

MBA in Digital Marketing

JSS CMS, JSS S&T University, SJCE Campus, Mysuru, presents MBA in Digital Marketing: A two year post graduate full time Business Management course.

MBA Digital Marketing, is an interdisciplinary training in business and technology, preparing students for successful internet business ventures. The course has a deep focus on digital skills to ensure that the students are up to date with the latest digital marketing trends.

The two-year program is the first of its kind offered in Mysuru under the aegis of JSS S&T University, Its training program and curriculum is on par with some of best digital marketing management courses offered by top universities around the world.



HEADLINE

To become a successful Digital Marketer Specialist:

Students need to develop skills such as:

Creativity: You need to come up with creative campaigns, conversations, and ideas to differentiate your brand from your competitors.

Analytical ability: Analytical skills are critical to measuring what's working and what's failing.

Willingness to experiment: The domain of digital marketing is ever-changing. There are no set rules to succeed. Students should be open to experimenting new and unexplored ways to run campaigns.

Copywriting: The job of the digital marketer involves copywriting for sales copy, A/B split testing and to create keyword rich content.

Good knowledge about technology: Students should have knowledge about the basic HTML coding, the search engine, and social media algorithms.

Admission policies and Procedures:

- Admission for Post Graduate Program for Masters in Business Administration in Digital Marketing course, is open to all the candidates who possess a Bachelor's degree of minimum 3 years duration recognized by JSS Science and Technology University, besides any other Degree equivalent thereto.
- The candidates shall have passed the prescribed qualifying examinations with not less than 55% of the marks in the aggregate in the examinations considered for the award of the class. However, in the case of candidates belonging to SC/ST and any other groups classified by Govt. of Karnataka for such purpose from time to time the aggregate percentage of marks in the qualifying examinations shall not be less than 50%.
- The candidate is expected to appear for eligibility admission tests including PGCET/KMAT/AMAT/CAT/XAT/MAT/GMAT/ CMAT and or any other entrance test approved by GOK/ JSS S&T. They will then be sorted based on the ranking after which they will attend the interview for final selection to the course

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MBA Digital Marketing: Pedagogy for learning

Class Room Lectures and Class room activities, Case study discussion and analysis, Project study, Sharing of experiences by Digital Marketing Experts and Practitioners, Seminars, Panel discussions will be arranged regularly, Creative workshop and designing Labs, Start up lab and training programs, Research and development, Webinars, Simulations and Gaming, OPEN DAY celebrations.

Evaluation: Continuous and Comprehensive Evaluation (CCE) - formative and the summative tests, and Deductive Method.

Contemporary Careers in Digital Marketing field

1. Digital Marketing Manager
2. Professional Blogger
3. Affiliate Marketing & AdSense
4. Freelancing Services
5. Start own agency
6. You Tuber

And many more

Digital Landscape in India and the world over:

Digital landscape offers a lot of opportunities, one just needs to know where to begin.

The growing population of tech-savvy internet users has massively expanded the scope of digital marketing in India and the future is very bright for Digital Marketing.

As per the Cisco Visual Networking Index (VNI), the digital transformation in India will take the country's internet population to 830 million by 2021.

The possibilities are endless in the digital marketing field with an increase in government's spending and initiative on digital marketing to carry forward the goal of Digital India.

MBA Digital Marketing – has an edge over other MBA programs

Digital marketing management is a leading management program with focus on the digital world. It is a trending career option for those with an eye for social media and its allied digital sources. This does bring an edge over a general management program in terms of job prospects and career growth. There is a serious dearth for trained Digital Marketing professionals in India. We hope to address this with this program.

On successful completion of this course students will

- 1 Understand how to do marketing through the Digital media
- 2 Be able to use the internet or digital tools for promotion using digital marketing communications
- 3 Be able to produce market research to support customer relationship management
- 4 Be able to design an internet marketing plan.