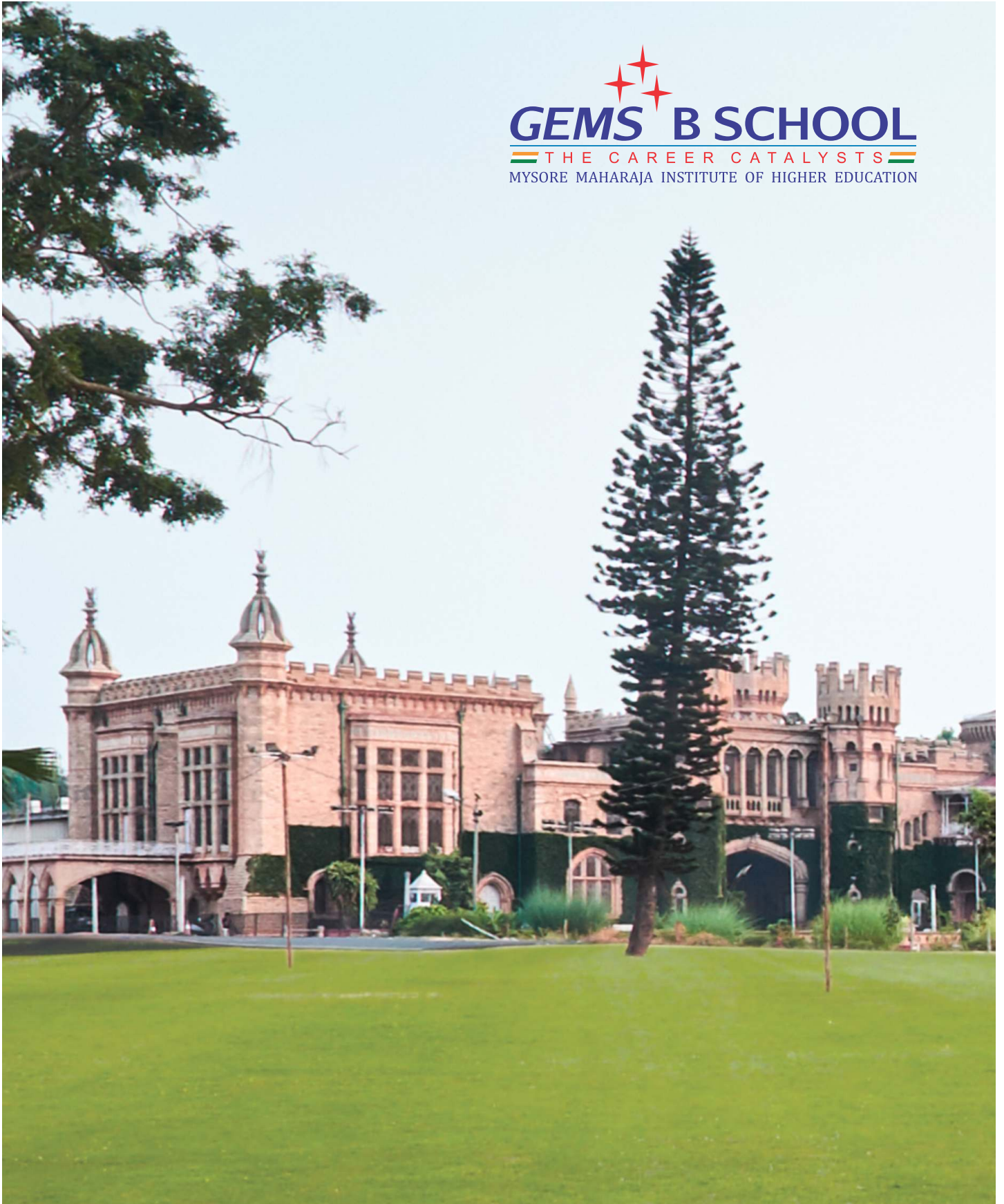


[www.gemsbschool.com](http://www.gemsbschool.com)

