

Digital Marketing

Advertising

Mass Communication

Event Management
Communication Design

Publicity

Brand Goodwill

Integrated Marketing Communication

Imagination

Public Relations



Corporate Communication

Public Relation

Innovative Idea

Government Relation

BRAND!

Be your own BRAND!

Media Relations

Planman Marcom Institute

Planman Marcom Institute has been promoted by PlanmanCHE (Planman Centre for Higher Education), an educational initiative under the aegis of one of India's largest multi interest consulting conglomerates, Planman. After being associated with one of the largest business schools in the world, The Indian Institute of Planning and Management, Planman decided to carry on the legacy of IIPM and hence ventured into various short term certificate courses in marketing communication and allied areas, through its educational services initiative - PlanmanCHE.



The various certificate courses that the school offers, is a reflection of Planman's expertise in this domain, gained over the years. Planman has been offering 360 degrees marketing consulting and brand building solutions to a huge gamut of clients globally, through its marketing consulting business division - Planman Marcom.

Currently the school offers certificate courses in Integrated Marketing Communications, Brand Management, Consumer Behavior, International Advertising, Digital Marketing, Advertising and PR. All the courses are designed in such a way, so as to enable students to master various touch points that are imperative in understanding customers' perceptions and building brands.

Although the course being offered is short term in nature, but the impact of the course leaves behind an indelible mark in the minds of the programme participants, as the lectures are delivered by professionals who have worked towards creating branding success stories and

have developed winning communications for various global and Indian corporations. Their approach towards the subjects are mostly case based, helping the students in grasping the finer concepts more efficiently.

About Planman Marcom:

Planman Marcom is the Marketing Communication solutions wing of Planman. It primarily offers solutions in Advertisement, Public Relations and Event Management and has managed top of the mind Indian and global brands with great creative impacts and panache. Its clientele boasts of names such as Maruti, KPMG, Zee TV, Colgate, Airtel, ICICI Bank, Godrej, Dabur, NIIT, Lifebuoy, Coke, HLL and Videocon, to name a few. Planman Marcom has always believed that "Business is Marketing" and to have a winning marketing proposition, there needs to be a great marketing communication process. It is with the same belief that Planman Marcom wishes to groom students and executives in order to help them create their own brand, in the dynamic world of marketing communications.

About Planman Group

The Planman Group is undoubtedly one of India's most futuristic institutions with a passion for taking India and its values global. Over the years, Planman has emerged as perhaps the most intellectual and influential business group in India with business interests in Strategic and Financial Consulting & Advisory, IT & ITeS, Education, Media and Entertainment. Its Consulting & Advisory wing, **Planman Consulting**, is the largest multi-interest management consulting firm in India with key divisions being represented by the leading names - **ICMR & GSIC**. With a strength of over 1500 people, Planman's IT initiative, **Planman Technologies** - a member of NASSCOM and an ISO 9000, ISO 27001 company - is one of the fastest growing IT companies in India. **Planman Financial**,



PLANMAN
CONSULTING

the financial advisory arm of Planman, advises leading organisations across the globe in financial engineering and management of financial resources. **Planman MARCOM** provides creative communication consulting to the whos who of corporate India in the areas of Print Advertising, Sports & Celebrity Management and Events. ICPAR, one of the leading Public Relations and Brand Communication firms in India, is a Planman Marcom initiative. The media venture of Planman, **Planman Media** has made a formidable mark in the media space through its offerings - *The Sunday Indian*, *The Human Factor*, *Business & Economy* and *4Ps Business & Marketing*. The group's entertainment arm, **Planman Motion Pictures** is already a leading name in the world of filmed entertainment in Bollywood and abroad. Most of its films have been award winning and highly acclaimed. It has already produced over 7 full length feature films in Hindi, English and regional languages. In 2007, one of its productions - *Dosar* - got selected in the Tous les Cinemas du Monde (World Cinema Category) at the Cannes Film Festival, considered the

most prestigious film festival in the world. The company has also created a niche for itself in the areas of showbiz and entertainment, by managing some of the biggest music concerts for MLTR, BoneyM, Air Supply, amongst others, in India. **The Great Indian Dream Foundaton** is Planman's social sector initiative and has been supported by none other than the legendary Sachin Tendulkar himself. GIDF works across India in athe areas of Health. Education, Environment and Employment. Planman, through its educational initiative, **Planman Centre for Higher Education** (PlanmanCHE) aims to fulfill the growing industry needs worldwide of highly competent and educated manpower, by offering various Certificate, UG and PG programmes in a diverse functional spectrum in which the group has already proved its leadership. Additionally, PlanmanCHE also leverages the academic legacy of IIPM, with which it has partnered in the areas of management education for several years, thereby committing to offer a world class education through advanced campus infrastructure and the best of faculty members to all its students.

