



NATIONAL INSTITUTE OF
ADVERTISING



ADMISSION INFORMATION 2019

Mission Statement

In your hands, dear students, more than in ours, will rest the final success or failure of your course. Since this institute was founded, each set of students has contributed to make NiA what it is today. Their success stands testimony to the quality, in their laurels you will shine.

There are multiple challenges ahead – not just in your studies but in the civic life that surrounds you. Once you complete the program and go forth in a career, you too will face a struggle against the common enemies of man: tyranny, poverty, disease, and war itself.

Will you unite against these enemies to emerge as a strong and global community that can assure a more fruitful life for all mankind? Will you join in a social effort to become a stronger society?

In the long history of the world, only a few generations have been granted the role of defending freedom in its hour of maximum danger. Let us not shirk from this responsibility - welcome it. The energy, the faith, the devotion which we bring to this endeavor will light our country and all who serve it - and the glow from that fire can truly light the world.

Ask not what your country will do for you, but what together we can do for our country.

Democracy is not just about an individual's rights, it is about each individual's rights. Freedom is not about some of us being more free than others but for each one to be free.

Secularism is not just my right to practice my religion but for each one's right to do so.

Let us change our own self from this day onwards and practice a modern, democratic, free and secular life.

Welcome to NiA

Inspired by the Inaugural Address of JFK, January 20th, 1961

Director's Message

NiA does it once again. The new updated program, from India's leading Communications Institute sets a benchmark in Advertising Industry. Our endeavor to provide contemporary education and an entry platform to the Advertising and Communications industry continues as we launch Programs 2019 with freshly revised Curricula, a new campus in the heart of South Delhi and a mentorship program with our alumni. In the past twenty three years, we have received tremendous support from people in the advertising and media business, and on behalf of all of us at NiA, I thank them sincerely. We believe - 'Let challenges be there and our young ones will overcome these, for they come fully prepared'. Welcome to National Institute of Advertising.

Namrata Suri
Founder Director &
Chairperson

Programs Offered

Post Graduate Program in
Advertising &
Communication
Management (PGPACM)

Certificate Program in
Digital Marketing (PGPDM)

Workshops please check
for schedule on NiA
website.

Governing Council

Mr. Avijit Dutt,
Creative Person, Actor

Mr. Dilip Cherian
Consulting Partner, Perfect Relations

Ms. Namrata Suri
Founder Director & Chairperson, NiA Ltd.

Ms. Neha Mathur Rastogi
Founder & CEO, WordsWork

Mr. Rajat Basra,
CEO, Omnicom Media Group, Indonesia.

Mrs. Shailja Verghese
*Content Specialist, Art of Living
International Center*

Mr. Shivjeet Kullar
Co Founder, NFX Digital

Ms. Sujata Soni Bali
Director, Miran Productions

Mr. Sushil Pandit
Director, Hive Communications

Mr. Vivek Dhir,
Managing Director, WorldPhone India

Mr. Vivek Srivastava
Joint Managing Director, Innocean Advertising

Adjunct Faculty

Justin Rabindra
Former Advertising Professional, now Photographer

Ms. Lolita Dutta,
Director Creative Programs, NiA

P.V. Narayanamoorthy
Senior Media Strategist

Ramesh Tahiliani
Brand Consultant

Shiv Shankar Moitra
Event Strategist, Food Enthusiast

Sujata Soni Bali
CEO, Miran Productions

Subrata Majumdar
Marketing Consultant

V N Saroja,
Marketing Consultant

The Institute

NiA Ltd. headquartered at New Delhi runs a one of its kind institute of South east Asia, providing contemporary international level programs in Advertising, Public Relations, and Communications Management. Established by industry professionals, NiA Ltd. is a corporate body. Its mission is to create a practical and industry oriented approach towards education, training and to build a renewable bank for the industry.

NiA is a registered Ltd. Company and an autonomous institution and it is not a university under the UGC act and does not award degrees.

Award of Diploma & Convocation: All students who complete the program with adequate marks and sufficient credits are awarded the respective Diploma. The same may be withheld only in case of a disqualification where in each case, students are given the opportunity to reappear. The Diploma is awarded at a ceremony held for all qualifying students on completion of the Program.

Timings: The institute functions on a *five day week* format, between 0930 and 1600 hours, usually Mondays through Fridays, during term time except on national holidays and during the Christmas week. Some of the classes may be held on Saturdays as well. Industry interaction usually takes place on Saturdays and many weekends are spent working, in case of guest faculty visits and project work. Students are required to be available at all times in the duration of the semester to participate in various academic and career events.

How to Apply: If you are a graduate please proceed to fill the enclosed application or just download the form from our web site: www.niaindia.org

Please attach/upload attested photocopies of your documents with the form and a photograph. You are required to attach a sum of Rs. 1000/- as registration fee with each application. You can select any of the featured mentors to recommend you; the mentor will evaluate and endorse your application for approval.

Admission Notification: All successful candidates are duly informed by personal email and letter and their names may also be posted on our website. Students are advised to contact the Admission office at this stage and to obtain any information they seek.

Fee Deposit & Document Verification: Students who have received an admission notification are advised to ensure an early fee deposit to ensure a seat. Late payment may result in disappointment in case of limited seats. All original documents should be deposited at this stage which are returned after due verification. Admission may be deemed cancelled at any point in case the documents are found to be incorrect or incomplete.

Residential Accommodation: Off campus residential accommodation is available separately (on additional charge) for men and women. Our admission office will help you find an appropriate accommodation close to the campus. Outstation students are requested to ensure they apply formally for accommodation arrangement well in advance to avoid disappointment.

Please check with the Admissions Office for assistance.

