



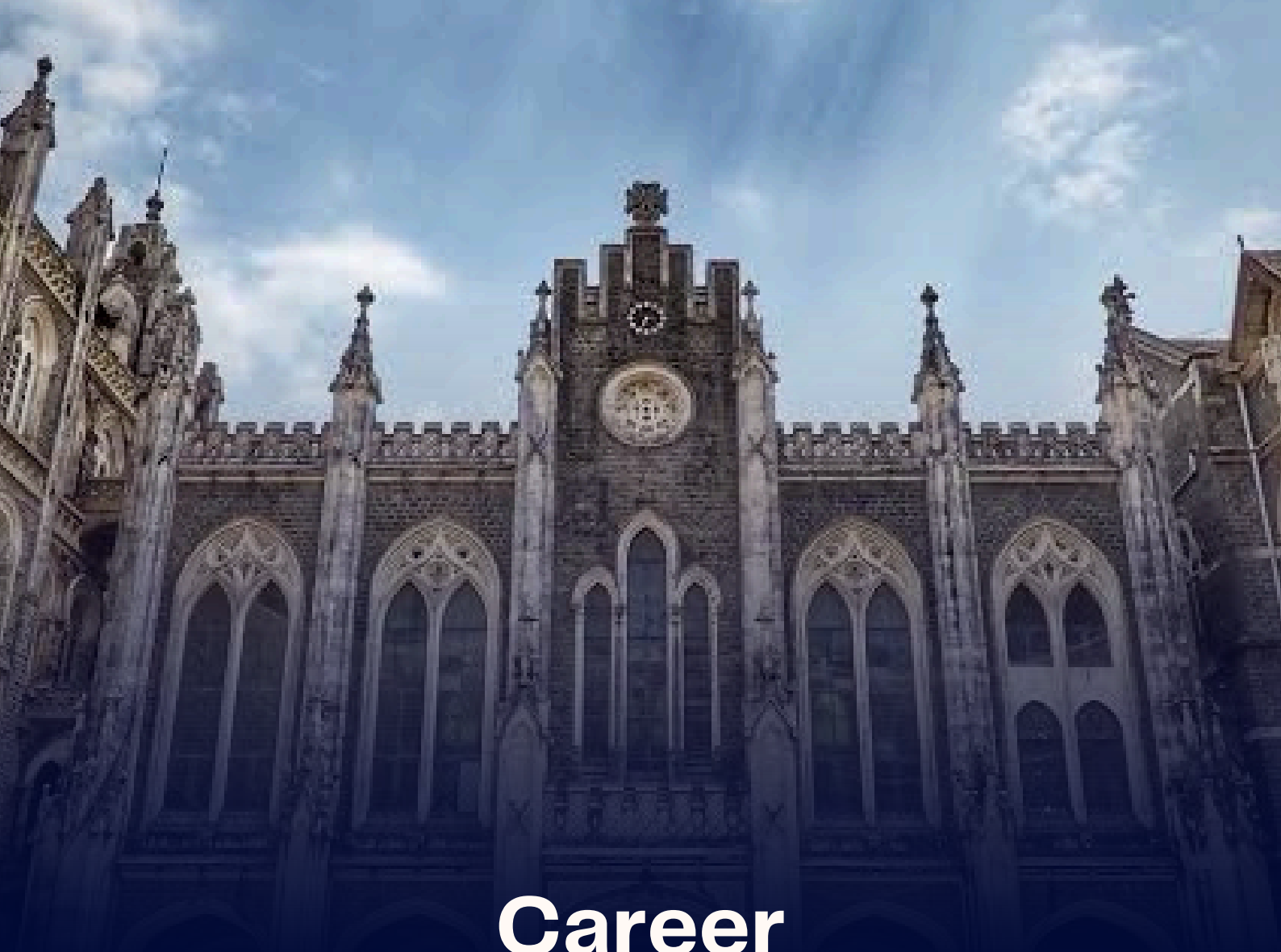
Curricula Unit:

Xavier Institute of Communications

India's No.1 Private Media College



St. Xavier's College
Autonomous, Mumbai



Career Advancement Programme (CAP)

**PG Diploma in Strategic Media and Digital
Communication (SMDC)**

Course Brochure

PG Diploma in Strategic Media & Digital Communication (SMDC)

An Online-Cum-Hybrid PG Diploma Program Designed for Working Professionals

The Strategic Media & Digital Communication (SMDC) is an online-cum-hybrid PG Diploma designed to help working professionals enhance their career prospects and gain advanced knowledge about Digital Media and its applications in various communications related fields. This program is a part of Xavier Institute of Communications' Career Advancement Program (CAP).

