



ADMISSIONS OPEN

*We nurture tomorrow's
Business Leaders...*

The world is witnessing Adityans
conquering the modern corporate world.

A platform to become
A MANAGEMENT PROFESSIONAL

BACHELOR OF
BUSINESS ADMINISTRATION

BBA
**DIGITAL
MARKETING**

ELIGIBILITY

Students must have passed their 10+2
exam with at least 55% marks

If you believe there
is always a better way,
take the next step in
exploring your potentials
with ADITYA

**Hostel @ Kakinada and
Bus Facility Available**



Be an Adityan...

DIGITAL MARKETING

Digital marketing, also known as online marketing, is the use of digital communication to promote a brand and connect with potential customers. It can include email, social media, web-based advertising, and more.

Content marketing, Social media marketing, Search engine optimization (SEO), Email marketing, Pay-per-click (PPC) advertising.

Reinforce your marketing and
professional foundation to build your
dream career in top MNCs

**100% Placements assistance only at
Aditya B-School**

ADITYA DEGREE COLLEGES

ANDHRA PRADESH | HEAD OFFICE: KAKINADA
aditya.ac.in/degree | 73311 86662, 73311 96662



Who We Are...

It is the Vision of the edupreneur **Dr. Nallamilli Sesha Reddy**, Founder Chairman of Aditya Educational Institutions, promoted the educational society in the name and style of Aditya Academy at Kakinada in the year 1984. The hopes and aspirations of many graduates have been fulfilled and proved that Aditya is the best degree college under the Universities. Aditya is the leader and pioneer in providing quality education in the coastal districts of Andhra Pradesh, for the past three decades with various institutions ranging from K.G to P.G along with professional colleges.

*Aditya Educational Institutions believes in
“A small dream transformed into
a flamboyant reality indeed.”*

About BBA Digital Marketing

This three-year, six-semester BBA Digital Marketing Course program is designed, keeping in mind the rapid integration of digital media tools in diversified business sectors. This BBA specialization in Digital Marketing has been structured to let the students understand the changing nature of business and marketing due to the rapid evolution of digital marketing tools. Students get an exposure to learn Digital Marketing basics, campaign execution and hands-on learning of all concepts in Digital Marketing field using 'Real World Simulation'

As the internet becomes a seamless part of the day & life of a prime population, the bar for marketing touchpoints is constantly shifting and evolving. Consumers, empowered by information, are demanding unique-value-attributed communication across platforms & mediums. This program will allow you to develop expertise in every facet of digital marketing, from strategy and organizational design to customer impact and scalable execution.



- Create Marketing Strategies including defining goals, planning, analysing, developing, implementing, and evaluating plans to achieve business goals.
- Develop the ability to devise content strategies across all digital channels.
- Build effective strategies across Social Media platforms (Facebook, Twitter, Instagram, and LinkedIn) to engage new & existing audiences whilst achieving business goals.
- Capability to optimise Search Advertising campaigns, with a special focus on Google Ad words for end-to-end campaign management
- Leverage 1st and 3rd party data & use analytic tools to meet marketing & business goals.

JOB OPPORTUNITIES FOR BBA-DM:

- Content Strategist
- SEO Specialist
- Digital Marketing Manager
- Internet of Things Marketing Specialist
- Interactive Marketing Manager
- Digital Content Developer



Aditya's Achievers Day Celebrations – 2022

COURSE OBJECTIVE OF BBA DM

Students enrolled for the specialization in BBA-Digital Marketing develop suitable management, analytical skills, and people skills specific to the career opportunities in the field of Digital Marketing. This program of BBA Digital Marketing has been designed to allow graduates to gain the relevant competencies and skills to give them a competitive advantage when applying for employment in this sector.

- To develop right understanding about the changing digitalization of business environment and role of various types of organizations.
- To inculcate managerial and entrepreneurial attitude amongst the learners and helps them to become a successful business leader.
- To enhance leadership attitude, marketing skills, aptitude and soft-skills among students to work at different levels in an organization
- To learn how to Plan, budget, and optimize digital marketing campaigns in a simulated landscape.
- To cultivate the right mind-set among students for taking right Business decisions in their professional life.

LEARNING OUTCOMES OF BBA DIGITAL MARKETING

- Students will learn to analyse the marketing, sales operations, and digital marketing in real-time delivery.
- Students will receive cognitive knowledge of the skills required in conducting online research and research on online markets, as well as in identifying, assessing, and selecting digital market opportunities.
- The curriculum will be an interesting blend of theoretical and practical subjects like, Mobile marketing, Content Marketing, Google Analytics, SEMrush, SEO & SEM, Video and Web Blogging.
- Students will be taught to interpret the traditional marketing mix within the context of a changing and extended range of digital strategies and tactics.

