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ABOUT **MICA**

MICA, Ahmedabad, is the only institute in Asia dedicated to creating leadership in Strategic Marketing and Communication.

MICA's mission is to develop empathetic leaders and thinkers who are creative and adaptive problem-solvers for a rapidly changing world. Experiential learning, real-time case studies analysis and intensive industry engagement ensure that students get a firm foothold in the skills necessary to excel as market leaders.

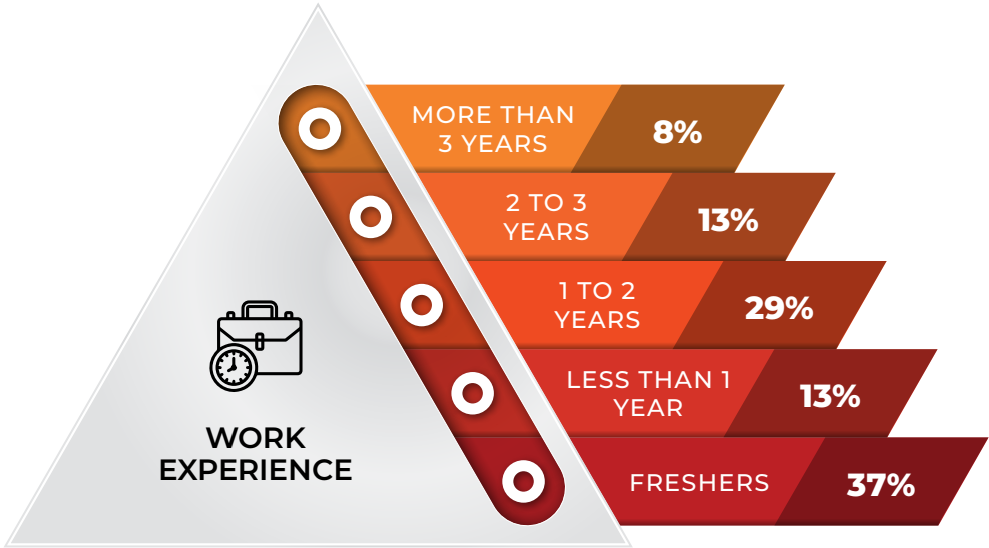


PLACEMENT **OVERVIEW**

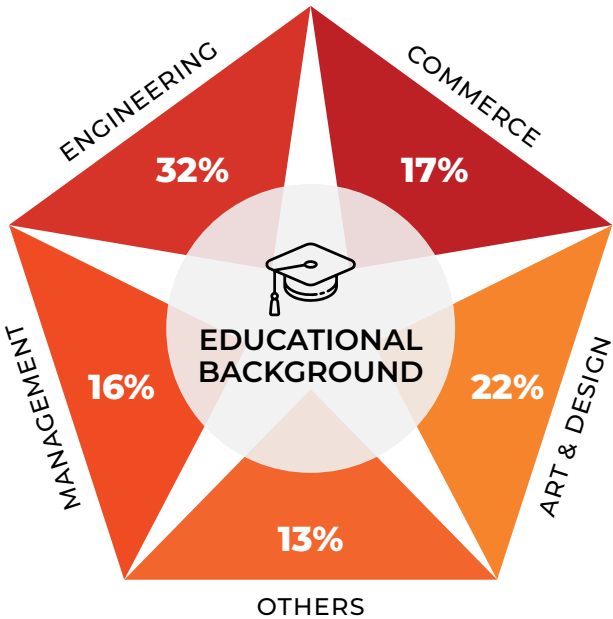
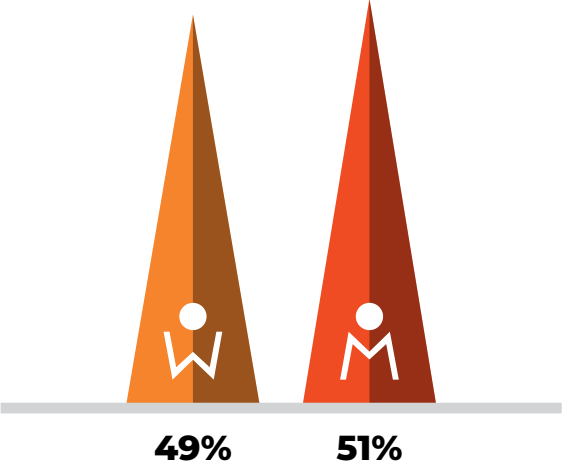
MICA has achieved yet another consistent 100% placement record, demonstrating its commitment to student success. With over 87 companies participating, students had numerous opportunities, and many successfully converted their internships into pre-placement offers, marking a 70% increase in PPOs this year. Notably, FMCG companies have recruited the maximum number of students, highlighting the industry's interest in MICA talent. The salary offers at MICA have remained consistent with the previous year, indicating the institute's credibility with the Industry. MICA's ability to attract both regular and breakthrough companies ensured diverse and lucrative opportunities for its graduates. Additionally, this year, new roles such as Founder office/CEO office roles for strategy, GEO Success Specialist, Strategic Development Office, Treasury and Growth Strategy roles have been offered, expanding career horizons for our students. Over 54 new companies took part in the campus hiring process, and the average package indicates continued demand for MICA talent and reinforces the institution's reputation of maintaining a robust and industry-ready curriculum, thereby producing leaders and problem solvers in the fields of communications, marketing and strategy.

