



# EXECUTIVE DIPLOMA IN MEDIA AND ADVERTISEMENT MANAGEMENT

<b>DURATION</b>	<b>(REGULAR) 1 YEAR (FAST TRACK) 3 MONTHS</b>
<b>ELIGIBILITY</b>	<b>12TH PASS</b>
<b>WORK EXPERIENCE</b>	<b>3 YEARS</b>

## COURSE DESCRIPTION

An Executive Diploma in Media and Advertisement Management is a specialized educational program designed to equip individuals with the skills and knowledge required to excel in the dynamic world of media and advertising. This diploma course is typically targeted at working professionals or individuals with some prior experience in the field who wish to enhance their expertise and advance their careers.

Upon completion of the program, graduates can pursue various roles in the media and advertising industry, such as advertising managers, media planners, account executives, digital marketing specialists, and brand managers. They will have a comprehensive understanding of the advertising landscape and be well-equipped to handle the challenges of this fast-paced industry.

## **ABOUT US**

In order to integrate the personnel strategy with the employer's business, we are devoted to providing qualified, talented, and professional manpower solutions to all sectors. We also provide a variety of training options to our applicants since we think it is important to support their professional development and excellence. With a large pool of applicants ranging from recent graduates to senior jobs, Job Scan can locate, screen, assess, and select prospects who meet the requirements of the hiring manager. Using our high standards for behaviors, and we respect the contributions of each customer and applicant we work with.

## **SUBJECTS**

- Essentials of Management
- Marketing Research
- Social Media Marketing
- Media Planning & Buying
- Advertising & Sales Promotion

## **EXAM & DURATION**

**ONLINE EXAM: 2HRS/PAPER**

**TOTAL FEES: RS . 30,000**

**INTERNATIONALS FEES: \$ . 400\***