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Every **interaction** in any form, is **branding**

Seth Godin

BBA

ABOUT US



NMIMS

SVKM's NMIMS is a globally reputed university accredited with **NAAC A++** and a **CGPA of 3.67** in the fourth cycle of NAAC accreditation. Enhancing the employability of graduates has always been one of NMIMS's key goals. Its programs are backed by research, a robust curriculum, and a strong industry interface.

SoBA

SVKM's NMIMS School of Branding and Advertising, established in 2019, is India's pioneer undergraduate BBA program in the field. We impart a "T-shaped" expertise, blending a broad, multi-dimensional foundation in management and marketing with deep domain mastery in branding and advertising. Our industry-aligned curriculum empowers the next generation of strategic leaders with the creative agility and business acumen required to shape the future of commerce.

The program uniquely bridges the humanities and the commercial world, developing critical thinking, innovation, and entrepreneurship. By cultivating creativity in business alongside strategic insight, we equip students to launch, build, and manage resilient brands. Our curriculum is meticulously crafted to reflect the latest global trends, empowering future leaders and entrepreneurs to navigate the evolving market with imagination and intellect.

COURSE OFFERED

BBA in Branding & Advertising

The BBA in Branding & Advertising develops students' insight and skill in launching, building, and managing brands and businesses along with creativity in business, critical thinking, innovation, and entrepreneurship. The program presents a balanced combination of humanities and the world of commerce to the students interested in entrepreneurship, focusing on new business and communication ventures.



CURRICULUM

BBA

3 Years, 6 Semesters

(10+2) or an equivalent
qualification with merit based
admission on NPAT Score



Brand Management



Core and Advanced
Marketing



Ad Film Making



Digital Marketing



Media Planning



Business Strategies



Brand Management



Consumer Behaviour



Sales & Distribution

INTERNATIONAL LINKAGES



THE UNIVERSITY
OF QUEENSLAND
AUSTRALIA



University of
South Australia

NYFA | NEW
YORK
FILM
ACADEMY





GUEST LECTURES



WORKSHOPS



RECRUITERS



dentsu

LANDOR

SAATCHI & SAATCHI



PUBLICIS GROUPE



STYLE JUNKiE



and many more...

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