



ADVANCED
EDUCATIONAL INSTITUTIONS

Degree Course for the Digital Age

BBA

Digital Marketing



For Admissions

8930402222

8930502222

<https://www.advanced.edu.in>

info@advancedinstitutions.com

BBA

Digital Marketing

3 years Bachelor Program

About the Program

BBA (Bachelor of Business Administration) in Digital Marketing is a three year bachelor program. This program offers specialization in digital marketing alongside managerial concepts. This is new and trending branch of marketing. Digital marketing is thriving not just in India, but worldwide. Even the traditional companies are adopting digital business in this competitive environment. Moreover, digital marketing has become a booming career option for the youth in this digital age.

Key Program Highlights

COURSE LEVEL

Graduate

DURATION

3 Years

EXAMINATION TYPE

Semester Wise

ELIGIBILITY

10+2 with a minimum aggregate score of 45 %

AVERAGE SALARY

INR 5-8 Lac per annum

ADMISSION PROCESS

Merit Based

EMPLOYMENT AREAS

IT Companies, Startups, Social Media Marketing Agencies, Online News Portals and Magazines, Data Analytics Agencies, Digital Marketing Department of MNCs and Indian Companies

Why BBA in Digital Marketing

- This course imparts skills to analyse right strategies to plan and execute e-business and promote products online on popular search engines and social media channels.
- Since the outbreak of covid-19 pandemic, digital marketing has become one of the best way of advertisement for all companies small or large, because it is the most effective way to conduct marketing campaigns even while their customers stay at home.
- The scope of digital marketing in India will be worth \$160 billion by 2025 as per Goldman Sachs report.
- The course helps you learn the fundamentals of digital marketing along with management to be a successful entrepreneur by opening doors of local as well as global markets.



3 years Bachelor Program

Why BBA in Digital Marketing from Advanced Educational Institutions

- Live Projects along with regular classroom teaching.
- Excellent Faculty with a rich combined experience of industry and academics.
- Industry driven comprehensive curriculum.
- Learning through hands-on practice in labs, workshops and projects.
- Degree from State Government recognised University, Accredited 'A' grade by NAAC.

Top Recruiting Companies



Job Positions





Why **Advanced Educational Institutions**

- The Oldest and most Renowned Institution in the Region - **Established in 2006.**
- Affiliated to **J. C. Bose University of Science and Technology, YMCA, Faridabad**, a Haryana State Government University accredited 'A' grade by NAAC.
- Highly **Experienced and Competent Faculty.**
- **25 Acre Lush Green Campus** with State of the Art Infrastructure.
- **Well equipped 40+ Laboratories** with updated equipment and well stocked Libraries.
- Very **Conveniently Located** on Delhi Agra National Highway.
- Expert **Guest lectures, Industrial training tours, seminar and workshops.**
- **Very Good Placement** in MNC's and Indian Companies.
- **Transport facility** from Delhi, Faridabad, Mathura, Palwal, Hodal and nearby cities.
- Separate **Air-Conditioned Hostels** for comfortable accommodation for Boys & Girls.
- Sports: **Volleyball, Basketball, Badminton, Table Tennis, Cricket, Football.**
- Clubs: **Music, Dance, Literature, Drama and Photography.**

Advanced Educational Institutions

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