



SUMMER PLACEMENT REPORT

2021-22

MICA, Ahmedabad | The School of Ideas





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 and intensive industry engagement ensure that students get a firm foothold in the skills that are necessary for them to excel as marketers.

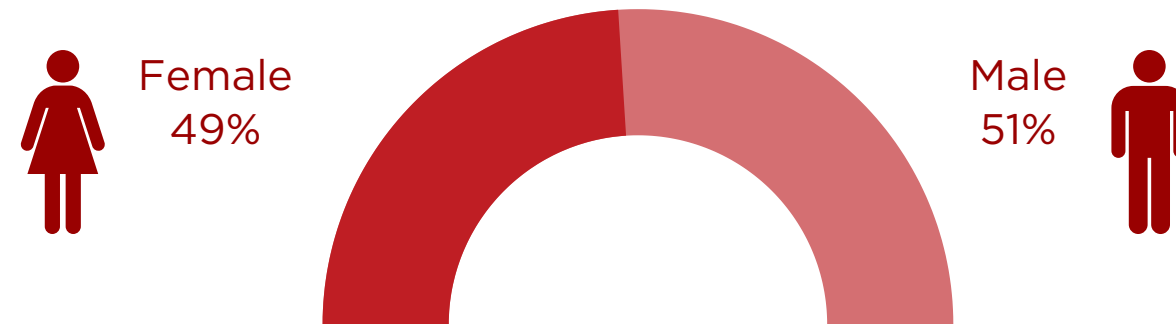
SUMMER PLACEMENTS OVERVIEW

MICA successfully concluded Summer Placements 2021-22 for the batch of '23 in October 2021, with a track record of 100% placements. More than 60 companies became a part of the summer placement season this year, offering internships from all sectors—FMCG, Media and Advertising, FMCD/Retail, ABC and others. MICA set a new benchmark with a 31% increase in the average stipend offered. The administration, placement office, and students are grateful to its valued recruiters for their support, and hope to build long-lasting relationships with the new recruiters on board.

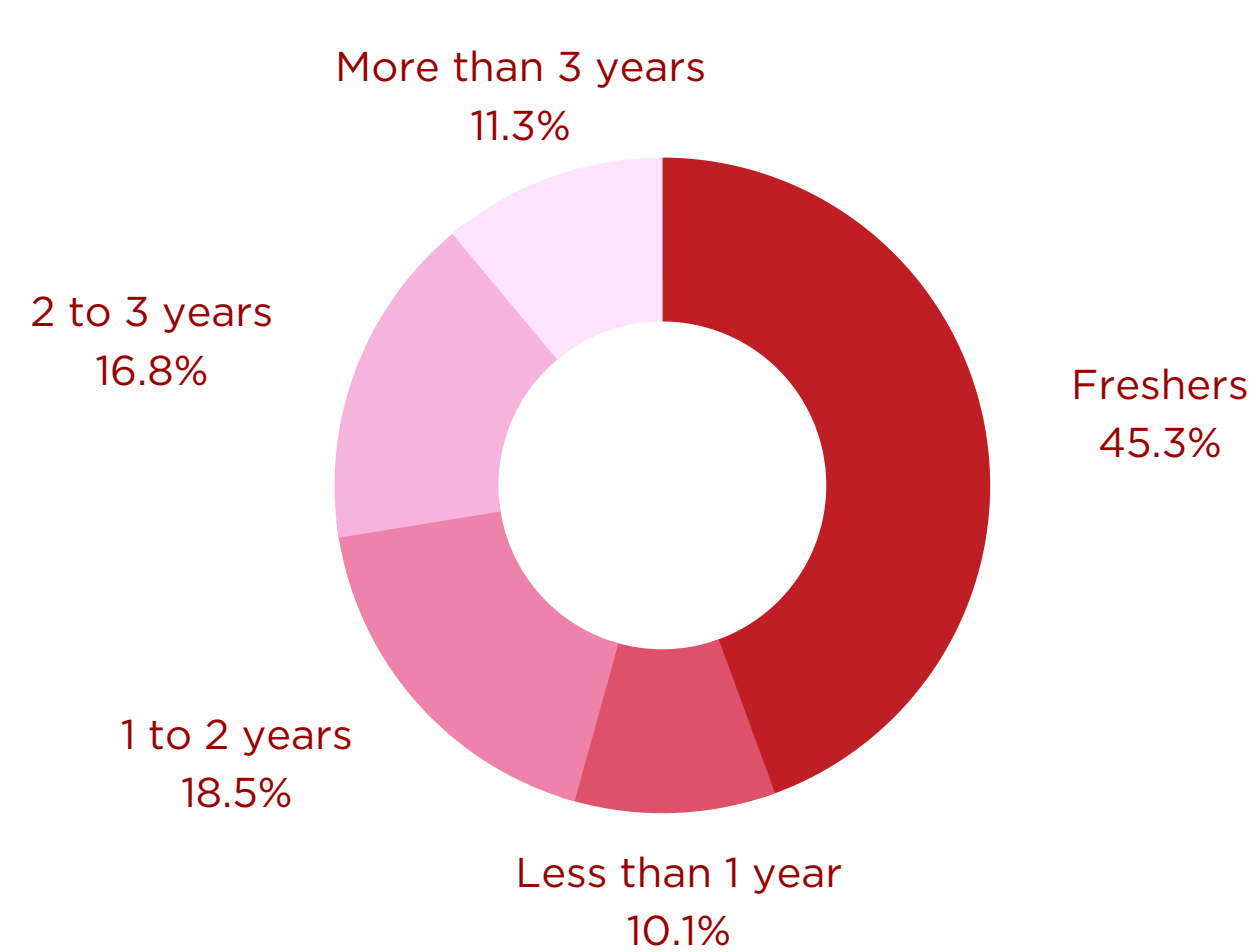
Congratulations to the students for their exceptional performance and support.