# MBA in DIGITAL MARKETING



**GEMS B SCHOOL**  
THE CAREER CATALYSTS  
MYSORE MAHARAJA INSTITUTE OF HIGHER EDUCATION

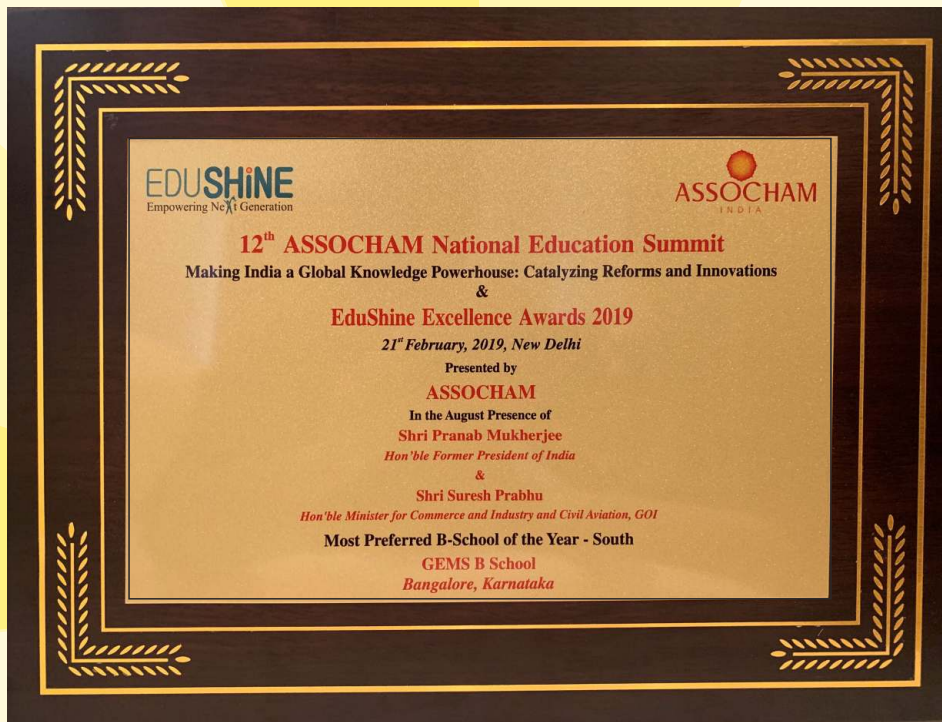


The Royal Cottage, Bangalore Palace, Vasanthanagar,  
Bangalore- 560 052. Tel: **080 23560387 / 23560389.**  
[scalinggreaterheights@gemsbschool.com](mailto:scalinggreaterheights@gemsbschool.com) [www.gemsbschool.com](http://www.gemsbschool.com)

- **Bangalore** • **Mysore** • **Pondicherry** • **Tiruati** • **Vizag** •

# AWARD

GEMS B SCHOOL-Bangalore, in Feb 2019, received the prestigious **ASSOCHAM award** for '**The most preferred B School of the year in South India**' from Sri. Suresh Prabhu, Central Minister for Industry and Commerce and Civil Aviation and in the presence of Sri. Pranab Mukherjee, former president of India, in New Delhi.



# AWARD

**GEMS B SCHOOL** received the prestigious **ASSOCHAM** award for 'The most preferred **B School for Placements**' Nationally, at the **ASSOCHAM** 13th Higher Education, Skill and Livelihood Conclave conducted on 25th and 26th Feb-2020 in New Delhi.

The award was received from one of India's tallest Business Leaders, Dr. Niranjan Hiranandani, The Founder and Managing Director of Hiranandani Group.



# AWARD

**GEMS B SCHOOL** was recognised as  
**'The Most Innovative Business School in South India'**  
at the **Times Business Awards 2020**,  
organised virtually by Times of India  
on 5th October 2020.



## About GEMS B SCHOOL

Conceived by experienced academicians  
and inspired by accomplished professionals.

