



SUMMER 23
PLACEMENT 24
REPORT

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.



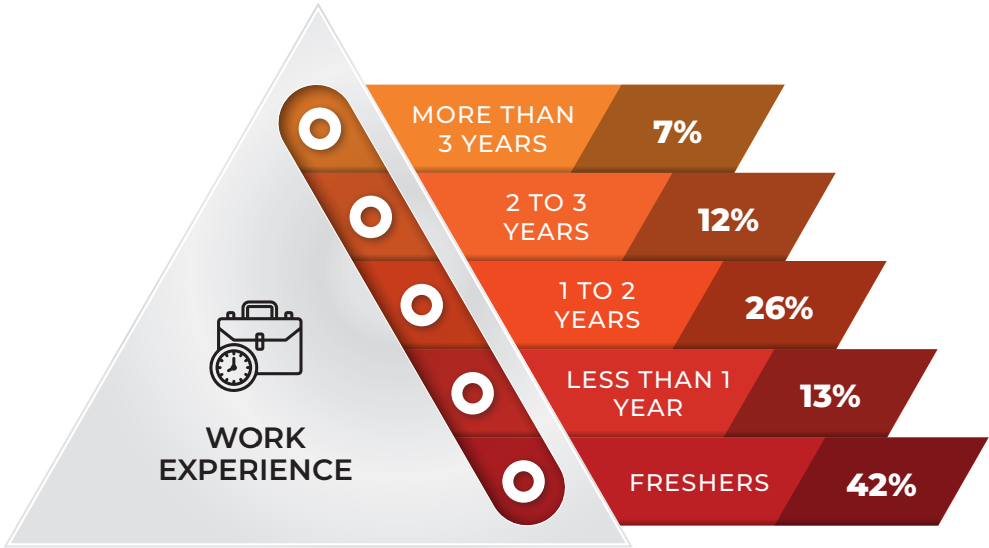
PLACEMENT **OVERVIEW**

MICA's successful completion of its summer placement season further reinforced its position as one of the top B-Schools in the country. Esteemed organizations demonstrated their trust in the students' abilities by offering notable positions to the class of 2023-25 in both PGDM-C and PGDM programs. The addition of 44 new recruiters for internship opportunities indicates a growing recognition of the unique advantages that a MICA brings. The diverse participation of over 85 organizations across various industries and sectors demonstrated their confidence in the quality of education and talent nurtured at MICA.

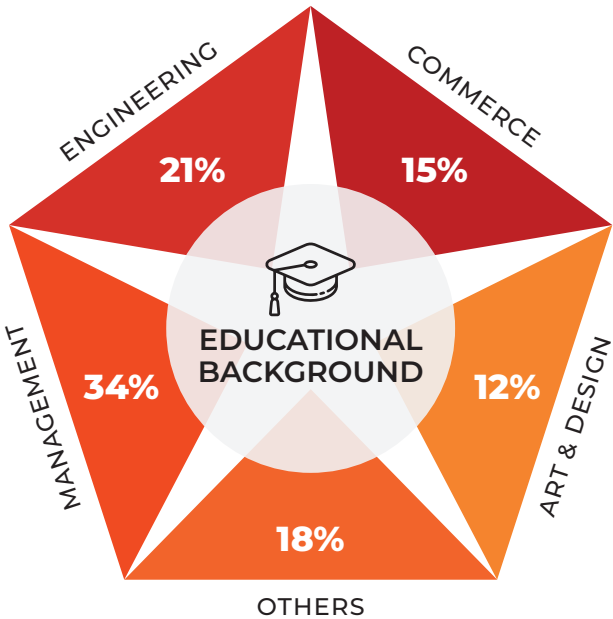
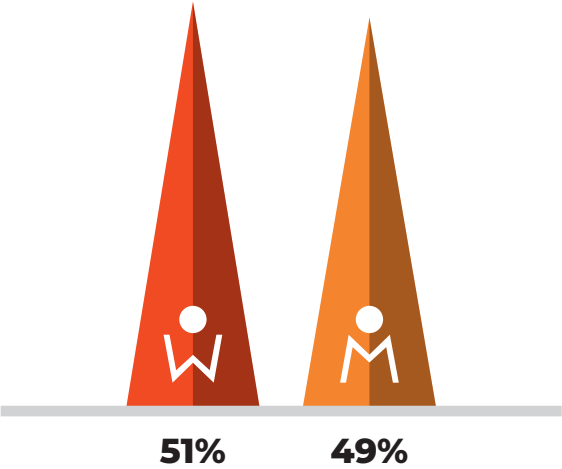
We express our gratitude to our valued recruiters for their continuous support and look forward to building strong and enduring relationships. We also extend our profound appreciation to our esteemed alumni, who not only strengthened connections with the industry but also facilitated the forging of new partnerships.

Congratulations to the students for their exceptional performance!