BATCH PROFILE

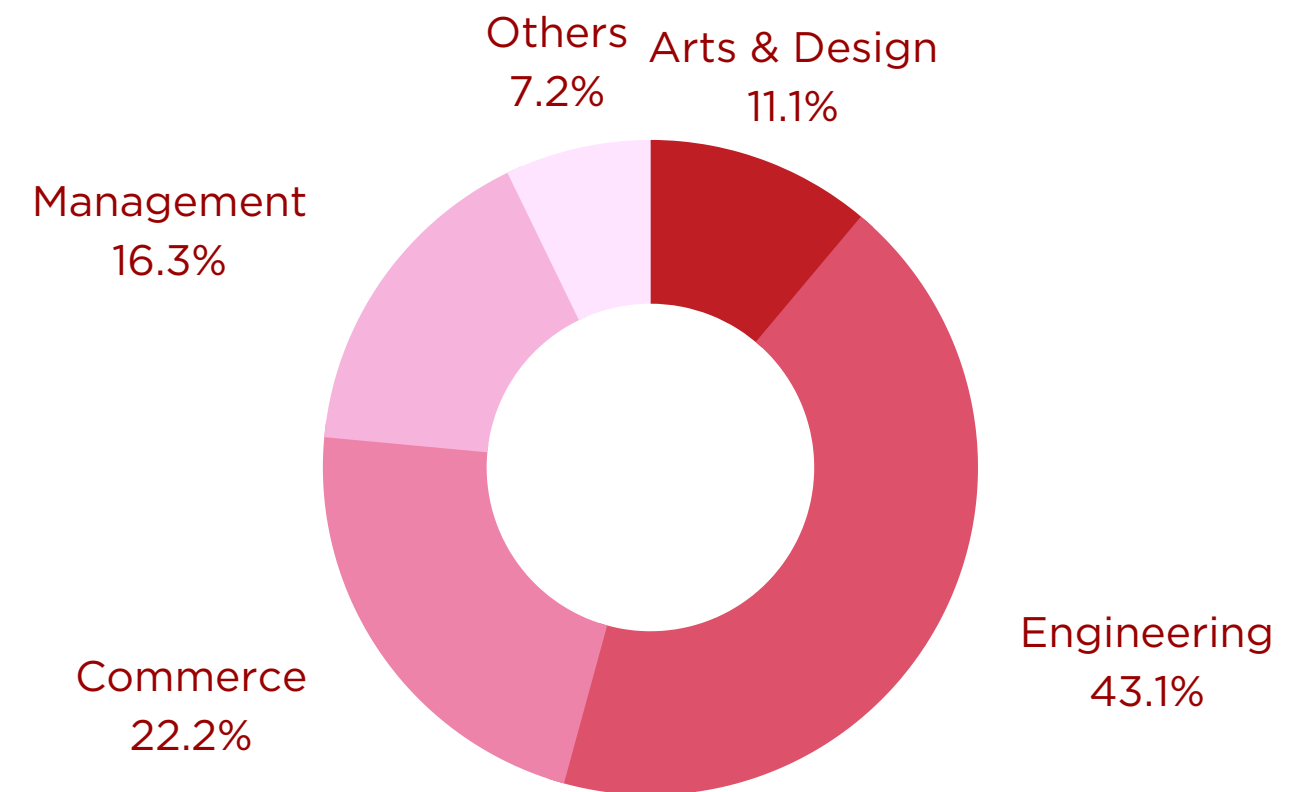
GENDER RATIO



WORK EXPERIENCE



EDUCATIONAL BACKGROUND



SOME ROLES OFFERED

STRATEGIC
PLANNING

MARKETING AND
SALES

BRAND
MANAGEMENT

CORPORATE
RELATIONS

DIGITAL
MARKETING

SALES ACCOUNT
MANAGEMENT

ONLINE
MARKETING

RESEARCH
MANAGEMENT

BUSINESS
DEVELOPMENT

PRODUCT
DEVELOPMENT

PROJECT
MANAGEMENT

PLANNING AND
ANALYTICS

E-COMMERCE
MANAGEMENT

REPUTATION
MANAGEMENT

MANAGEMENT
CONSULTING

CONTENT
STRATEGY

MEDIA
INTERN

SPORTS
MARKETING

HIGHLIGHTS

100% increase in Median CTC

Achieving 100% Summer Placements yet again, MICA continues to build its legacy in Strategic Marketing and Communication with the Median CTC being doubled.

INR 3,50,000

HIGHEST STIPEND

INR 1,02,935

AVERAGE STIPEND

INR 80,000

MEDIAN STIPEND

163

STUDENTS APPEARED

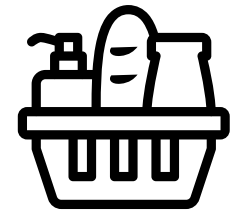
AVERAGE STIPEND INCREASED BY 31%

AVERAGE STIPEND OF TOP 50 REACHED INR 1,01,514

