

IAA grants accreditation to EMDI's 2 year PG Diploma in Advertising & Communication.

IAA Diploma in Marketing Communications to be awarded.

(MUMBAI - Monday July 19, 2010): Mr Raj Nayak, President India Chapter of IAA said he was very pleased that after due scrutiny the 2 year Post Graduate Diploma in Advertising & Communication run by Greycells Education Limited through EMDI Institute of Media & Communication, Mumbai is the first such to be recognised by the IAA's International board of Directors.

This means that the students of the 2 year Post Graduate Diploma in Advertising & Communication at EMDI Institute of Media & Communication will be conferred the IAA Diploma in Marketing Communications.

Mr Deepak Choudhary, Managing Director of Greycells Education Ltd said "We are delighted and look forward to closely working with IAA to achieve our mandate of creating of the best integrated Advertising and Communication Programmes."

Currently this course is conducted only at Greycells Education Ltd's EMDI Institute of Media and Communication, VMDL campus, 4th Floor, Gate No 1, Opp Lilavati Hospital, Bandra Reclamation, Mumbai-400050. Tel: +91-022 26550808/ +91-022 26427171.

Speaking on the development Mr Raj Nayak, President IAA India Chapter said that this was the first such recognition granted to an education institution in India. Efforts are on to see that more such established programmes that are running in the country are also encouraged to follow the International Advertising Association guidelines which are time-honoured and followed by the global marketing communications industry.

Information on EMDI Institute of Media & Communication

EMDI Institute of Media & Communication was established in India in 2002 to provide professional training for the media & communication industry. Their first course offering was in the field of Event Management, and over the last decade EMDI has diversified their course offerings and today the Institute trains students in Events, Advertising, PR & Journalism, through a combination of full time and part time courses for both students and working professionals.

All the courses are based on practical hands-on delivery using an **Experience Transfer Approach** to training. It is essential to be trained by a faculty with professional background in the industry that can pass on practical advice relevant to the region.

In 2008, EMDI was integrated with **Greycells Education Ltd**. Greycells is one of India's leading education company listed on the Bombay Stock Exchange. With centres spread across India from Mumbai (Lower Parel, Bandra, Jai Hind College, Vashi, Thane, ITM Kharghar), Pune, Bangalore, Delhi, Kolkatta, Chennai, Hyderabad, Indore, Jaipur; and operations in the UAE, EMDI is poised to deliver its mandate of **Knowledge Beyond Boundaries**.

Greycells Education has an exemplary track record in education. Not only does it run all EMDI Courses, it also is involved with the Business India Institute of Finance, the International Institute of Sports Management, Eduhub Education and AAT.

Course Accreditation

After identifying a huge demand for advertising and communication education amongst the youth in India, and realizing the limited options and shortage of industry ready trained students, EMDI launched a 2 year Post Graduate Diploma in Advertising & Communication. Founded on the same pillars of all EMDI Courses, this iconic programme has now become one of the main-stays of the Institute.

The Course is based on a funnel approach to academics where students start with a broad understanding of communication, & then further honing their skills in fields of specialization. Graduates can choose between Media, Client Servicing, Marketing / Business Development, and the creatively inclined choose art or copy. The course has a compulsory structured 2 month internship programme with most of Indias leading agencies in which students are sent to agencies to learn their trade. Students learn all aspects of Print, Television, Radio, Outdoor, Social Media, Commercial Production besides the management aspects of business. At the core of the process is the consumer and the insight - all of which are covered in great detail through Market Research, Consumer Buyer Behaviour and Activation. Exams are a blend of theory, presentations, project submissions, research and case study submissions, and actual commercial and jingle production.

Graduates of the PGDAC demonstrate the ability to integrate academic learning into industry deliverables and with the IAA recognition of the programme it will lead only to faster acceptance and quality value addition for our students.

International Advertising Association

The International Advertising Association (IAA), headquartered in New York, was founded in 1938 to champion responsible marketing. The IAA, with its 56 chapters in 76 countries, is a one-of-a-kind global partnership whose members comprise advertisers, media, advertising and public relations agencies, media companies, and academics. The IAA is a platform for industry issues and is dedicated to protecting and advancing freedom of commercial speech, responsible advertising, consumer choice, and the education of marketing professionals.

For more information please visit www.iaaglobal.org.

India Chapter of the International Advertising Association

The India Chapter of the International Advertising Association (IC-IAA) was incorporated in July 1991, to constitute a local Chapter of the global body with a view to provide members direct links to the international advertising and communications industry.

For further information or assistance, please do not hesitate to contact:

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