From the desk of Founder Director

In today's fast paced and dynamic corporate environment, other than quality education, it is highly imperative to constantly upgrade oneself with the right knowledge and the required skill sets. There is a tremendous amount of pressure on every individual to perform better than the rest, in order to climb up the corporate ladder in a highly competitive job market. This is where PlanmanCHE helps you differentiate yourself from others in terms of your intellectual capability and personality traits.

We, at Planman, have been working very closely with various Indian and global corporations for over a decade and have also been associated with one of the most dynamic business schools in the world, IIPM. This association helped us understand the needs of the various sectors of the economy - the required skill-sets, the functional knowledge and the behavioral qualities that they look forward to in their employees. This therefore makes it an easier exercise for us to train individuals who aspire to grow in their career. Through the different schools



Prof. Arindam Chaudhuri

Management Guru, Noted Economist, Author and Entrepreneur

of higher learning, under Planman Centre for Higher Education (PlanmanCHE), we offer to bring about a complete transformation to your personality and make you not only job-fit, as per the industry requirement, but also promise to make you a responsible citizen of the country, committed towards the welfare of the weaker section of the society.

The entire process of transformation starts the very day you join us and then we hand-hold you till the conclusion of the course and help you build upon your level of confidence. As a participant of any of the PlanmanCHE Schools, we ensure that you not only gain functional knowledge in a specific area, but also get groomed by the smartest of faculty members helping you gain an impressive personality and an excellent communication skill. Within a few weeks of your enrollment, you will

feel the change - your overall outlook to the world around you will also get transformed, making you more empathic and responsive to your surroundings. The overall experience at PlanmanCHE is simply world-class - from the most advanced wi-fi campuses to the well-stocked libraries, from the best of industry experts to the engaging project assignments - you could not have desired anything better. Add to this the regular mentoring sessions conducted by the Planman experts, and you know for sure the kind of career that beckons you, post the programme.

I welcome you all to this journey of your lifetime - a journey that will take you to your desired destination with a lot of passion and commitment from our end and your decision to join us will surely stand by your side, for years to come.

Programmes offered*

PlanmanCHE's strategic association with the largest business school in the world, IIPM, has aided it in designing different types of programmes at the Certificate, UG or PG level. All students who successfully complete the UG/PG programme, would be awarded a certificate from PlanmanCHE. Additionally they are awarded **BA+MA / MBA degree from IMI, Belgium.**

As a marketer, one needs to understand the market need, identify the right target audience, package the product, price it sensibly, put it on display at the best show-window and sell it to the customer with a lot of conviction. When this entire chain of activities are performed with perfection, within a competitive business environment, then only may one see the desired results. As a student of marketing communications at Planman Marcom Institute, you will be exposed to a wide array of marketing disciplines that will help you to expand your horizon.



Code	Programme Name	Duration
A	Certificate Programme in Digital Marketing	6 months
B	Certificate Programme in Advertising Management & Branding	6 months
C	PG Programme in Advertising & Integrated Marketing Communication	12 months
D	PG Programme in Public Relations and Corporate Communication	12 months
E	UG Programme in Advertising & Integrated Marketing Communication	24 months
F	UG Programme in Public Relations and Corporate Communication	24 months
G	Integrated Programme in Advertising & Integrated Marketing Communication	36 months
H	Integrated Programme in Public Relations and Corporate Communication	36 months

*PlanmanCHE reserves the right to change/ drop the courses with/without prior notification

Admissions & Fees

Planman Marcom Institute works towards creating confident individuals with the right attitude and skill sets in the fields of marketing and advertising. Admission is open to anyone who would like to gain an edge over others in their desired career path - at entry or middle level.

Who may apply?

Any fresh graduate who would like to gain a short term specialised skill in marketing or advertising
Any working executive who would like to move up in his career by acquiring fast track knowledge and skill sets required in the marketing or advertising domain



How to apply?