SMDC focuses on digital technology convergence, teaching students to leverage Digital Media, Social Media, Audio Visual Content, AI, AR & VR among others for effective brand communication, marketing communication, advertising & PR campaigns, corporate communication and more. The program equips students with cutting-edge skills to drive impactful marketing campaigns and stay ahead in today's digital world.



PG Diploma in Strategic Media & Digital Communication (SMDC)

Career Benefits

The course equips working professionals with the expertise to excel in the digitally driven communication landscape of today. Participants will:

- Master digital communication technologies and their strategic application in real-world business scenarios
- Dive deep into digital marketing communications, digital public relations, and corporate communication
- Build expertise in crafting content for blogs, social media, and digital communication platforms
- Explore emerging topics such as digital content creation, social media management, visual storytelling and influencer collaborations
- Develop strong digital campaign strategies across social media, digital PR, and influencer marketing.
- Learn how to formulate AI and data-driven content strategies to enhance brand identity and engagement.
- Gain proficiency in using augmented reality (AR) and virtual reality (VR) to create innovative, user-centred experiences (UX).

Who is this course for?

The SMDC course is ideal for working professionals aiming to advance their expertise in the digital media landscape, while balancing their job. It is most suitable for:

- Client Servicing & Creative professionals in Advertising & Public Relations
- Aspiring Content Creators, Influencers
- Business Development executives in Social / Digital Media industry
- Junior to Middle managers in Marketing Communications, Corporate Communication, Marketing Services & Social Media Management
- Entrepreneurs & Business Owners
- Tech Professionals transitioning to Media & Communication
- Digital Marketers looking to upgrade their skills in social media, data analytics, and content strategy
- PR & Corporate Communication professionals who want to integrate digital tools into traditional strategies

PG Diploma in Strategic Media & Digital Communication (SMDC)

Eligibility Criteria

This program is open to working professionals holding a graduate degree in any discipline.

Selection Process

- Step 1: Registration on the XIC website
- Step 2: Online counselling-cum-interview
- Step 3: Online submission of documents after selection letter

Salient Features of SMDC*

- **Ease & Flexibility:**
 - Start in July, or January with any of the two certification programs.
 - Earn a certificate for each completed program, even if you complete just one.
 - Take breaks between certifications, with the flexibility to complete the course within two years.
 - Convenient weekend schedule: Saturday evenings and Sundays.
- **Expert Mentorship:**
 - Course Mentors: Industry experts with senior-level experience will guide you through the course.
 - Experienced Faculty: Learn from professionals with extensive industry experience and academic credentials in Digital Media, Brand Management, Advertising, PR, Corporate Communications, Content Creation and Digital Media.
 - Interactive Learning: Classes include case studies, live Q&A, group exercises, and problem-solving activities to enhance practical learning.
 - Personalised Guidance:
 - One-on-One Consultations : Receive personalised support from mentors during scheduled online sessions to help you with academic challenges.
- **Innovative Pedagogy:**
 - Classes conducted via Zoom or other digital platforms with techniques like:
 - Virtual Group Exercises
 - Case Studies
 - Video-Based Exercises
 - Problem-Solving Exercises

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- **Class Resources:**
 - Comprehensive class notes provided to enhance the learning experience.
- **Library Access:**
- Access to XIC Library with a vast collection of books, journals, research papers and more
- Access to a digital library of e-books, journals, and professional resources. Library access available through XIC Connect membership even after completing your course.
- **Immersion Program:**
 - A two-day immersion at the XIC campus in Mumbai or Khandala for direct mentor interaction. Online participation is also available for remote students.
- **Flexible Payment Options:**
 - Pay as you progress through the course for added flexibility.
- **Evaluation & Certification:**
 - Individual online assignments are given from time to time and used for student evaluation.
 - Online Evaluation takes place at the end of each certification program, and a Marksheet is issued based on assignment performance as well as the online evaluation.
 - Those completing both Certifications earn a PG Diploma. Those complete only one certification programme will be issued a Certificate.
- **Convocation:**
 - A convocation ceremony will be held on campus for eligible students.
 - Online participation is available for those unable to attend in person.
- **Attendance Requirement:**
 - 75% Attendance is mandatory to be eligible for the PG Diploma/Certificate.

