

# **ADITYA DEGREE COLLEGES, ANDHRA PRADESH**

## **BACHELOR OF BUSINESS ADMINISTRATION(DIGITAL MARKETING)**

### **About BBA Digital Marketing**

BBA Digital Marketing is a 3 Years Graduation Course for those who aspire to add wings to their success. Digital Marketing is a relatively new field of marketing, and has been designed to equip an advanced Training of the Methods used with inside the advertising and marketing of services or products using digital technologies.

### **Is BBA Digital Marketing Good?**

The Digital Marketing enterprise is worth US \$ 5,118.55 million in 2023 and is further assessed to grow at a CAGR of 30/3% during 2024-2032, reaching a value of US \$55,372.78 by 2032. With the growth in internet users and companies selling their content material through social media, the acting roles and alternatives are simply only going to advance. The digital marketing career is one of the highest-paid job profiles.

### **Eligibility**

The basic eligibility for pursuance of the course is a 10+2 qualification with a Minimum of 55% is required from a recognized educational board.

### **Value Added Courses and internships for BBA**

From this Academic year, Aditya planned to give one value added course per semester till four semesters to enhance the Technical skill and also reinforce the Employability Skills to all. It was an intentional act to provide Physical Internships with Employment to cherish the Beauty of BBA course.

### **Qualities required by a Masterful Digital Marketers**

It is suitable to those who are good at Communication Skills, Tech-Savvy, Creative, Organized, Creative thinkers and those who are Writing & Editing.

### **Industry Demands Digital Marketing Skills**

In India, we've got Real Estate, Hospitality and Travel industry, B2B organizations, B2C organizations, Retail, Consultancy, Manufacturing, Export-Import and Several distinctive businesses, who're vibrantly looking for professional Digital Marketers to contract.

### **Endless Possibilities Await for Digital Marketing Students**

Students who have completed Digital Marketing Graduation will definitely get placed as Specialist/Manager, Social Media Manager, SEO Specialist/Analyst, Content Marketing Manager, E-commerce Manager, Data Analyst/Marketing Analytics, Email Marketing Specialist and many more.

### **Top Career Options after BBA in Digital Marketing**

Students who have done with their BBA Digital Marketing, they can specialize in Management (MBA), Become a Data Scientist, Join Public Services (UPSC), Become a Digital Marketer, Become a Product Manager and Become a Block chain Expert.