A report in suggests that 85% marketers are tracking revenues generated through digital marketing and 50% of them reported that e-marketing activities are contributing to more than 10% of their revenues.

According to LinkedIn, the “Digital Marketing Specialist” role is among the top 10 most in demand jobs, with 860,000 job openings.

Our Pedagogy:

- Online offline interactive sessions
- E-Learning Activities with innovative Case Studies and Assignments
- Remedial Classes
- Certifications

Course Outcome:

After completion of this course, one can work in various fields like IT and Software, Digital Marketing, Marketing Agencies. The average salary offered after completing this course can range between INR 3 Lakhs to 10 Lakhs depending on your experience.

Digital marketing is in high demand because of the digital revolution and even in the coming few years, digital marketers are going to be in high demand for MNC companies. The range of jobs includes SEO optimization, Social media marketing, Online Advertising, Content Marketing, Conversion Rate Optimization, and more. One can start their own digital marketing business without working for anyone or work as a freelancer. One can pursue this course after completing 12th and after completing BBA in digital marketing they can opt MBA in the reputed institutions from CAT/MAT.

CRT (Campus Recruitment Training):

The students from the very joining of Aditya are provided with CRT classes and they are involved in:

- Interactive Sessions
- Comprehensive Training
- Mock Interviews
- Company specific training to meet the expectations of the industry
- Focus on quality as well as quantity of Placements.

The Written Aptitude Test, Group Discussions (GD), Just A Minute (JAM), Case Studies, Extempore, Psychometric Tests, Personal Interviews etc.,

Aditya Collaboration with Pearson MePro :

English language skills play a vital role to get selected in MNC companies. Students have to attempt Online Verbal Ability Test, Written English Test (WET), Group Discussion and HR Interviews. To crack all these rounds they need to acquire good language skills like Listening, Speaking, Reading and Writing (LSRW).



Awarded by Indian Brand & Leadership
Conclave 2022
ALL INDIA'S TOP POSITION
as most admirable Institution



For achieving Max.No. of Placements
OUTSTANDING PERFORMANCE AWARD
from TECH MAHINDRA



For achieving Max.No. of Placements
BEST PLACEMENTS AWARD
from Govt. of Andhra Pradesh

Placements of BBA students

13173+ Still Counting...
CAMPUS SELECTIONS
in 2024-25 Academic Year

MAX. SALARY:
Rs. 13.50 LPA | AVG. SALARY:
Rs. 3.57 LPA

Company wise No.of Placements

NAME OF THE COMPANY	TOTAL
ULEARN	2046
WIPRO	1099
FIRSTSOURCE	976
TCS BPS	859
ILM	788
NICE	684
INFOSYS IT	586
24/7 AI	462
WIPRO WILP	443
ADHOC	415
HETERO	352
GRANTLEY	279
SWAGHOLIC	276
CORIZO	228
LTIMINDTREE	208
EDU-VERSITY	180
DELOTTE	169
GLOBAL LOGIC	158
MIRACLE	153
ACMGRADE	147
BIG WELT	147
ACCENTURE	145
Talent Trek E-Learning	139
EDUHOLIC	135
DIVIS LABS	94
Cognizant	68
LAURUS LABS	55
ADP	50
MYCAPTAIN	38
JAGATHI MEDIA	36
Concentrix	35
NEXTEL META	32

AND MANY MORE...

