

# The Tribune Jobs & Careers

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COURSE CRUISING

## PG diploma in Digital Marketing

The Institute of Marketing Communications India is inviting applications for admission to its one-year PG diploma and six-month executive diploma in Digital Marketing.

**The course:** This course gives candidate full practical knowledge about the various aspects of digital marketing like Digital Marketing Concepts, SEO, Social Media Marketing, Basics of web designing and development, Mobile and E-mail Marketing etc.

**Eligibility:** The basic eligibility for the PG course is a bachelor's degree. However, this is the minimum standard and any degree holder above this particular point is also welcome to join the course. The PG diploma in Digital Marketing is a course for one year. Selection will be based on the personal interview

**How to apply:** The application form can be purchased from institute office or can be obtained from official website of IMCI, which contains the link to choose a course, select the schedule and pay for it in a clear and stepped manner.

**Deadline:** March 4, 2017

**Checkout:** [www.imciindia.org](http://www.imciindia.org)

## Diploma in Medical lab Technology

Delhi Paramedical & Management Institute (DPMI) invites applications for one-year full-time Diploma in Medical Lab Technology and 6 months Certificate courses in Medical Lab Technology.

**The course:** It is one of the most well-known paramedical professions which are a vital part of medical care. The programme aims to provide efficient and balanced training in laboratory medicine. This course offers challenging career in a hospital, minor emergency centers, private laboratory, blood donor centers, doctor's office or clinics.

**Eligibility:** Minimum qualification for securing admission to Diploma programme is Class XII pass and for the certificate programme is Class X pass from any recognised board.



**How to apply:** The application forms & brochure may be obtained from admission office of Delhi Paramedical & Management Institute, New Ashok Nagar Delhi-96

**Deadline:** March 7, 2017

**Checkout:** [www.dpmiindia.com](http://www.dpmiindia.com)

## Mass communication course

The Delhi School of Communication (DSC) invites applications for its XXII<sup>nd</sup> Post Graduate Programme in Communication (PGDPC). This integrated programme awards PGDPC (Post Graduate Diploma Programme in Communication) along with the MA JMC (Masters in Journalism and Mass Communication).

The DSC programme covers all the relevant subjects such as Advertising, Entertainment Marketing, Public Relations, Digital Marketing and Branding. DSC was started by a group of industry leaders and academicians, who felt a need to better align academics

with industry requirements.

Industry exposure via internships are entitled to pursue an internship (full day work experience) for up to 4 months and apprenticeship (half day work experience) between 3 to 6 months.

**Eligibility:** Graduates or students in the final year of graduation (all streams) are eligible to apply. For admission to DSC, students have to clear either the MAT/CAT examination or DSC'S internal Admission Test. The DSC admission test is of 1 ½ hrs duration, focuses on basic reasoning, logic and creative writing skills, in addition to basic knowledge of Advertising and Media. Thereafter, a candidate need to take a ½ hr Psychological Test, designed to assess a candidate's creative writing skills and emotional quotient.

**How to apply:** Application forms may be downloaded and submitted online at [www.dsc.edu.in](http://www.dsc.edu.in).

**Deadline:** March 3, 2017

**Check out:** Those interested may email their queries at [info@dsc.edu.in](mailto:info@dsc.edu.in)

