



MBA in DIGITAL MARKETING



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• Bangalore • Mysore • Pondicherry • Coimbatore • Vizag •

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.



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



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



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.



GEMS B SCHOOL-Bangalore has been Ranked No. 4 with A+++ Grade in India,
No. 7 in Academic Excellence, No. 5 in Placements, No. 7 in infrastructure and
No. 7 in Alumni Network in India, in Silicon India's
'What If Not IIMs' B School Survey 2023.

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.



AWARD

GEMS B SCHOOL was recognised as the '**B School of the year**' at the **ASSOCHAM 15th International Education Leadership & Skill Development Summit**

held on the 13th of May 2022 in New Delhi.

This Coveted '**B-School of the year**' award of ASSOCHAM was received by us from the Honourable Minister of State for Defence and Tourism, Govt. of India, Shri. Ajay Bhatt.



AWARD

GEMS B SCHOOL takes great pride in being recognised as one of the **Best Education Brands in India 2023** by The Economic Times. We were felicitated by the Honourable Education Minister of the Government of Nagaland, Shri. Temjen Imna Along at **The Economic Times Best Education Brands 2023** Event organised at the Hyatt Regency, New Delhi, on 29th June 2023. Coming from India's No. 1 Business & Financial Newspaper, TV Channel and Website, this recognition is absolutely special and motivating. We were also thrilled to find out that we were recognised among highly prestigious Institutions such as IIM – Indore, BITS – Pilani etc.



DEGREE AWARDING UNIVERSITIES



**University of
Sunderland**



**ROOSEVELT
UNIVERSITY**



**LA TROBE
UNIVERSITY**



**AMERICAN HERITAGE
UNIVERSITY**
OF SOUTHERN CALIFORNIA

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



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 optimisation (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 strategy

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 utilising 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 has 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

This is an Earn-Learn-Earn / Work-Study-Work Program. Join the Industry Synergised MBA in Digital

Marketing and get a Job placement in a reputed Digital Marketing Company. Work from Monday to Friday. Study on Saturdays and Sundays. At the end of 2 years get an MBA degree and a PGP certification with 2 years work experience. Job placement will be related to Digital Marketing in a Digital Marketing Company to enable 5 days practical exposure and 2 days classroom exposure (70% practical learning and 30% theoretical learning). Job placement will be full time and a full time salary will be paid.

The student will be awarded an MBA degree and a PGP certification in this program. The MBA degree will be awarded by a UGC recognised and NAAC 'A' grade accredited Indian University and the PGP certification by GEMS B SCHOOL. On the strength of these qualifications students can apply for employment in the Private sector, Public sector and Overseas as well.

Fees is payable in 8 easy instalments. Hostel accommodation available in the campus. Students will be taken on an outbound workshop as a part of the course curriculum.

International Progression (optional)

GEMS B SCHOOL's strategic partnerships with reputed International Universities enables students enrolling for the Industry Synergised MBA program for a course progression into an MBA program at one of these International Universities.

GEMS B SCHOOL currently has International Pathway agreements with University of Sunderland – UK, Roosevelt University – USA and La Trobe University – Australia.

Students can complete the first year of their MBA at GEMS B SCHOOL and progress to one of these Universities for the final year to get an MBA from that respective University.

The International progression is only for students who are interested in this option and is not mandatory for all. Students enrolling for the Industry synergised MBA have time upto one year to decide whether they would like to choose this option or not.



MBA in Digital Marketing

Curriculum, Specialisations and Fee Structure

SEMESTER –I

- | | |
|---|--------------------------------|
| 1 | Management Concepts & Theories |
| 2 | Organizational Behaviour |
| 3 | Business Environment |
| 4 | Managerial Communication |
| 5 | Managerial Accounting |
| 6 | Managerial Economics |
| 7 | Statistics for Management |

SEMESTER –II

- | | |
|---|--------------------------------|
| 1 | Marketing Management |
| 2 | Human Resource Management |
| 3 | Corporate Finance |
| 4 | Quantitative Methods |
| 5 | Legal aspects of Business |
| 6 | Operations Management |
| 7 | Management Information Systems |

SEMESTER –III

- | | |
|---|-----------------------------------|
| 1 | Fundamentals of Digital Marketing |
| 2 | Social Media Marketing |
| 3 | Search Engine Marketing-I |
| 4 | Entrepreneurship |
| 5 | Project Management |
| 6 | Project Work Diary |
| 7 | Summer Internship Report |

SEMESTER –IV

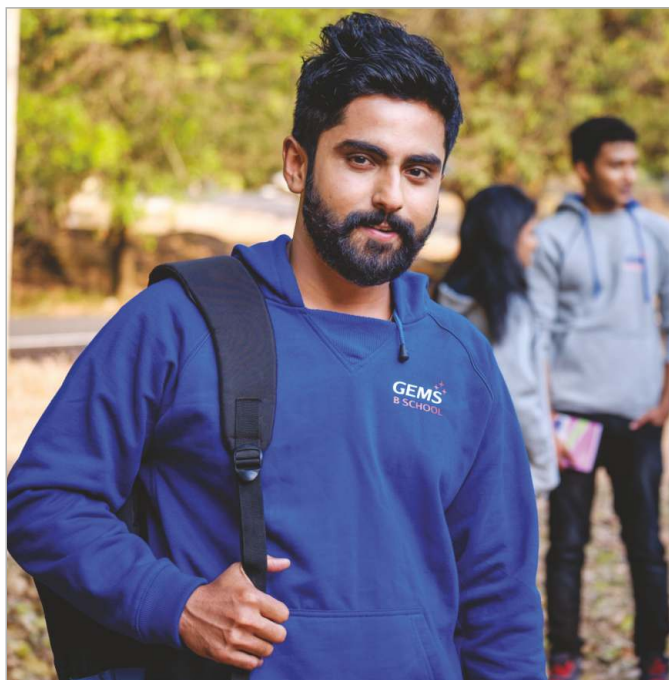
- | | |
|---|--|
| 1 | Marketing 5.0 |
| 2 | Search Engine Marketing-II |
| 3 | Website Design & Development |
| 4 | Elective-VII Content Marketing & Affiliate Marketing |
| 5 | Strategic Management |
| 6 | Master's Project Dissertation /Project Report |
| 7 | Project Viva-voce |

Fee Structure

The total fee structure of this course is **Rs. 6.40,000/-** payable in 8 instalments once every 3 months.

