



**MBA - MASTERS**

**OF BUSINESS**

**ADMINISTRATION IN**

**DIGITAL MARKETING**

**& ADVERTISING**

**(2-Years Full Time)**

**APPLY NOW**

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## INTERNATIONAL VISITING FACULTY



**Prof. Viren Lal**  
Executive Educator



**Dr. Ravi Vaidyanathan**  
Senior Lecturer  
Biomechanics



**Dr. Malcolm Kirkup**  
Dean



**Lord Nicholas Stern**  
Department of  
Economics



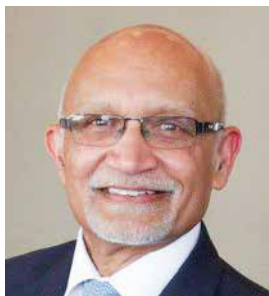
**Prof. David Yermack**  
Professor of Finance  
& Business Transformation



## CORPORATE SPEAKERS



**N Chandrasekharan**  
Chairman Tata Sons Ltd



**Arun Kumar**  
Chairman &  
CEO KPMG India



**Suresh Narayanan**  
Chairman & MD  
Nestle India Ltd

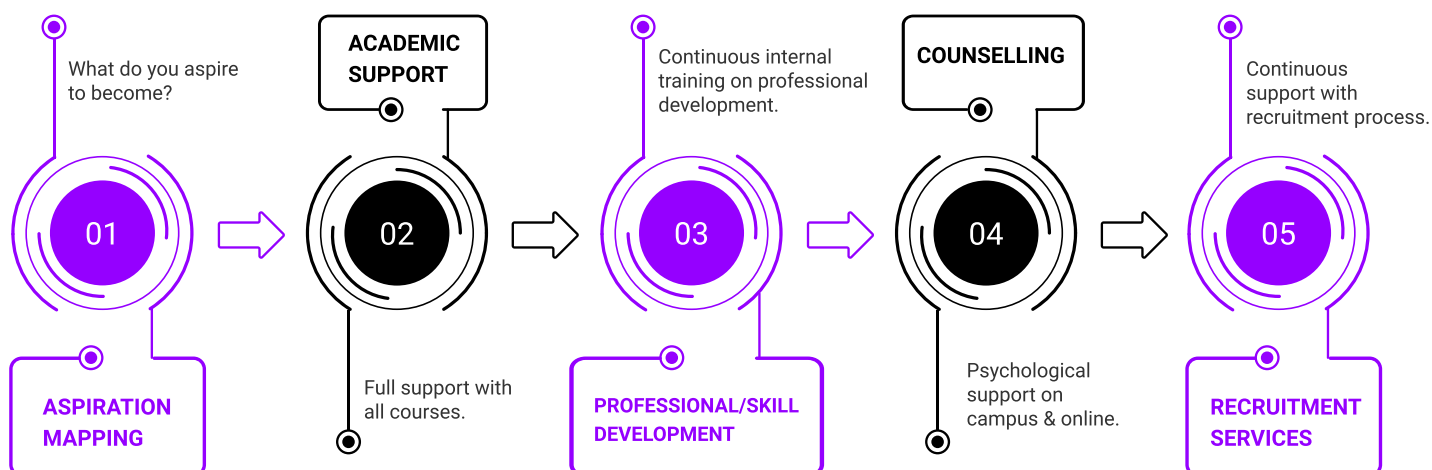


**Deepak Parekh**  
Chairman HDFC



**Sanjeev Mehta**  
Chairman & MD  
Hindustan Unilever Limited

## MENTORSHIP PROCESS







### Curriculum Focus:

The programme introduces students to conceptual foundations, skills relevant across changing times, & principles of good communication. Curriculum covers Policy, Regulatory, Legal & Economic aspects of media & communication services. Students can specialise in Digital Marketing, Advertising & Media Communication.

### Duration: 2 Years (Full-time)

### Learning Outcomes:

Students are trained to design and develop electronic communication across various mediums using graphics & sound for educational, advertising & entertainment purposes.