BATCH PROFILE



GENDER RATIO



HIGHLIGHTS

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

100%
PLACEMENTS

₹ 4,55,000
HIGHEST STIPEND

₹ 1,51,800
AVERAGE STIPEND

₹ 1,20,000
MEDIAN STIPEND


199
STUDENTS
APPEARED

AVERAGE STIPEND
OF TOP 25 REACHED
₹ 3,63,800

AVERAGE STIPEND
OF TOP 50 REACHED
₹ 3,01,820

AVERAGE STIPEND
OF TOP 100 REACHED
₹ 2,29,810

SECTOR OVERVIEW

			HIGHEST STIPEND	AVERAGE STIPEND
	FMCG	43 OFFERS	₹ 4,55,000	₹ 2,20,116
	IT/ITES	15 OFFERS	₹ 2,40,000	₹ 1,55,732
	FMCD	24 OFFERS	₹ 3,00,000	₹ 1,95,832
	MEDIA & ADVERTISING	39 OFFERS	₹ 3,00,000	₹ 1,02,050
	ANALYTICS, BFSI & CONSULTING	31 OFFERS	₹ 4,00,000	₹ 1,29,032
	OTHERS	47 OFFERS	₹ 3,00,000	₹ 1,16,595

ROLES OFFERED

Strategy &
Consulting

Sales & Marketing

Public Affairs,
Communications
and Sustainability

General
Management

E-Commerce

Business Intern

B2B Sales

Programming
Strategy &
Research

Creative
Communication

Core Business
Functions

Corporate
Communication

Brand Marketing

Marketing
Strategy

Brand Solutions
Intern

Account Planning

Content Design

Analytics

Brand
Development

Digital Media
Management

Influencer
Marketing

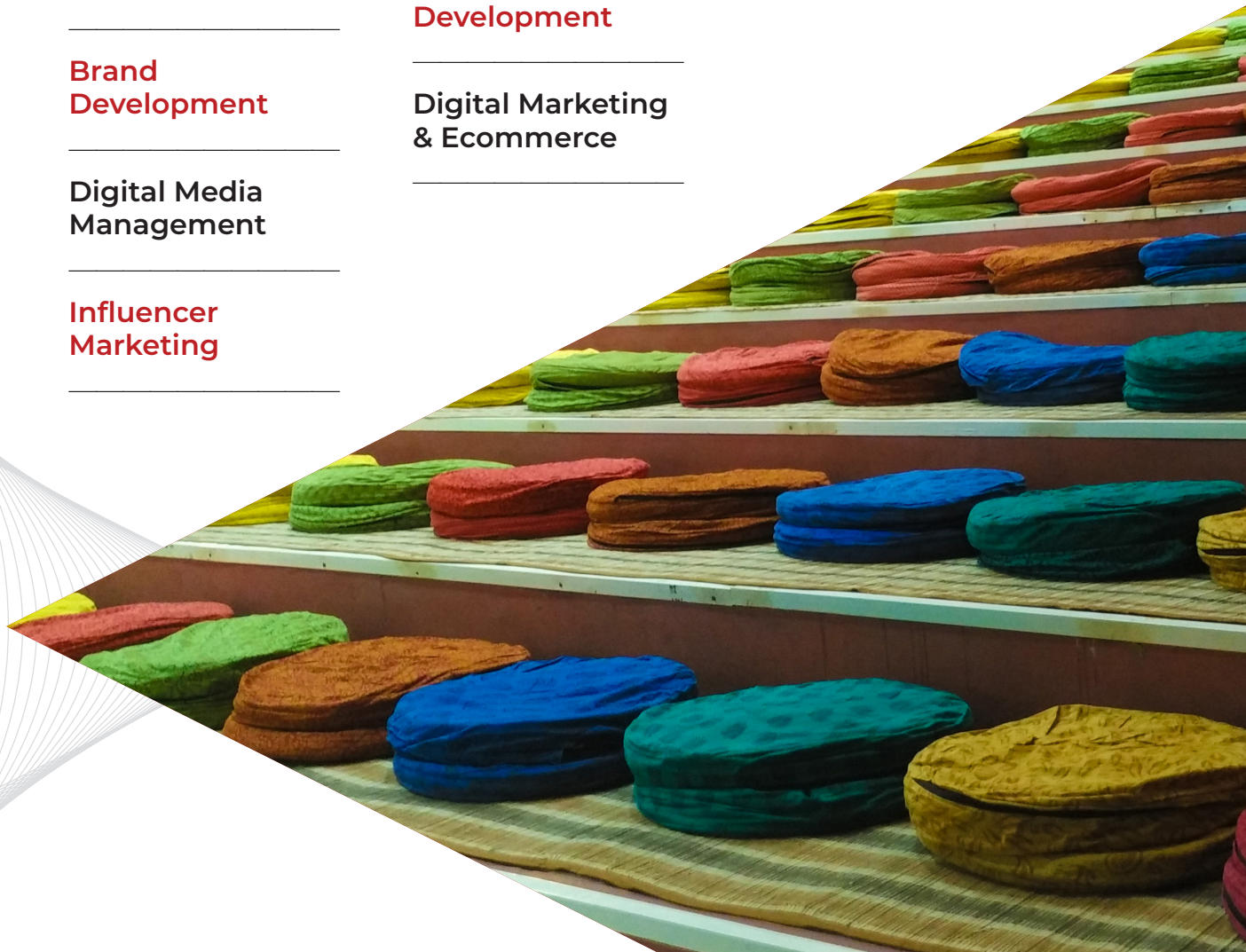
Strategy Intern

Business
Development

Digital Marketing
& Ecommerce

Market Research

Experiential Intern



OUR RECRUITERS



CONTACT US

**CORPORATE
RELATIONS
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**STUDENTS
PLACEMENT
COMMITTEE**

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