*XIC management reserves the right to change the course nomenclature, course content or any other aspects of the course included above in the interest of students.

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Class Timings

Classes will be conducted over the weekends. During each weekend, a total of 6 sessions of 1.5 hours will be conducted. After three consecutive weekends of lectures, one weekend will be kept free for the students to undertake mentor directed reading, self-study and prepare for the assignments given.

Day	Duration	Time Slot*
Saturday		
Session 1	1.5 hours	6 pm - 7:30 pm
Session 2	1.5 hours	7:45 pm - 9:15 pm

Day	Duration	Time Slot*
Sunday		
Session 3	1.5 hours	10:30 am - 12:00 pm
Session 4	1.5 hours	12:15 pm - 1:45 pm
Session 5	1.5 hours	2:30 pm - 4:00 pm
Session 6	1.5 hours	4:15 pm - 5:45 pm

* A tea break of 15 minutes between two sessions and lunch break of 45 minutes have been provided.

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Certification Program I

**Digital Strategies for Branding, Marketing & Corporate Communication
(5.5 months)**

Overview

This certification program focuses on the digital transformation of branding, marketing, corporate communication and writing strategies. It is designed to help working professionals understand and apply digital media in key areas such as branding, marketing communication, PR, corporate communication and writing for online platforms. The program covers the strategies, tools, and techniques needed to leverage the full potential of digital platforms for business success and organisational growth.

Course Outline

Learning Track 1: Mastering Digital Media: Foundation for Career building & Business growth

Learning Track 2: Leveraging Digital Media for Brand Building

Learning Track 3: Mastering the art and craft of becoming a Digital journalist and Opinion builder

Learning Track 4: Digital PR & Corporate Communications

Learning Track 5: Digital Content Mastery: Writing for Blogs, Social Media, and Modern Communication Channels

Learning Track 6: Designing Content Strategies for Business Success



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Certification Program I

Digital Strategies for Branding, Marketing & Corporate Communication

Learning Track 1: Mastering Digital Media: Foundation for Career building and Business growth

Overview: This Learning Track introduces students to the key differences between traditional media and digital media, providing a foundational understanding of how communication has evolved in the digital age. It then explores various communication models and concepts, focusing on the step-by-step approach required for creating and delivering effective communication strategies in today's fast-paced digital landscape.

Broad areas of learning to be covered here are:

- Clarifying the differences between Digital Marketing and Digital Media: Understanding the unique aspects of each domain and the various career paths available in both areas.
- 360-degree perspective of the Digital Media ecosystem: Gaining insights into emerging professional careers and opportunities within the digital media landscape.
- Technologies shaping the Digital Media landscape: Exploring the latest tools and technologies, and learning how to effectively deploy them in digital media strategies.

Learning Track 2: Leveraging Digital Media for Brand Building

Overview: This Learning Track imparts the understanding of both traditional as well as digital brand building process. Foundational concepts about what a brand is and how it is built are explained using case studies and group exercises.

The Learning Track covers:

- Comparing traditional vs. digital brand-building: Understanding key differences in brand development approaches across both methods.
- Using digital tools for brand growth: Learning how tools like social media, SEO, and content marketing enhance brand-building efforts.
- Practical exercises and simulations: Engaging in group activities to create and develop brands through a structured, step-by-step approach.

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Certification Program I

Digital Strategies for Branding, Marketing & Corporate Communication

Learning Track 3: Mastering the Art and Craft of becoming a Digital Journalist and Opinion builder

Overview: Digital media has revolutionised journalism, significantly redefining the role of journalists in the modern landscape. With the availability of digital tools and the ever-expanding digital ecosystem, journalists now operate beyond traditional news reporting through newspapers and television channels. Today, entrepreneurial journalists running their own digital news platforms & social media channels have become powerful influencers, shaping public opinion in real time and expanding the reach of news to global audiences.