### VISION

Creating leaders and not just managers.

### MISSION

Igniting Excellence in young minds.

### VALUES

Effective, Ethical, Enterprising, Transparent,  
Student friendly and Market centric.



Ranked by  
**Silicon India - 2017**  
in the 17th Position  
Nationally and 7th  
position in South India



Ranked by  
**Higher Education  
Review - 2016** in the  
25th position Nationally



Awarded  
**'Management College  
of the Year - 2015'**  
by Higher Education Review



Ranked in the  
21st position by  
**India Business Journal**  
in its 2015 B School  
Ranking Survey



Awarded as the  
**"Fastest growing  
B-School in India"**  
by **Business & Economy**



Offers programs in  
synergy with the industry  
with over 400 companies  
across industries



Offers industry Specific Certification  
programs in areas of Information Security,  
Business Analytics, Digital Marketing,  
Financial Analytics, Human Resources  
Management, Airport Operations,  
Logistics & Supply Chain etc.

## OFFERS INDIAN AND INTERNATIONAL DEGREES IN AFFILIATION WITH

**AMERICAN HERITAGE UNIVERSITY  
OF SOUTHERN CALIFORNIA**

**UNIVERSITY OF SUNDERLAND,  
LONDON**

**BHARATHIAR UNIVERSITY,  
TAMIL NADU**

**PONDICHERRY UNIVERSITY,  
PONDICHERRY**

Dear friend,

Igniting Excellence

Welcome to GEMS, the B-School with a difference. We are sure you want to know what the difference is? Right from the ambience, curriculum, methodology, faculty and the conditioning, everything is going to be unconventional and different, all with a specific purpose.

GEMS is a voyage. Our goal is to build you like a ship, majestically and meticulously, to enable you to sail steadily on the choppy seas of business. Whether you are going to choose the passage of corporate executive, business professional or entrepreneur, our aim is to reinforce you in such a way, you are able to cruise with equanimity without ever compromising on business ethics. Every minute you spend here is going to equip and enlighten you, empower and energise you so that you can weather any storm. Set sail, we have many nautical miles to conquer and coasts to anchor.

**Dr. M.I.M.Nehruzii** MSc, MBA, PhD.  
Dean  
GEMS B SCHOOL





**AMERICAN HERITAGE  
UNIVERSITY**  
OF SOUTHERN CALIFORNIA

## About AHUSC

- ◆ Located in California, USA
- ◆ Approved by The Bureau for Private Postsecondary Education California (Govt of California, USA)
- ◆ Affiliate campuses in Asia, Europe, Middle East and Africa
- ◆ Approved by APPSEC (Association of Post Private Secondary Education California)
- ◆ Member of Ontario Chamber of Commerce



**Copy of American Heritage University of Southern California's approval from  
The Bureau for Private Postsecondary Education California (Govt of California, USA)**



Business, Consumer Services, and Housing Agency - Edmund G. Brown Jr., Governor  
**Bureau for Private Postsecondary Education**  
 2535 Capitol Oaks Drive, Suite 400, Sacramento, CA 95833  
 P.O. Box 960818, West Sacramento, CA 95798-0818



**Approved Educational Program List**

*In accordance with the provisions of California Education Code 94866 or 94890, the Bureau for Private Postsecondary Education approves:*

**American Heritage University of Southern California**

**1802 East G Street  
Ontario, CA 92336**

**School Code #: 81701248  
Site Type: Main**

*to offer the following program(s)/course(s):*

<u>Program Name</u>	<u>Program Approved</u>	<u>Program Type</u>
Bachelor of Business Administration	12/06/2004	Degree
Master of Business Administration	12/06/2004	Degree

**Degree Programs: 2**

**Total Programs/Courses: 2**

*The program list above represents all currently approved educational programs for this institution. The Main, Branch, or Satellite locations of this institution may offer any subset of this list.*

**Robert Bayles, Education Administrator**

This document is valid if all fees are current. Subject to earlier termination in accordance with the law.

