

Indian Institute of Mass Communication (IIMC)

Dhenkanal

Admission Notice for Lateral Entry to M.A. in Corporate Communication & Brand Management (MA-CCBM)

Academic Session 2026–27

Applications are invited from eligible candidates for **lateral entry to the Second Year (III Semester)** of the **M.A. in Corporate Communication & Brand Management (MA-CCBM)** programme at IIMC, Dhenkanal for the academic session **2026–27**.

Number of Seats

Total seats available for lateral entry: **32**

Category-wise Distribution (as per Government of India Reservation Policy)

- OBC-NCL: 9
- SC: 5
- ST: 2
- EWS: 3
- **Unreserved (General): 13**

Eligibility Criteria

Candidates must have fulfilled **any one** of the following conditions:

- Successfully completed IIMC's **Post Graduate Diploma (PGD)** in:
 - Journalism (English or Indian Languages)
 - Advertising & Public Relations
 - Radio & Television Journalism
- OR, completed **First Year (Semester I & II)** of any **MA programme at IIMC** or its regional campuses
- Or, completed **First Year (Semester I & II)** of **MA in Journalism and Mass Communication** or equivalent programme from any recognised university established by an act of parliament or state assembly.

Mode of Application

- Application can be submitted **online or offline**

- The application form may be downloaded from the IIMC website. The duly filled-in application form, along with the required documents and proof of payment of the application fee, should be sent by registered post to the following address:

**Regional Director
IIMC, Sanchar Marg
Dhenkanal – 759001, Odisha**

Application Fee:

General: **Rs. 1500/**

General-EWS/OBC-NCL/SC/ST: 1000/

Important Dates

- **Availability of Application Form on IIMC's website:** 01 June 2026
- **Last Date for Submission:** 22 June 2026
- **Entrance Test Date:** 30 June 2026

Entrance Examination

- Duration: **2 Hours**
- Centres:
 - IIMC New Delhi
 - IIMC Dhenkanal
 - All IIMC Regional Campuses

Selection will be based on **merit in the entrance test.**

The entrance examination for lateral entry to the second year of the MA in Corporate Communication & Brand Management (MA-CCBM) programme will assess the candidate's knowledge, aptitude, analytical ability, creativity, and communication skills in the following areas:

- Fundamentals of Corporate Communication and Brand Management
- Brand appreciation, positioning, and consumer engagement
- Corporate storytelling and strategic communication
- Crisis communication and reputation management
- Stakeholder engagement and media relations
- Digital branding, social media communication, and integrated communication strategies
- Analytics-driven communication and contemporary communication trends

- Creativity, critical thinking, and writing skills

Programme Fee

Total Fee for Second Year (III & IV Semesters): **Rs. 1,45,000**

- III Semester: Rs. 79,000
- IV Semester: Rs. 66,000

How to Apply

- Application forms will be available on the official website of IIMC. Candidates are advised to carefully read the instructions before applying.
- Link to fill online form: <https://forms.gle/ZL1UGNY4qeBMnNNv6>

Important

For payment of application fee, following is the SBI bank account details of IIMC:

Name of Account Holder: IIMC STUDENT TUITION FEE

Account No.: 40321700691

Name of Bank: State Bank of India,

Branch: RK Puram Sector - 1

IFSC: SBIN0001076

Important Notes

- Admission will be strictly based on merit and reservation norms of the Government of India.
- Candidates must produce original documents at the time of admission.
- Lateral entry in case of other recognised university is subject to approval by the equivalence/competent academic authority.
- For any enquiry or help, please contact Mr. Jitendra Pati: 9437444200

Controller of Examination and Admission Incharge
IIMC, New Delhi