



Summer Placement Report

2018-19

MICA, AHMEDABAD



Dr. Shailendra Raj Mehta
President and Director
Distinguished Professor for Innovation and Entrepreneurship



MICAns are innovative strategists, known to think with both creative vigor & business acumen. The continued 100% placements is a testament of the Industry's affirmation of the value of MICA delivers in its courses as well as the talent of its students.



Prof. Vaneet Chhibber
Associate Director
Marketing & External Affairs



We deeply value our industry partnerships, experiences and the learnings that internships provide to our students. The substantive enhancement in the stipends also indicates the increasing importance companies are attaching to summer placements.



Summer Placement Highlights

100% Placement Achieved

MICA's placements stand testament to its domain leadership in the field of Marketing and Communications.

Average Stipend **INR 81,090**

Highest Stipend **INR 3,20,000**

Median Stipend **INR 70,000**

**Students Appeared
for Placements** **180**

**Total Number of
Recruiters** **55**

**30%
INCREASE** **Average
Stipend**

**60%
INCREASE** **Highest
Stipend**

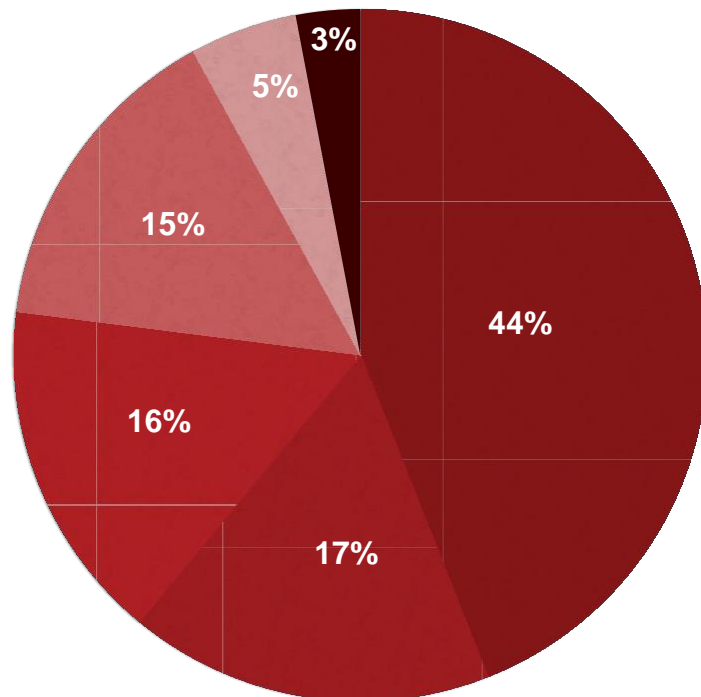
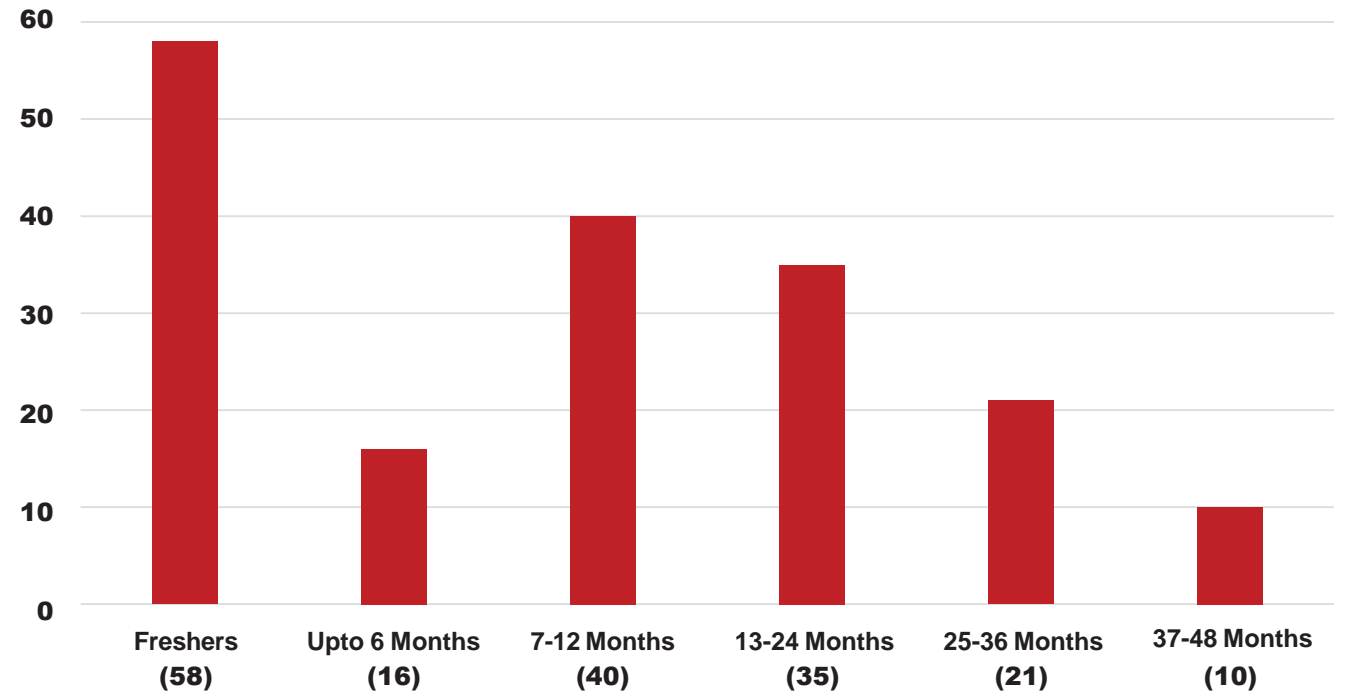
Batch Diversity & Experience