*Approved/Registered Program list associated with Institution Approval # 24081, which expires on October 23, 2022.*

*Page 1 of 1  
Printed: 10/23/2017*

**American Heritage University of Southern California's listing on the  
The Bureau for Private Postsecondary Education California (Govt of California, USA)  
website (www.bppe.ca.gov), under approved Educational Institutions**

The screenshot shows the BPPE website interface. At the top, there are navigation links: About Us, Complaints, Contact Us, Forms, and Laws. The main header includes the CA.GOV logo, the Department of Consumer Affairs logo, and the BPPE logo. Below the header is a navigation menu with links for HOME, STUDENTS, SCHOOLS, and ENFORCEMENT. A search bar is located on the right side of the header.

The main content area is titled "School Detail" and shows the following information:

- System Last Updated: 3/26/2018
- School Name: AMERICAN HERITAGE UNIVERSITY OF SOUTHERN CALIFORNIA
- School Code: 81701248
- Mailing Address: 1802 East G Street, Ontario, CA 92336
- Telephone: 909 884-9000
- County: San Bernardino
- Physical Address: 1802 East G Street, Ontario, CA 92336

Below the school details, there is a section for "CURRENTLY APPROVED PROGRAMS:" which lists:

- BACHELOR OF BUSINESS ADMINISTRATION
- MASTER OF BUSINESS ADMINISTRATION

At the bottom of the page, there is a footer with a wheelchair accessibility icon and the following text: Home | Help | Contact Us | Disclaimer | Conditions of Use | Accessibility



# PONDICHERY UNIVERSITY

## About Pondicherry University

- ◆ Located in Pondicherry
- ◆ A Central University (Owned by Govt of India)
- ◆ UGC Recognised
- ◆ NAAC 'A' Grade accredited
- ◆ Offers AICTE approved courses



# MBA in Digital Marketing

## What is Digital Marketing?

Any marketing that uses electronic devices to convey promotional messaging and measure its impact. In practice, digital marketing typically refers to marketing campaigns that appear on a computer, phone, tablet, or other device. It can take many forms, including online video, display ads, and social media posts.

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel.

Essentially, if a marketing campaign involves digital communication, it's digital marketing.

Digital marketing encompasses, even more, roles and skills than marketing ever before, and it's this flexible, versatile nature of the business that makes it so fascinating. Here are some general areas that a digital marketing professional will likely touch on during their training or career:

- Video/audio production
- Interactive technology (such as AI)
- Mobile marketing
- Search engine optimization (SEO)
- Search engine marketing (SEM)
- Social media
- E-commerce

- Email marketing
- Marketing automation
- Content management and curation
- Web development
- Web design
- Copy writing and editing
- Analytics
- Business/marketing strateg

## Why choose a career in Digital Marketing?

Digital marketing is a career that has plenty of room for techs, creatives, and business people.

This is a field that's ever-changing and engaging; there's always something new to learn. And if you work in an agency, you'll always be working with different clients, which means you'll probably never get bored.

Today, companies are waking up every day to the fact that digital marketing is very relevant and is no longer an option.

*Times of India* has reported that by 2022, Digital Marketing would generate 2.5 Lakh jobs within India.

According to *Business Insider*, India's digital economy is expected to touch \$1 trillion mark by 2022.

A report in *Indian Express* suggests that 85% marketers are tracking revenues generated through digital marketing and 50% of them





**reported that e-marketing activities are contributing to more than 10% of their revenues.**

**According to LinkedIn, the “Digital Marketing Specialist” role is among the top 10 most in-demand jobs, with 860,000 job openings. The most requested experience in digital marketing includes social media, content strategy, SEO, analytics, and more.**

Because there are so many facets to digital marketing strategy, the number of related jobs is quite high. In fact, the industry is facing a crisis — the digital skills gap. **A LinkedIn survey found a shortage of about 230,000 digital marketing professionals.**

With so many jobs and not enough professionals to fill them, now is the perfect time to get started in digital marketing.