You may apply through any of the following two processes:

- 1. Walk-in-admission:** Walk into any of the admission offices of PlanmanCHE (check our addresses on the back cover) and submit an on-the-spot admission form for any of the courses that you want to opt for.
- 2. On-line admission:** Visit the PlanmanCHE website to download an online admission form. Once downloaded, take a print out of the form, fill it up completely and dispatch it to the nearest PlanmanCHE admission office.

Admission Process

There are no entrance tests conducted. Instead, you need to go through a process of Group Discussion and Personal Interview, based on parameters pertaining to EQ (Emotional Quotient) and overall personality mapping. You will be informed of your admission status within a week of the Personal Interview.

Fee:

Fees to be paid as per the fee schedule provided at the time of admission. For 6-month programmes, the fee needs to be paid in 2 installments, while for programmes which are longer in duration, a student may pay in 3-4 installments. (The fee break-up is provided in the separate fee sheet attached with this brochure.)

The admission fee, a retention fee and the refundable caution deposit (wherever necessary) need to be paid at the time of admission.

Mode of payment: All fees are to be paid by Bank Drafts payable at New Delhi. Cheque / Cash will not be accepted.

Caution Deposit: Caution / Security Deposit is charged for specific technical courses and is not a mandatory component of the tuition fee for all the courses. It is refunded not earlier than three months after the completion of the course.

Infrastructure

At PlanmanCHE, we have always believed in providing the most comfortable learning environment to our students, to facilitate a better learning process, which is fun-filled, simple and more engaging. With this commitment, we have ensured that all our campuses have the very best of infrastructural facilities, setting an enviable benchmark for others to follow.

All our campuses are Wi-Fi enabled, allowing students free access to the World Wide Web or data servers from any corner of their respective campuses. Since we operate in an on-line work environment, hence, students get to submit their projects, assignments, etc. to the faculty members online. At the same point of time, access to dedicated student



servers help the students to download notes, test scores, attendance records and other important information without much hassle. With fully air-conditioned classrooms, equipped with the latest A/V equipments, all the campuses are an amalgamation of latest technology and modernity.

All the campuses have specially designed training labs to facilitate intensive learning for various practical courses. Additionally, depending on the programme requirements, there are modular simulation labs to help the students in enhancing their research activities. Students also spend a considerable amount of time in the campus library, which are stacked with numerous academic titles - books, journals, magazines and CD ROMs. The libraries also have an online indexing and title search facility, enabling students to locate a specific title and its availability, thereby speeding up the search process.

All the Planman Schools are located in the heart of the city and are well connected with public transport facilities from all corners. This is planned specially keeping students convenience in mind.



Admission Offices

NEW DELHI : D -2, Southern Park, Level II, Saket, New Delhi

GURGAON : IIPM Tower-1, Building No.79, Sector 32, Gurgaon

NOIDA : C-56/30, Sector -62, NOIDA

MUMBAI : IIPM Tower, Plot No. E-781, S.V. Road, Khar (W), Mumbai

BANGALORE : IIPM Tower, 419, 100 ft. Road, Koramangala, Bangalore

HYDERABAD : IIPM Tower, 6-3-252/2, Erramanzil, Banjara Hills, Hyderabad

AHMEDABAD : IIPM Tower, 19, Inqulab Society. Opp. Sears Tower, Gulbai Tekra, Opp. C.G.Road

PUNE : IIPM Tower, 893/4, Bhandarkar Road, Deccan Gymkhana, Pune

CHENNAI : IIPM Tower, 145, Marshall's Road, Egmore, Chennai

BHUBANESHWAR : A-411 Saheed Nagar, Vani Vihar Square, Janpath, Bhubaneswar

LUCKNOW : 16, Ashok Marg, HAZRATGANJ, Lucknow

CHANDIGARH : C-127, Phase 8, SAS Nagar, ELTOP Industrial Area, MOHALI

JAIPUR : SB 39B, Rambagh circle, Bapu Nagar, Jaipur

KOLKATA : AQ 6, Sector V, Salt Lake City, Near Technopolis, Kolkata

BHOPAL : 278-279, Sarv Dharam, B-Sector, Kolar Main Rd. Near Kolar Bridge, Bhopal

INDORE : Near Bombay Hospital, Commercial Plot No - 3, PU-4, Indore, M.P.

COCHIN : Starlight Arcade, 40/9210 Dwarai Swami, Iyyer Lane, MG Road, Ernakulam, Cochin

DEHRADUN : 74, Rajpur Road, Dehradun

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