



BACHELOR PROGRAM IN ADVERTISING AND SALES MANAGEMENT



DURATION
(REGULAR) 3 YEARS
(FAST TRACK) 1 YEAR



ELIGIBILITY
12TH PASS/ANY DIPLOMA



WORK EXPERIENCE
3 YEARS

COURSE DESCRIPTION

The emphasis of advertising is on the field of advertising. Advertising is the process of effectively marketing a product or service through the use of various media tools such as television, newspapers, magazines, the internet, and so on. The goal of this course is to provide students with the skills required for advertising. In addition to the theoretical component of advertising, this course provides an understanding of the practical application and practises of advertising theories. Students are taught to recognise problems, think creatively, and devise innovative solutions in order to improve and broaden the reach of advertising channels. This course teaches both fundamental and modern concepts and principles in the field of advertising to help students make better decisions. This course is available both on and off campus

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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

YEAR 1

- **PRINCIPLES OF MANAGEMENT**
- **MARKETING COMMUNICATION**
- **MANAGEMENT INFORMATION SYSTEM**
- **MARKET RESEARCH**
- **DIGITAL MARKETING**

YEAR 2

- **HUMAN RESOURCE MANAGEMENT**
- **INTRO TO ADVERTISING**
- **PUBLIC RELATIONS**
- **NETWORK MANAGEMENT**
- **MEDIA PLANNING AND BUYING**

YEAR 3

- **PROJECT MANAGEMENT**
- **LEGAL ASPECTS OF BUSINESS**
- **CUSTOMER SERVICE MANAGEMENT**
- **ORGANIZATIONS BEHAVIOUR**
- **SALES MANAGEMENT**

EXAM & DURATION

ONLINE EXAM: 2HRS/PAPER

TOTAL FEES: RS.37,000

INTERNATIONAL FEES: \$ 500