Beyond this, here are a few more reasons to consider this career.

### **1. It's in demand**

The influence of digital marketing is tremendous. It's possible for brands to reach virgin markets and never-influenced-before consumers through social media and other online tools. And not just brands, even political leaders are utilizing digital marketing to spread their propaganda. The campaigns of both, Donald Trump and Narendra Modi, saw phenomenal success, thanks to their digital edge.

As per the same Indian Express report quoted earlier, almost 80% of India marketers believe in the advantage of digital campaigns for increased conversion. It, therefore, goes without saying that there is a huge demand for digital marketers.

### **2. It will help you kick-start your own career**

In traditional advertising careers, you may have to wait for the right opportunity to gain the experience you need. With digital marketing, the world is your horizon. If you want to stand out in the crowd, build your own social media presence, start a blog or a Youtube channel, contribute to online conversations, show prospective employers how valuable you can be. There are numerous examples of people who've been hired after their digital media talents have been visibly showcased.

### **3. It will allow you to explore different sectors**

As a digital marketer, you will have the freedom to explore the industry you wish to. From fashion to education, from entertainment to health, the demand for digital marketing lies in every sector. Also, within the umbrella of digital marketing there are several different roles you can choose from - content marketer, social media marketer, mobile marketer, SEO specialist, inbound marketer, creative specialist, or even an online PR expert.

### **4. It does not require a specific academic background**

The greatest advantage of pursuing a career in digital marketing is that your academic background holds little importance. It's your passion for the job, your creativity, your ability to think out of the box that matters and not your educational qualification. Having said that it is important to know the integral details of what will lie ahead instead of going in blind.

### Industry Synergised MBA in Digital Marketing

The Industry Synergised MBA in Digital Marketing is a two year Earn - Learn - Earn, Work - Study - Work Program. This is a program where, when a fresh graduate joins our MBA program, the placement process will start immediately and the student is placed in a Digital Marketing company. 5 days in a week he/she works with that Digital Marketing Company in a full time job earning a full time salary. 2 days a week he/she attends classes in the college. At the end of 2 years the students on the one hand has an International MBA in Digital Marketing and on the other hand has 2 full years of relevant work experience in Digital Marketing. The course has been designed such that the student gets practical exposure to Digital Marketing for 5 days in a week and classroom exposure for 2 days. This practical exposure which the student acquires for 5 days in a week is a part of the University's program curriculum and is mandatory.

Students will be awarded a Dual degree in this program. The MBA degrees will be awarded by American Heritage University of Southern California and Pondicherry University. American Heritage University of Southern California is approved by The Bureau for Private Post Secondary Education California (Govt of California, USA), which is the statutory body of the Government of California to recognise and approve Universities in California and Pondicherry University is a Central University (Owned by Govt of India) which is UGC recognised, AICTE approved and NAAC 'A' grade accredited. On the strength of these Degrees students can apply for employments in the Private sector, Public sector and Overseas as well.

Hostel accommodation is provided for Boys and Girls during all the two years of study and work at an extra cost. Hostel stay is optional.

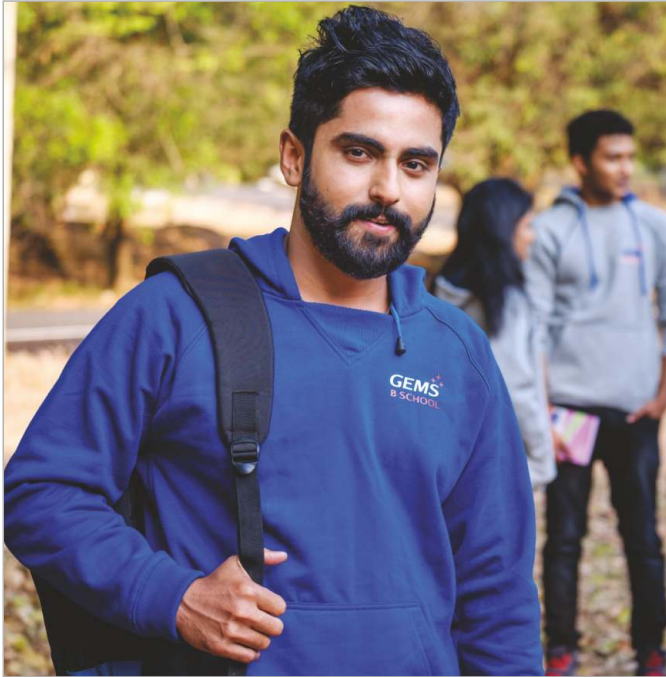
Bank loan can be availed by the student from the bank where the student's parents are banking. After the student's admission the college will provide the student with the necessary documents to be produced to the bank for the processing of education loan.

