

## BBA > With Certification in Digital Marketing



**Duration : 3 Year**

### Eligibility:

- Passed 10+2 examination from a recognized Board, with English as one of the compulsory subjects,
- Obtaining at least 40% marks in the aggregate.

**BBA** is the basic platform of someone who is serious of getting through to a good MBA program. This **Bachelor in Business Administration** lays the bases of your management education. This course is of more importance to students from a non commerce as it brings them on terms with the basics in Business Administration.

Bachelor's of Business Administration is a three year degree program. This degree aims at providing fundamental education in **business and management principles**. The course allows students to specialize in one of the multiple specialization areas, such as international business, finance, real estate, computer information systems, marketing or accounting. BBA programs can offer practical management training that can prepare students to successfully work within a large or small organization.

Some of the top core subjects of a BBA degree are as the following:

- Finance
- Marketing
- Operation
- Human Resources (HR)
- Accounting
- Supply Chain
- International Business
- Logistics and Supply Chain
- Organizational Behavior
- Planning
- Retail
- Strategic

## BBA with Certification in Digital Marketing

Digital Marketing Interaction on Social Media has exploded in past few years and presence of Facebook, Twitter, LinkedIn etc. has given us opportunity to explore the market on digital platform. The course highlights the digital strategies policies and technologies that have transformed the marketing paradigm and the rise of digital markets around the world.

The program provides analysis of digital market environments challenges and issues faced along with latest developments in digital market. It provides comprehensive view on e-business online marketing social media channels the growing power of the connected customer and an explosion of new digital tools for digital marketing.

### Job Description

Digital Marketing is a vast field. It offers one diverse job opportunities. Thanks to the importance of Digital Marketing, MNCs and business houses these days have dedicated digital marketing teams. Graduates may join such a work setup or they may even start their own digital marketing agency or venture!

Graduates may find a job in the following work setups –

- Digital Marketing Agencies
- Digital Marketing Department of MNCs and Companies
- Startups
- Data Analytics Agencies
- Internet Technology Businesses
- Social Media Marketing Agencies
- Online News Portals, Magazines and Similar Publications



### Career Prospects:

### Earnings

**1.8 to 5 Lakh per annum**

*(Salary data sourced from PayScale.com)*

### Earnings Details

The scope of management courses is increasing day by day. Once you have

completed your degree, you have a great job opportunity in the industrial world. In the management sector you can reach at the top designation, in quick span of time. It opens a number of career paths in the future.

A management professional always plays a vital role in his/her company and this is why, he used to keep in touch with the board of directors.

All sectors including government and public have various industries, companies, institutions or related organizations, come in the job prospective fields for a management professional.

**Some popular Job Profiles are:**

- Finance Manager
- Business Administration Researcher
- Human Resource Manager
- Research and Development Manager
- Business Consultant
- Information Systems Manager
- Marketing Manager.....



**Major Recruiting Companies**

- *KPMG*
- *Raymond Ltd*
- *Strategic Foods*
- *Landmark*
- *Reckitt & Benckiser*
- *Tata Consultancy Services Ltd India*
- *Cognizant Technology*
- *Solutions India*
- *Landmark*
- *Retail*
- *Gulf*
- *Tech Mahindra....many more....*