



ST. XAVIER'S COLLEGE (AUTONOMOUS)
30 Mother Teresa Sarani, Kolkata - 700016

CAREER ORIENTED PROGRAMME

**CONSOLIDATED STATEMENT OF MARKS obtained by
AARUSH SHARMA**

Roll No. : IMC-18-24

Session : JULY 2018 - JUNE 2019

Program of Study (1 year) : POST GRADUATE DIPLOMA IN INTEGRATED MARKETING COMMUNICATION

Semester	Paper Title	Full Marks	Qualifying Marks	Marks Obtained	Semester Total	Out of
I	Principles of Communication	25	10	19	432	650
	Principles of Marketing	50	20	41		
	Marketing Mix	50	20	37		
	Marketing Environment	50	20	41		
	Marketing Strategy and Planning	50	20	41		
	Basics of IMC	25	10	14		
	IMC Principles, Concepts and Management	50	20	34		
	Ethics and Legal Aspects of Advertising	25	10	19		
	Creativity	25	10	15		
	Creating Integrated Marketing Communication	100	40	44		
	Learning Photoshop & Illustrator	100	40	65		
	Creative Project	100	40	62		
II	Brand and Branding	50	20	29	376	550
	Public Relations	50	20	33		
	Consumer Behavior	25	10	17		
	Market Research	25	10	18		
	Rural Marketing	25	10	20		
	Direct Marketing	25	10	16		
	Digital and Social Media Communication	100	40	60		
	Media Planning and Buying	100	40	73		
	Internship Project	150	60	110		
Total (Combination of Semester - I and Semester - II)					808	1200

Total Aggregate Percentage of Marks: 67.33

Remarks : SUCCESSFULLY COMPLETED THE COURSE

A Roy
Dr. Amitava Roy
Professor-in-charge

J. Savio
Rev. Dr. Dominic Savio, S.J.
Principal

02/09/2019