The campus placement drives saw offers from well-known companies in various sectors such as Consulting, FMCG, FMCD, BFSI, IT&ITES, Market Research, E-commerce, Analytics, Media & Entertainment, Marketing agencies, Real Estate, and more...

BATCH PROFILE



GENDER RATIO



HIGHLIGHTS

Placements at MICA stand testament to its domain leadership in the field of Strategic Marketing and Communications.

100%
PLACEMENTS

INR 35,50,000
HIGHEST CTC

INR 19,21,535
AVERAGE CTC

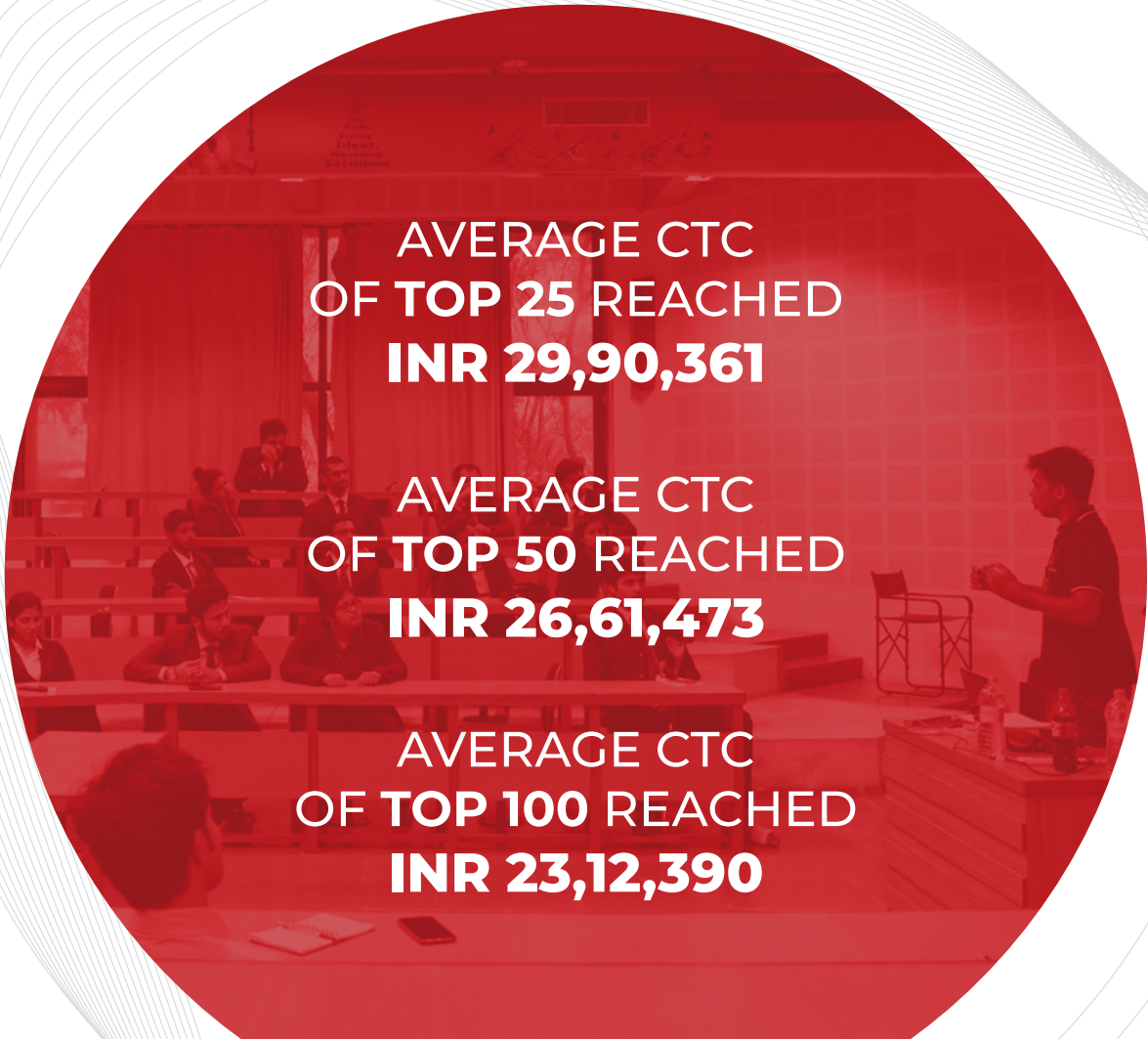
INR 18,00,000
MEDIAN CTC

195
STUDENTS
APPEARED


AVERAGE CTC
OF TOP 25 REACHED
INR 29,90,361

AVERAGE CTC
OF TOP 50 REACHED
INR 26,61,473

AVERAGE CTC
OF TOP 100 REACHED
INR 23,12,390



SECTOR OVERVIEW

| | | | HIGHEST CTC | AVERAGE CTC |
|---|---------------------------------|--------------|----------------|----------------|
|  | FMCG | 38 OFFERS | INR 35,50,000 | INR 22,49,647 |
|  | IT/ITES | 25 OFFERS | INR 31,75,000 | INR 21,07,635 |
|  | FMCD | 35 OFFERS | INR 27,00,000 | INR 18,30,929 |
|  | MEDIA & ADVERTISING | 32 OFFERS | INR 29,00,000 | INR 16,25,405 |
|  | ANALYTICS, BFSI & CONSULTING | 35 OFFERS | INR 29,04,000 | INR 19,92,677 |
|  | OTHERS | 31 OFFERS | INR 23,13,676 | INR 16,67,452 |

ROLES OFFERED

Account Planner/
Solution Leader

Analytics
Professional

APAC Field
Marketing
Professional

Assistant Digital
Communication
Manager

Consultant-
Marketing Services

Associate
E-Commerce
Manager

Brand Innovation
Strategist

Brand Manager

Brand Sales

Brand Storytelling
Specialist

Brand Strategy
Specialist

Business
Development
Manager

Business Growth

Client Success &
Growth

Communication
Strategy Manager
(Strategic
Communication
Planning)

