

Degree Course for the Digital Age

B B A

Digital Marketing

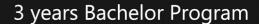
For Admissions

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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



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.
- C Learning through hands-on practice in labs, workshops and projects.
- Degree from State Government recognised University, Accredited 'A' grade by NAAC.

Top Recruiting Companies







Advanced Why 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.
- O Sports: Volleyball, Basketball, Badminton, Table Tennis, Cricket, Football.
- O Clubs: Music, Dance, Literature, Drama and Photography.

Advanced Educational Institutions

advanced.edu.in

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