



Marketing route



The Institute of Marketing Communications India introduced the commencement of admissions for its postgraduate diploma in marketing and brand direction. The basic eligibility is to have a graduation degree. However, this is the minimum standard and any degree holder above this particular point is also welcome to join the course. Selection will be based on the personal interview. The aim of the course is to enhance the capacity to use the power of brand and the strategic tactics of marketing to capture the attention is your major concern. Last date for submission is 31 March. For further details, visit: www.imciindia.org.