Gender

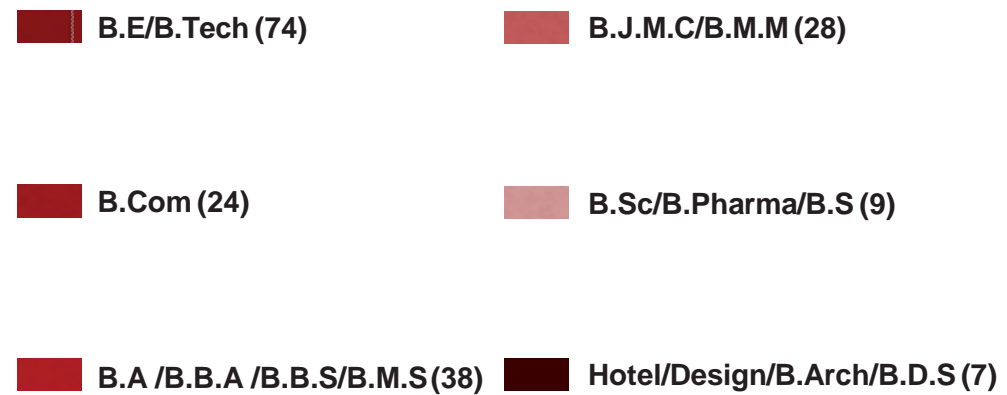


Male (53%) Female (47%)

Work Experience



Educational Background



Note : Numbers in brackets() denote number of students.

Some Roles Offered



Sector Overview

Advertising, PR
& Brand Consultancy



10
COMPANIES

Highest Stipend
INR 1,00,000

Average Stipend
INR 55,531

No. of Offers
47



FMCD & Retail



9
COMPANIES

Highest Stipend
INR 1,00,000

Average Stipend
INR 69,687

No. of Offers
32



FMCG



7
COMPANIES

Highest Stipend
INR 3,20,000

Average Stipend
INR 1,85,625

No. of Offers
16



Note : Figures are with respect to a 2 month internship period.

Sector Overview

Internet & E-Commerce
Based Companies



9
COMPANIES

Highest Stipend
INR 1,22,300

Average Stipend
INR 88,768

No. of Offers
25



& More

Media &
Entertainment



14
COMPANIES

Highest Stipend
INR 1,20,000

Average Stipend
INR 70,140

No. of Offers
50



& More

Others



6
COMPANIES

Highest Stipend
INR 1,60,000

Average Stipend
INR 1,06,000

No. of Offers
10



& More

Note : Figures are with respect to a 2 month internship period.

Our Partners





Thank You

Vaneet Chhibber

Associate Director - Marketing & External Affairs

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Senior Placement Committee

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