Consultant
– Program
Management
Edtech

Data Scientist

Digital Marketing

Digital & Corporate
Communications
Specialist

Ecosystem
Marketing Insights
Professional

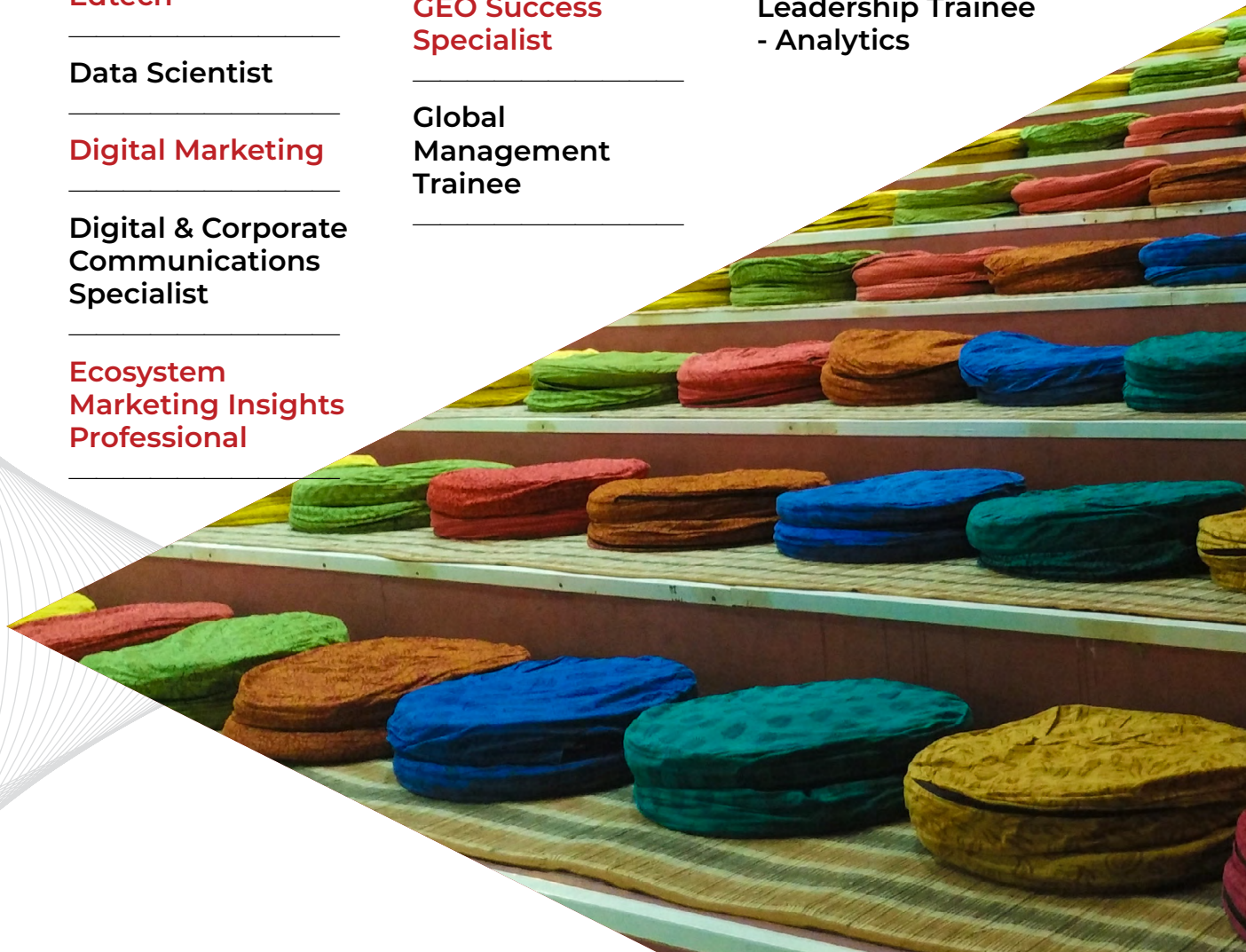
Functional Trainee
- Response

GEO Success
Specialist

Global
Management
Trainee

Lead - Strategy &
Growth

Leadership Trainee
- Analytics



ROLES OFFERED

Leadership Trainee
- Client Leadership

Management
Consulting Analyst

Management
Trainee

Manager -
Corporate
Communications

Manager - SME
Business

Manager - DTC
Marketing
Communications

Manager - Digital
Planning

Marketing &
Sales Manager
(Domestic Market)

Marketing &
Strategic Alliance

Marketing and
Communications
Manager

Marketing
Automation
Professional

Marketing/
Communication

MT - CEO Office

Paid Media
Specialist

Principal Associate
- Campaign
Manager

Product Manager

Product Marketing
Manager

Product Specialist

Program Manager
- CBC

Program Manager
- Corporate
Branding

Project
Management
Analyst

Relationship
Manager -
Treasury

Research Manager

Sales & Marketing
Manager

Senior Analyst

Senior Manager
- Strategic
Development
Office

Senior Product
Specialist

Senior Manager
Content Creator -
Content Writing
Department

Senior Product
Specialist

Sr. Manager
Content Creator -
Content Writing
Department

Sr. Specialist,
Account
Management

Sr. Specialist,
Marketing

OUR RECRUITERS

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CONTACT US

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**STUDENTS
PLACEMENT
COMMITTEE**

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