP 2022-23

Digital Media & Marketing Communications

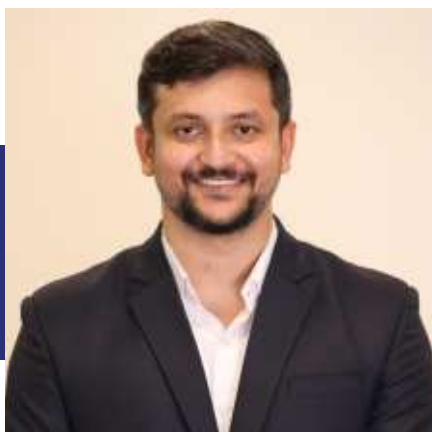
"What sets Jio Institute apart is the intense level of preparation offered by the Office of Career Services. The personalized career and capsule sessions helped me improve my industry knowledge and soft skills, while the mock interviews prepared me for the actual interviews. This preparation sharpened my interview skills, boosted my confidence and helped me secure my dream job"

## **Hetvi Bhavesh Goradia**

PGP 2022-23

Digital Media & Marketing Communications

"In the realm of Digital Media & Marketing Communications, exciting roles such as marketing manager, digital marketing specialist, campaign designer and corporate communications have been offered by companies such as Reliance Retail, Jio, Viacom 18, Addverb Technologies, Karkinos, Pidilite and many more"



## **Sachin Kumar Rai**

PPGP 2022-23

Digital Media & Marketing Communications

"When I first got here, I was amazed by the global faculty and kind of pedagogy that was being offered here. It is definitely a gold standard in India."

## **Deepanshi Gupta**

PGP 2022-23

Digital Media & Marketing Communications

"Jio Institute came as a blessing in disguise for me. The programme focuses on the holistic development of each and every student and makes us industry ready."