Students who have achieved 7 and more PLACEMENTS 2024 - 25 Batch

17 UJWALA TCS, WIPRO, COLEGE, BIGNET, ILM, CAPTAIN, 24/7 AI, IML, TALENT TREK, ACMGRADE, INTERNZLEARN, EDIGLOBE, SKOLAR, INTERNZLEARN, EDIGLOBE	16 M. LAKSHITHA, TCS, WIPRO, IML, 24/7 AI, ILM, TALENT TREK, ACMGRADE, MY CAPTAIN, INTELLIPAT, EDUVERSITY, EDIGLOBE, INTERNZLEARN, UJWALA, UJWALA, INTERNZLEARN, EDIGLOBE, ACMGRADE, BIGNET, INFINITY LEARN	16 P. DEEKSHITA, TCS, WIPRO, IML, 24/7 AI, ILM, TALENT TREK, ACMGRADE, INTERNZLEARN, EDIGLOBE, INTELLIPAT, EDUVERSITY, UJWALA, UJWALA, INTERNZLEARN, EDIGLOBE, ACMGRADE, BIGNET, INFINITY LEARN	16 S.S.KALYAN REDDY, COASTAL BANK, 24/7 AI, TCS, WIPRO, TALENT TREK, INTELLIPAT, ACMGRADE, SKOLAR, INTERNZLEARN, EDIGLOBE, PLANETSPARK, UJWALA, CORIZO, BIGNET	16 B.L.ZEELA PARIVEN, COASTAL BANK, 24/7 AI, TCS, WIPRO, TALENT TREK, INTELLIPAT, ACMGRADE, SKOLAR, INTERNZLEARN, EDIGLOBE, PLANETSPARK, UJWALA, CORIZO, BIGNET
15 M. MA ANASA, 24/7 AI, WIPRO, TCS, COLEGE, BIGNET, ILM, TALENT TREK, ACMGRADE, INTERNZLEARN, EDIGLOBE, SKOLAR, UJWALA, PLANETSPARK, BIGNET	14 D. AMEENA SUREHAA, 24/7 AI, TCS, WIPRO, IML, TALENT TREK, ACMGRADE, INTERNZLEARN, EDIGLOBE, SKOLAR, UJWALA, PLANETSPARK, BIGNET	13 V. GANESH BABU, TCS, WIPRO, IML, TALENT TREK, ACMGRADE, INTERNZLEARN, EDIGLOBE, UJWALA, PLANETSPARK, BIGNET	12 P. THARAK RAM, TCS, WIPRO, IML, 24/7 AI, ILM, ACMGRADE, EDIGLOBE, INTELLIPAT, UJWALA, UJWALA, CORIZO, BIGNET	12 K. RUTHIKA, 24/7 AI, WIPRO, TCS, INTELLIPAT, EDUVERSITY, UJWALA, SKOLAR, INTERNZLEARN, ACMGRADE, EDIGLOBE, UJWALA, BIGNET
12 B. MEGHANA, TCS, WIPRO, IML, 24/7 AI, ILM, TALENT TREK, INTELLIPAT, EDUVERSITY, ACMGRADE, INTERNZLEARN, EDIGLOBE, BIGNET	12 V. DASHMITHA, TCS, WIPRO, IML, TALENT TREK, EDUVERSITY, ACMGRADE, INTERNZLEARN, EDIGLOBE, UJWALA, BIGNET	10 M. TARUN SAI, TCS, WIPRO, IML, TALENT TREK, EDUVERSITY, ACMGRADE, INTERNZLEARN, EDIGLOBE, UJWALA, BIGNET	10 M. ALEXHYA, TCS, WIPRO, IML, TALENT TREK, ACMGRADE, INTERNZLEARN, EDIGLOBE, UJWALA, BIGNET	10 SHEETAL RATHOD, TCS, WIPRO, IML, TALENT TREK, ACMGRADE, INTERNZLEARN, INTELLIPAT, UJWALA, BIGNET
10 ZAINA FATHIMA, TCS, WIPRO, IML, TALENT TREK, ACMGRADE, INTERNZLEARN, EDIGLOBE, PLANETSPARK, UJWALA, BIGNET	9 CH. BINDU SRI, TCS, WIPRO, IML, TALENT TREK, ACMGRADE, INTERNZLEARN, EDIGLOBE, UJWALA, BIGNET	9 S.DIVYA, 24/7 AI, WIPRO, TCS, ACMGRADE, INTERNZLEARN, EDIGLOBE, UJWALA, CORIZO, BIGNET	9 V.PRASANNA SAI, TCS, WIPRO, 24/7 AI, ACMGRADE, INTERNZLEARN, EDIGLOBE, INTERNZLEARN, EDIGLOBE, PLANETSPARK, BIGNET	8 M. NANDINI, TCS, WIPRO, IML, TALENT TREK, ACMGRADE, INTERNZLEARN, UJWALA, BIGNET
8 DISHA JAIN, 24/7 AI, TCS, INTELLIPAT, UJWALA, ACMGRADE, PLANETSPARK, INTERNZLEARN, BIGNET	8 CH. SUREYA JAI, TCS, TALENT TREK, ACMGRADE, INTERNZLEARN, EDIGLOBE, UJWALA, BIGNET	7 K. DIVYA SIRE, TCS, WIPRO, TALENT TREK, INTELLIPAT, ACMGRADE, INTERNZLEARN, UJWALA	7 G.L. RAKESH, TCS, WIPRO, IML, TALENT TREK, ACMGRADE, EDIGLOBE, UJWALA	7 M. ROHIT, TCS, WIPRO, TALENT TREK, SKOLAR, ACMGRADE, EDIGLOBE, UJWALA
7 B.L. PRIYA, TCS, IML, TALENT TREK, ACMGRADE, INTERNZLEARN, EDIGLOBE, BIGNET				

PLACEMENT is not a Chance... it is a Choice for Adityans..!

ADITYA BUSINESS SCHOOL

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