

# Advertising expenditure in India surges to ₹ 1,04,000 Crores



## We give you the strength to excel in Branding & Advertising

SVKM's NMIMS School of Branding and Advertising is a highly regarded institution that maximises the potential of its students. Understanding the nature of brands and branding is essential not just for comprehending the marketing environment, but also for comprehending the nature of the consumer society in which we live. This program offers courses and programs focused on teaching students the skills and knowledge needed to create successful branding and advertising strategies. It aims to provide a holistic view of advertising and promotion from both a managerial and a cultural standpoint. It stands out from the crowd due to its innovative pedagogy, experienced faculty, industry-oriented course structure, and unparalleled learning environment. We nurture young individuals towards world of Branding & Advertising so that they may pursue careers in advertising agencies, marketing departments, or as freelance branding and advertising consultants.



NAAC Accreditation



MHRD / UGC

## Academic Highlights



4-year program with 8 semesters



Get a Graduation degree in BBA (Branding & Advertising) from SVKM's NMIMS Deemed to be UNIVERSITY



We deep dive core into Branding & Advertising with two specializations in Digital Media and Marketing Communications and Creative Communications



Radical curriculum with a combination of classroom teachings and real-world business simulations



Develop New Age Creative Thinkers, Global Brand Builders, and Socially Responsible Entrepreneurs



Upon completion of a branding and advertising program, graduates will be equipped with the skills and knowledge needed to create effective branding and advertising campaigns that can help companies achieve their marketing objectives

## Programs Offered B.B.A. (Honors)

### ELIGIBILITY

For admission to the BBA (Branding & Advertising) program, candidates must have passed the 10+2 in any field.

They must have scored with a minimum cumulative grade point average of 50%. In their 10+2 exam in any field.

### SELECTION PROCESS

All eligible candidates who desire to apply for admission to the BBA (Branding & Advertising) must take the online NPAT test, which will be held in several cities across India. Based on the results of the NPAT, the final merit list will be created. The registration starts in the month of Nov/Dec.

## International Collaboration



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