

PRESS RELEASE

Mumbai

July 3rd, 2023

Xavier Institute of Communications (XIC), a unit of St. Xavier College, Mumbai, has launched a platform for continuing education of professionals engaged in various disciplines of Communications such as Branding & Marketing Communications, PR & Corporate Communications and Digital Content.

As a first initiative, XIC is commencing a Post-graduate Diploma programme in Strategic Integrated Communications. This 11-month Diploma will encompass holistic communications, covering various aspects of Branding, Integrated Marketing Communications, Public Relations, and Corporate Communications. The course will be run in hybrid mode with both online and offline classes to make it easy for working professionals to undertake the studies without being compulsorily present on the campus.

Announcing the launch of this Diploma programme, the Director of XIC, Fr. Conrad Pessa said: "The SIC Diploma will fill a big void in the professional education sector. It will enable working professionals to upgrade their knowledge and skills in various aspects of communications while pursuing their careers."

The Dean of XIC, Ms. Sandra Rana said: "The SIC Diploma will blend high level concepts with practice-oriented knowledge and skills in various areas of Marketing, PR, and Corporate Communications. It will help working professionals upgrade themselves and advance their careers."

XIC is one of the most leading C-Schools in India, based in Mumbai. It pioneered education in Communications more than five decades ago. It also offers full time Post-graduate Diploma programmes in Journalism, Advertising & Marketing Communications, PR & Corporate Communications, Film & TV Production and a wide range of short-term certification programmes.

For more information, please visit www.xaviercomm.org or write to admin@xaviercomm.org or contact no. (022) 22621366 / 1639