



FINAL **PLACEMENT REPORT**

2022-2023



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 has successfully concluded its final placement season, adding another feather of success to one of the top B-Schools in the country. Esteemed organisations did not just exhibit trust in the calibre of the students by extending worthy offers to the class of 2021-23 of both PGDM-C and PGDM but also reaffirmed their conviction in the MICA edge. More than 70 companies helped us reach higher milestones in placements this year, with a 6% increase in the average CTC and an 11% increase in the median CTC. The administration, placement office, and students are grateful to our valued recruiters for their continued support and we look forward to building long-lasting relationships with the new recruiters on board.

Congratulations to the students for their exceptional performance!

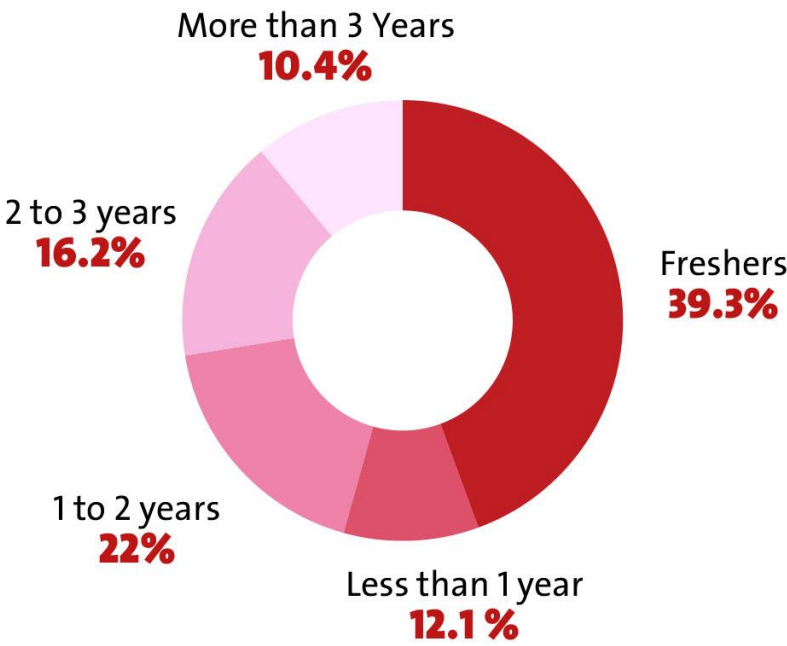


BATCH PROFILE

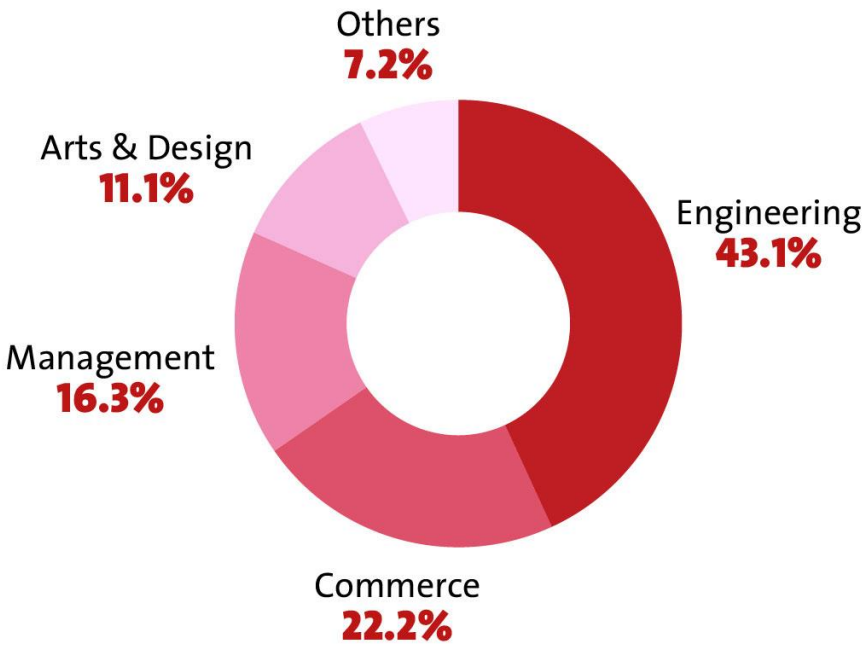
GENDER RATIO



WORK EXPERIENCE



EDUCATIONAL BACKGROUND



HIGHLIGHTS

100% PLACEMENTS

Placements at MICA stand testament to its domain leadership in the field of Strategic Marketing and Communications. This year, MICA's average rose from 19.01 LPA to 20.1 LPA

INR 36,00,000

HIGHEST
CTC

INR 20,09,208

AVERAGE
CTC

INR 19,00,000

MEDIAN
CTC

173

STUDENTS
APPEARED

MEDIAN CTC INCREASED BY **11.11%**

AVERAGE CTC OF TOP 25 REACHED **31.43 LPA**

ANALYTICS, BFSI & CONSULTING EMERGED AS
THE TOP SECTOR WITH **39 OFFERS**



SECTOR OVERVIEW



FMCG

30 OFFERS

HIGHEST CTC

INR 33,00,000

AVERAGE CTC

INR 22,81,034



IT/ITeS

31 OFFERS

HIGHEST CTC

INR 34,66,928

AVERAGE CTC

INR 19,51,925



FMCD

17 OFFERS

HIGHEST CTC

INR 27,00,000

AVERAGE CTC

INR 21,00,704

SECTOR OVERVIEW



MEDIA AND ADVERTISING

25 OFFERS

HIGHEST CTC

INR 21,31,404

AVERAGE CTC

INR 16,36,512



ANALYTICS, BFSI & CONSULTING

39 OFFERS

HIGHEST CTC

INR 36,00,000

AVERAGE CTC

INR 23,04,030



OTHERS

31 OFFERS

HIGHEST CTC

INR 28,00,000

AVERAGE CTC

INR 17,54,648

SOME ROLES OFFERED

Account Manager

Associate Marketing Manager

Brand Manager

Campaign Management

Content Marketing Manager

Corporate Communication

Customer Success Manager

Digital Marketing & SEO Manager

Growth Marketing Manager

Loyalty Marketing Analyst

Management Trainee

Procurement Management

Product Manager

Product Marketing Analyst

Program Management Lead

Sales Management Trainee

Segmentation & Revenue Management

Senior Sales Executive

Social Media Manager

Sports Marketing

OUR RECRUITERS





CONTACT US

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