### Employment Opportunities:

Students train for careers in Broadcasting, Journalism, Advertising, New Media Industries, Political Marketing, Market Research, Regulation & Policy, Media Management & Research in both the public & private sectors.

## PROGRAM HIGHLIGHTS




Dual  
Specialization



Rural  
Immersion



1-on-1  
Feedback



Deep Dive  
Modules



1-on-1  
Mentorship



Urban  
location



Apply Skills in  
Industry projects



Career  
Support



On the job  
training



DIGITAL &  
EXPERIENTIAL  
MARKETING



STRATEGIC  
BRAND  
MANAGEMENT



CONTENT  
MANAGEMENT



MEDIA  
STRATEGY



PUBLIC  
RELATIONS



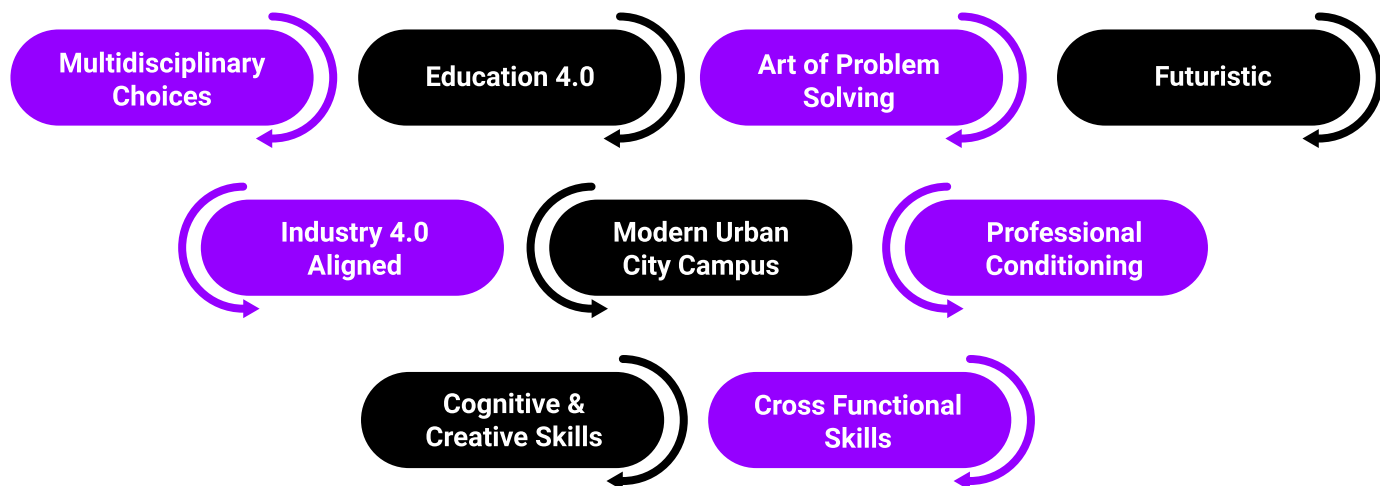
MARKETING  
ANALYTICS

# THE MBA CURRICULUM - (2021 - 23)

First Year		
Trimester 1	Trimester 2	Trimester 3
Marketing Landscape	Qualitative Research Methods	Sales and Distribution Management
Introduction to Advertising	Business Analytics	Digital Communication
Research Methods	Integrated Marketing Communications	New Media and Experiential Marketing
Principles and Practices of Management	Storytelling	Consumer Behaviour
PR Concepts: Structure and Practices	Marketing Management	Strategic Brand Management
Business Communication	Digital Marketing	Intro. to Search Engine Optimization
Media and Communication Industry Overview	UI & UX - I	UI & UX -II
Internship – On the Job Training (OJT)		

