



PRESTIGE INSTITUTE OF MANAGEMENT & RESEARCH, INDORE

DEEMED TO BE UNIVERSITY

An institution established in 1994, Thrice Accredited by NAAC with highest Grade, now A++

PG CAMPUS



MBA

(ADVERTISING & PUBLIC RELATIONS)

AICTE Approved **Industry-Focused** **Career-Driven**

Admission Open for Academic Year: 2026-27

Duration: Full Time 2 Years (4 Semesters)

Intake: 60 Students



PROGRAM OVERVIEW

The MBA (Advertising & Public Relations) is a two-year full-time postgraduate programme designed to nurture creative strategists, brand storytellers, media planners, and communication leaders capable of shaping impactful brand narratives in today's digital and reputation-driven economy.

The programme integrates core management foundations with advanced communication and creative practices such as:

- Advertising Strategy & Campaign Planning
- Corporate Communication & Public Relations
- Content Creation & Copywriting
- Media Planning & Buying
- Digital & Social Media Marketing
- AI-driven Creative & Communication Tools

Aligned with Outcome-Based Education (OBE) principles, the curriculum emphasizes:

- Strategic Brand Communication
- Digital & Influencer Strategy
- Data-Driven Campaign Effectiveness
- Integrated Marketing Communication (IMC)
- Reputation & Crisis Management

Graduates are prepared for dynamic careers across:

Advertising Agencies | PR Firms | Media Houses | Digital Marketing Agencies | Corporate Communication | Creative & Branding Consultancies | FMCG | BFSI | E-Commerce | Start-ups

WHY CHOOSE MBA (APR) AT PIMR?

Industry-Aligned Creative Curriculum

Core Courses Include:

- Marketing Management
- Advertising Management
- Media Planning & Buying
- Public Relations & Reputation Management
- Integrated Marketing Communication
- AI in Advertising & Communication
- Consumer Behaviour
- Advertising Design Principles
- Account Planning & Client Servicing
- Event & Experiential Marketing
- Social Media & Influencer Marketing
- Services Marketing
- Copywriting & Content Strategy
- Corporate Communication
- Brand Management
- Canva & Digital Creative Tools

Experiential & Practice-Oriented Learning

- Corporate Communication Case Studies
- Live Campaign Design Projects
- Structured Summer Internship Programme
- Industry Expert Sessions & Agency Interactions
- Agency Simulations & Creative Workshops
- Capstone Campaign Project

Students gain hands-on exposure to campaign creation, creative pitching, digital branding, and reputation management.

Industry-Aligned Creative Curriculum

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- Consumer Behaviour
- Advertising Design Principles
- Account Planning & Client Servicing
- Event & Experiential Marketing
- Social Media & Influencer Marketing

- Services Marketing
- Copywriting & Content Strategy
- Corporate Communication
- Brand Management
- Canva & Digital Creative Tools

Career-Oriented Programme Design

- Portfolio Development & Creative Pitch Training
- Industry Networking & Agency Mentorship

- Client Presentation & Negotiation Skills
- Placement-Focused Skill Enhancement

Management + Creative Technology Advantage

- Strong foundation in Marketing, Advertising & Digital Marketing
- AI-enabled content generation & creative tools

- Exposure to Digital Analytics & Campaign Metrics
- Data-driven media planning insights

PROGRAMME STRUCTURE & INDUSTRY CONNECT

SEMESTER - I

Management & Communication Foundations

Focus: Core management principles & marketing communication fundamentals

Outcome: Development of managerial and communication competencies

SEMESTER - II

Advertising & Consumer Insights

Focus: Advertising management, consumer behaviour, media fundamentals

Outcome: Understanding brand positioning and audience insights

SEMESTER - III

Digital & Strategic Communication

Focus: Digital marketing, PR strategies, media planning, social media campaigns

Outcome: Designing integrated communication campaigns

SEMESTER - IV

Strategic Integration & Capstone

Focus: Corporate communication, crisis management, AI in communication, live campaign project

Outcome: Industry-ready advertising & PR professionals

LEADING RECRUITERS

FMCG & Consumer Brands

- ITC Limited
- Tata Consumer Products
- Zydus Wellness
- Reckitt
- Amul
- Bajaj Consumer Care
- CavinKare
- Himalaya Wellness
- Asian Paints
- JSW Paints

Banking, Finance & Insurance:

- Federal Bank
- ICICI Lombard
- ICICI Prudential
- Bajaj Finance
- HDFC Life
- Bajaj Finance
- Piramal Finance
- IndusInd Bank
- AU Small Finance Bank
- Policybazaar

Technology & Consulting:

- TCS
- Avalara
- TaskUs
- Intellicus Technologies
- IndiaMART
- Accretion Aviation
- Qess Corp

Retail, E-Commerce & Digital:

- Nykaa
- Zomato
- Decathlon
- Avenue Supermarts (D-Mart)
- Reliance Brands
- 93.5 Red FM
- WOWIT Digital
- The Digi Grow

ELIGIBILITY

Kindly refer PIMR Indore Deemed to be University's Admission Policy.

CAREER OPPORTUNITIES

- Advertising & Creative Agencies
- Public Relations Firms
- Corporate Communication Divisions

- Media & Broadcasting Houses
- Digital Marketing Agencies
- FMCG & Consumer Brands

- BFSI & Retail Corporations
- E-Commerce & Technology Firms



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ADMISSIONS OPEN APPLY NOW

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