Installment	Amount
1	Rs. 1,50,000/-
2	Rs. 1,50,000/-
3	Rs. 90,000/-
4	Rs. 90,000/-
5	Rs. 40,000/-
6	Rs. 40,000/-
7	Rs. 40,000/-
8	Rs. 40,000/-

Salient Benefits



- ◆ Faculty from industry
- ◆ Digital library with unlimited access
- ◆ Team building
- ◆ Most economical
- ◆ Creativity
- ◆ Highly flexible
- ◆ Seminars
- ◆ Entrepreneurship
- ◆ Classes during weekends
- ◆ Student friendly experimental learning
- ◆ Personality enrichment
- ◆ Aptitude test skills
- ◆ Industry Relevant Curriculum
- ◆ Excellent Environment

Value Addition

- ◆ 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.



Admission Procedure

Eligibility

Students with Graduation in any stream can apply. Students awaiting their final year results can also apply.

Students will have to clear the GEMS online admission test
@ www.gemsadmissiontest.com.

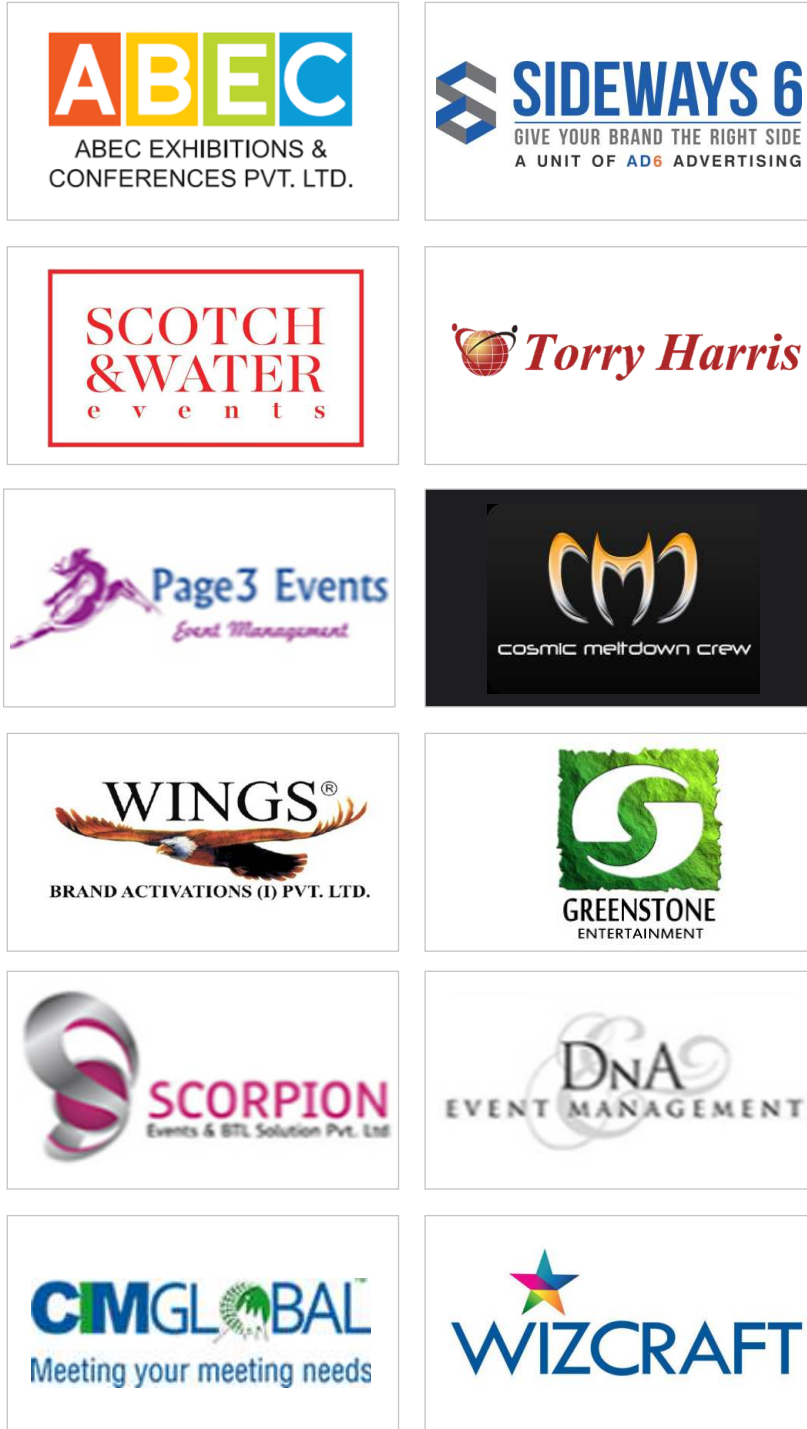
Duration

2 Years

Classes

Weekends

A FEW COMPANIES OUR STUDENTS WORK WITH



ALL LOGOS / TRADEMARKS USED ARE EXCLUSIVE PROPERTIES OF THE RESPECTIVE CORPORATIONS / COMPANIES

Contact us



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