Second Year		
Trimester 4	Trimester 5	Trimester 6
Communication for Social Change	Semiotics	Capstone project
Basics of Mobile Marketing	Advertising Ethics & Consumer Protection	
Market Research	Rural Marketing	
Major in Advertising		
The Client and Agency Relationship	The Media Plan	Ad. Strategy
Advertising Management	Media Sales and Marketing	Communication Design
Copywriting	Strategic Media Buying	Creating Winning Ad campaign
Major in Digital Marketing		
Search Marketing	Biddable Media	Marketing Analytics & Integrated strategy
Social Media and Content Marketing	Social Listening and ORM	Digital Campaign Planning
Digital Metrics and KPIs	Digital Businesses	Digital Futures
Major in Public Relations		
PR Campaign and Strategic PR	Corporate Communication	Client Servicing
Effective Writing for PR	Event management	Measurement of PR Objectives and Campaigns
Professional Etiquette & Standards for P.R. Professionals	Crisis Communication & PR Case Studies	Public Speaking and Presentation skills for PR Professionals

# WHY STUDY MBA AT ATLAS

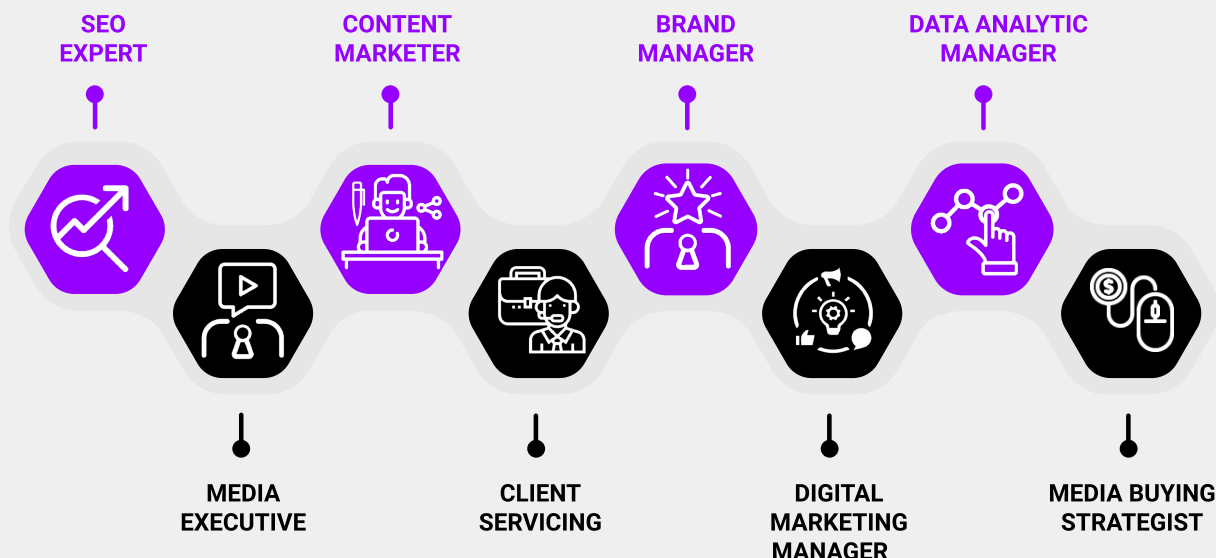




## CORPORATE PARTNERS & RECRUITERS



## CAREER PROSPECTS



## ADMISSION

### Eligibility

Students pursuing or having completed a minimum of three-year graduate programs in any discipline with minimum 50% aggregate marks from any University recognized by Association of Indian Universities (AIU). Students applying for their final exams can also apply provided they maintain minimum of 50% aggregate marks at the time of graduation as mentioned above. Students applying for their final exams should not have any live backlogs (ATKTs).

### Examination

Candidates must have also appeared for one of the following entrance tests - GMAT, CAT, XAT, MAT, CMAT, ATMA or any state CET tests. Candidates who have not appeared for any of the above mentioned entrance tests will have to go through entrance exam conducted by Atlas SkillTech University. Candidates satisfying above mentioned criteria will have to clear Group Discussion & Personal Interview (GDPI) conducted by Atlas SkillTech University.