The Learning Track encompasses:

- Functioning of traditional and digital media in news dissemination and opinion shaping.
- Training students to become opinion builders, citizen journalists, and social media reporters.
- Crafting compelling stories from everyday events to attract readership and viewership.
- Turning social issues and public concerns into impactful narratives that support social movements.
- Understanding how digital journalism influences public policy and civic engagement.

Learning Track 4: Digital Public Relations & Corporate Communications

Overview: Public Relations (PR) and Corporate Communications play a crucial role across corporates, government bodies, public sector units, and non-profits. Organisations increasingly rely on these functions for brand building, reputation management, and crisis communication, among other crucial areas. This Learning Track equips professionals in PR, corporate communications, and brand roles with the skills to harness digital tools for impactful communication. It offers focused, in-depth training across core areas of modern digital PR and communication strategy. This is achieved through a very in-depth and large canvas of learning in:

- Data-Driven Image Tracking and Online Reputation Analysis
- Strengthening Brand Identity Through Digital PR
- Crisis Management Using Effective Digital PR Strategies
- Influencer Relations in Digital Public Relations
- Ethics and Transparency in Digital PR Practice

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Certification Program I

Digital Strategies for Branding, Marketing & Corporate Communication

Learning Track 5: Digital Content Mastery: Writing for Blogs, Social Media, and Modern Communication Channels

Overview: This Learning Track equips students with the skills to write engaging, SEO-friendly content for blogs, social media, and digital communication channels. It covers adapting writing styles for different platforms, optimising for search engines, and maintaining brand voice to drive audience engagement.

The Learning Track covers practical writing techniques for digital audiences, including:

- Foundations of Digital Writing
- Blog Writing: Strategy and Structure
- Effective Writing for Social Media Platforms
- Fundamentals of Web Writing
- Writing for Digital Communication & Community Platforms
- Crafting effective press releases, statements and email newsletters
- Ethics in Digital Writing

Learning Track 6: Designing Content Strategies for Business Success

Overview: In this part, students are introduced to the fundamentals of aligning content strategy with business objectives. It focuses on understanding different types of business goals, customer journey stages, and how content can support brand authority, identity, and trust-building. Students will also explore audience research and competitor analysis as foundational steps in content planning.

- Understanding Business Goals and Content Alignment
- Content Across the Customer Journey
- Building Brand Identity Through Content
- Audience & Competitor Research



PG Diploma in Strategic Media & Digital Communication (SMDC)

Certification Program II

Strategic Content Creation for Diverse Digital Platforms (5.5 months)

Overview: This certification programme is designed to equip professionals not only with the skills needed to excel in the art and craft of creating compelling digital content but also the orientation to align the content to the macro business goals of the organisation. The course aims at providing practical insights and hands-on experience, imparting content creation techniques covering the entire 360 degree digital eco-system, preparing participants to navigate and lead in the digital content space effectively.

Course Outline

Learning Track 1: Formulating Advanced Content Strategies

Learning Track 2: Social Media Management & Digital Content Creation

Learning Track 3: Creative Content Production for Digital Media: Design, Visuals, A/V Essentials

Learning Track 4: Digital Advertising & Marketing Communications

Learning Track 5: Campaign Management

Learning Track 6: AI-Powered Digital Content: Transforming the Creative Landscape



PG Diploma in Strategic Media & Digital Communication (SMDC)

Certification Program II

Strategic Content Creation for Diverse Digital Platforms

Learning Track 1: Advanced Content Strategy: KPIs & Personalisation

Overview: This Learning Track builds on the foundations laid in Certification I by diving deeper into audience understanding, goal-setting, and the personalisation of content. It covers psychographics, user personas, accessibility principles, and the strategic curation of content tailored to specific audience needs and behaviours.