Fees can be paid in easy instalments every three months over a period of two years.

Students who have completed or appeared for their Degree exams in any discipline can apply



## Salient Benefits



- ◆ Wi-Fi Campus
- ◆ Faculty from industry
- ◆ Digital Library with Unlimited Access
- ◆ Team Building
- ◆ Most economical
- ◆ Outbound Workshops
- ◆ Creativity
- ◆ Industrial visits
- ◆ Highly flexible
- ◆ Seminars
- ◆ Entrepreneurship
- ◆ Classes during Weekends
- ◆ Student friendly experimental learning
- ◆ Personality enrichment
- ◆ Aptitude test skills
- ◆ Industry Relevant Curriculum
- ◆ Excellent Environment

## Value Addition

- ◆ 2 day compulsory Outbound Workshop
- ◆ Regular discussion forums with senior executives from the Industry to enhance better corporate adaptability.
- ◆ People skills like Communication, Leadership, Relationship management, team building, Entrepreneurship, working in virtual teams, etc.
- ◆ Industry skills like Spoken English, Personality Enrichment, Aptitude test skills, Interview skills, GD skills, Tele / Video conference skills, etc.
- ◆ One optional foreign language.





### Admission Procedure

Students can apply for this course by taking the Gems Admission Test ( GAT ) on [www.gemsadmissiontest.com](http://www.gemsadmissiontest.com)

### Eligibility

Any Graduation  
Students awaiting their final year results can also apply.

### Duration

2 Years

### Classes

Weekends

## Fee Structure

The total fee structure of this course, payable to AHUSC in USD and GEMS B School in INR, sums up to approx. **Rs. 4,80,000/-** The break up is as below

Installment	GEMS B SCHOOL (Payable to GEMS B SCHOOL)	AHUSC (Payable directly to AHUSC)
1	INR 1,00,000/-	USD 250
2	INR 75,000/-	NA
3	INR 50,000/-	USD 250
4	INR 55,000/-	NA
5	INR 30,000/-	USD 200
6	INR 40,000/-	NA
7	INR 30,000/-	USD 200
8	INR 40,000/-	NA

# A FEW COMPANIES OUR STUDENTS WORK WITH



# MBA IN DIGITAL MARKETING CURRICULUM

## SEMESTER –I

1. Management Concepts & Organisation Behaviour
2. Managerial Economics
3. Accounting for Managers
4. Business Environment & Law
5. Research Methodology

## SEMESTER –II

1. Financial Management
2. Marketing Management
3. Human Resource Management
4. Operations Research & Management
5. Strategic Management

## SEMESTER –III

1. Search Engine Optimisation
2. Search Engine Marketing
3. Social Media Marketing
4. Email Marketing
5. Web Analytics

## SEMESTER –IV

1. Affiliate Marketing
2. Lead Sourcing
3. Media Buying and Planning
4. Digital Marketing Strategy
5. Freelancing in Digital Marketing
6. Master's Degree Project/Dissertation

**Contact us**



The Royal Cottage, Bangalore Palace, Vasanthanagar, Bangalore - 560 052.  
**Tel: 080 23560387 / 23560389**