Admission Information

Post Graduate Program in
Advertising &
Communication
Management (PGPACM)

The fastest growing sector of the communication industry, Advertising has evolved to become the first choice of young professionals across India. NiA's programs offer the best learning ground, a comprehensive all round training and provides the right stepping stone towards a career in leading Advertising Agencies, Design Houses, Media Houses, Public Relations Firms and Event Management Companies. Students are offered vigorous instruction in this one year fast track program preparing them for the pace and hard work required by this demanding career. Backed by senior advertising professionals from the industry, the NiA programs are well designed and contemporary in nature. Continuous interaction with professionals and working on real projects makes our student the right professional to fit in the global environ of today's industry.Placement assistance is offered to all successful candidates.

Fee:

An all-inclusive fee for the One Year Program is Rs.6,00,000/- plus applicable taxes. All students should refer to the fee plan for details. All fees once paid are non refundable.

Fees can be paid either by Cheque or Demand Draft in the name of 'National Institute of Advertising' payable at New Delhi.

Eligibility:

The basic qualification for admission is graduation in any discipline with good communication skills and enthusiasm for hard work. Students having cleared post graduation in any discipline and with work experience may also apply.

Selection Procedure:

Selection among eligible candidates is made on the basis of applicants' academic record and Personal Interview. This procedure is uniform for everybody. Selected candidates are informed individually, by letter. The admission list is also displayed at the Institute and posted on the Institute website

CURRICULUM

(PGPACM)

Duration: One Year
(Ten Months)

Modules

Marketing Management
Advertising & Sales
Promotion
Digital Marketing & SEO
Services & Relationship
Marketing (Retail, CRM,
DM)
Event Management
Media Planning
Consumer
Behavior/Research
Brand Management
Copy Writing
Public Relations

Workshops

Design Workshop
International Advertising
Campaigns

Specialization: (requires
internship)

Client Servicing
Brand Marketing
Account Planning
Media Planning
Copywriting
Public Relations
Event Management
Digital Marketing

Individual Term Paper
(compulsory)

Viva

How to Apply:

Applicants are advised to apply giving complete the online Registration form. The form can be filled online at www.niaindia.org . Please check for interview dates.

Your admission to the course will be considered only on your presenting a complete registration form with all duly attested documents and a registration fee of Rs. 1000/- Online or by Demand Draft in the name of 'National Institute of Advertising' payable at New Delhi.

ADDITIONAL INFORMATION:

Total Number of Class hours required: 450 on weekdays

Total Number of Research Project Work Hours: 300 across the week and weekends

Examination and Assessments: 12 Working Days

Total Credits in PGPACM: 24

Total Credits required for Diploma: 20

EVALUATION:

A total of 20 credits have to be obtained with minimum 40% marks in each for award of Diploma.

60% marks are for project work/ group presentations and 40 % to the written examination (at discretion of concerned faculty)

Specialization will be mentioned on the Diploma only after successful completion and evaluation of subject internship.

Awarding Body: National Institute of Advertising

Note: NiA is a registered private institute and not a university under the UGC act and does not award degrees.

Scholarships

In an endeavor to provide an equal education opportunity to all qualifying students, merit scholarships are provided each year. The qualifying criteria for obtaining a scholarship are based on academic achievement and family's financial status of the applying students. Full or part scholarship will be offered after assessment of each application.

How to apply: Please write a personal application in your own handwriting addressed to the Director mentioning reasons for applying. Please ensure that adequate academic and financial records are enclosed for easy assessment of your case. You may take advice from your Admissions Counselor.

Equal Opportunities for Women: In case of young women who face opposition or discrimination at home by parents' or guardians' refusal/ reluctance to spend on the higher education of a female child, counseling is available together with families and such students may contact us directly.

The institute offers job assistance and counseling for all such applicants during or after completion of education.

Scholarship Committee Chairperson: Ms. Mukta Kapoor

Placements

Past Placement List
(partial)

Corporate

Google

Haier Telecom

Jindal Steel

Liberty Footwear

Old World Hospitality

Advertising

Bates India

Capital Advertising

Contract Advertising

Enterprise Nexus

Euro- RSCG

Everest Advertising

Draft FCB - Ulka

J Walter Thomson

Lowe

McCann Erickson

Mudra Communications

Ogilvy & Mather

Percept Advertising

Rediffusion DY&R

R K Swamy BBDO

TBWA Anthem

Design & Publishing

Brand Planet (Elephant)

BVN Design

Chaos Design

Design Dimensions

Desmania

Itu Chaudhari Design

Niyogi Books

Public Relations

Corporate Voice Weber

Shandwick

Genesis PR

IPAN

LinOpinion

Perfect Relations

A devoted full time Placement Co-ordinator contributes to past and current students by job search activities, besides keeping them updated about the recent developments in the industry. The Institute provides placement opportunities for all students on successful completion of their program.

Alumni: As and when appropriate opportunities arise, alumni are helped with finding a better or suitable job. Students are advised to keep the Placement Coordinator apprised of their requirement and change of address, etc.

Placement Committee:

Mr. Abhishek Gulyani

Ms. Jyotsna Kaushik

...Contd..

Media

Discovery India

Hindustan Times

India Today Group

Indian Express

NDTV

Outlook Magazine

Sony Entertainment

STAR TV

TV Today

Zee TV

Media Buying

Carat - India

Madison DMB&R

Mindshare

Starcom

Zenith Optimedia

Event Management

DNA

Event Engineers

Show Time

Wizcraft Entertainment

Market Research

IMRB

A. C. Nielsen

.....*National Institute of Advertising*.....

(A Division of NiA Ltd)

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