The highlights are:

- Goal-Setting and KPI Development
- Understanding the User's Journey
- Psychographics and Motivation in Content Design
- Creating Inclusive and Audience-Centric Content
- Leveraging Social Media Listening for Content Strategy

Learning Track 2: Social Media Management & Digital Content Creation

Overview: A large number of social media posts often lack a strategic, goal-driven approach. This Learning Track teaches a structured and engaging method for crafting and publishing social media content that aligns with both creator and business objectives. Students will learn how to create impactful, purposeful and creative content that drives engagement and delivers impactful results.

Broad areas covered in the Learning Track are:

- Building Effective Social Media Presence
- Decoding Platform Features, Formats (Instagram, X (Twitter), LinkedIn, YouTube, Facebook, Snapchat) and Best practices in Content Creation
- Social Media Optimisation (SMO) Strategies, Insights and Analytics
- Content Calendar and Effective Posting Schedules
- Visual Storytelling
- Trend Spotting and Creative Adaptation
- Crafting Content for Communication Platforms
- Content Monetisation, UGC and Creator Collaborations

PG Diploma in Strategic Media & Digital Communication (SMDC)

Certification Program II

Strategic Content Creation for Diverse Digital Platforms

Learning Track 3: Creative Content Production for Digital Media: Design, Visuals, A/V Essentials

Overview: This Learning Track introduces the creative and technical foundations of digital content production across visual, video, and audio formats. Students will learn how to design, script, and produce engaging multimedia content tailored for online platforms, while also understanding key legal and licensing considerations in digital media.

- Digital Media and Visual Design
- Video Production: Tools, Techniques, Lighting, and Editing Basics
- Audio Production: Recording Equipment, Editing, and Podcasting
- Creating Interactive Media: Engaging Digital Content Elements
- Scripting for Podcasts, Long form videos and Other Popular Formats
- Writing for Short form videos (voiceovers, on-screen text and more)
- Content Rights, Licensing, and Legal Considerations in Digital Media
- Copyright issues, defamation, and privacy concerns relevant to brands and influencers

Learning Track 4: Digital Advertising & Marketing Communications

Overview: This Learning Track explores the shift from traditional advertising and marketing communication (IMC) tools to modern, data-driven digital advertising strategies. Students will learn how digital media has transformed the creation of marketing campaigns, making them more targeted and measurable. It also highlights how social media platforms are now central to engaging target audiences, and how various digital tools are being deployed to influence consumer buying behaviour.

This learning track gives the student an overview of:

- Traditional IMC tools
- Understanding the creation and execution of modern digital advertising and marketing campaigns
- Leveraging social media platforms to engage and target specific audience segments
- Utilising digital media tools and strategies to influence consumer purchasing behaviour

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Certification Program II

Strategic Content Creation for Diverse Digital Platforms

Learning Track 5 : Campaign Management

Overview: This Learning Track covers the essential methods for defining target groups and cohorts, developing focused messaging, and analysing the effectiveness of various digital platforms in disseminating messages. Students will learn the fundamentals of Google Search Ads, Sponsored Ads on Amazon, Ad Extensions, and Bidding Strategies (both Automated and Manual).

The Learning Track also takes a deep dive into a wide array of campaign management areas:

- Managing Campaigns Across Multiple Platforms
- Integrating Paid Social, Google Ads, and Organic Social for Unified Campaigns
- Cross-Platform Metrics and Analytics
- Google Search Ads Campaign Structure and Quality Score
- Sponsored Ads on Amazon: Setup and Optimisation
- Ad Extensions and Bidding Strategies (Automated and Manual)
- Performance Marketing and Conversion Rate Optimisation (CRO)

Learning Track 6: AI-Powered Digital Content: Transforming the Creative Landscape

Overview: This Learning Track explores the role of Generative AI in digital content creation. Students will learn about large language models, diffusion models for image/video creation, and generative algorithms used in graphic design, audio, and music production. The Learning Track also addresses the ethical aspects of AI, such as authorship and ownership, and covers tools and trends in AI for content personalisation, optimisation, and staying ahead of emerging technologies.

- Overview of Generative AI Models
- AI in Content Creation Technologies
- AI applications in VR/AR content creation
- AI Tools and Techniques for Digital Content Creation
- Ethical considerations in AI-generated content
- The role of AI in content personalisation, customisation, and optimisation
- How to stay ahead with evolving generative AI tools





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**Admissions
Open**
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