AVERAGE STIPEND OF TOP 25 REACHED INR 1,32,167

All Stipend figures in the report are for 2 months

SECTOR OVERVIEW



FMCG

30 OFFERS

HIGHEST STIPEND

INR 3,50,000

AVERAGE STIPEND

INR 1,92,334



IT/ITeS

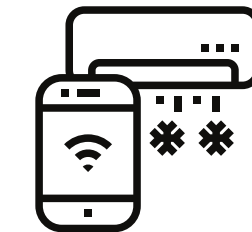
33 OFFERS

HIGHEST STIPEND

INR 3,50,000

AVERAGE STIPEND

INR 1,25,707



FMCD

8 OFFERS

HIGHEST STIPEND

INR 1,60,000

AVERAGE STIPEND

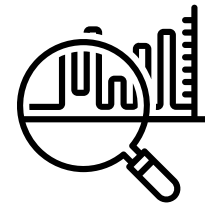
INR 1,15,000

All Stipend figures in the report are for 2 months

SECTOR OVERVIEW



Media and Advertising



Analytics, BFSI & Consulting



Others

51 OFFERS

29 OFFERS

12 OFFERS

HIGHEST STIPEND

HIGHEST STIPEND

HIGHEST STIPEND

INR 1,60,000

INR 1,00,000

INR 2,40,000

AVERAGE STIPEND

AVERAGE STIPEND

AVERAGE STIPEND

INR 56,471

INR 66,552

INR 94,167

All Stipend figures in the report are for 2 months

OUR RECRUITERS



CONTACT US

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