



FOUNDATION For Your Future



**Master of
Business Administration (MBA)**
with an Elective in Advertising and Branding



2 Years | UGC Entitled Online Degree Program

Live Sessions

Self Learning Material

Discussion Forums

Online Exams



About the Elective

What is the most important thing that can make or break a product?

In a country with over 1/3rd of the population belonging to the middle class, and the affordable car launched by a reputed automobile brand failed just because it was positioned as a cheap product!

How you position your product/service and how it is perceived by your target market is of utmost importance. You would not buy tomato ketchup sold by Harpic because of certain associations that you have with this brand. Building the right brand image, generating trust in your brand and communicating with your audience in a way that they understand - are all of these are critical that can make your brand stand out and feature in their to-buy list.

From being an unknown product to a reputed and loved brand, it would indeed be a long and not-so-easy journey to success. However, equipped with the right set of skills and capabilities, you can reach there.

This elective, Advertising and Branding, has been designed keeping in mind the concurrent needs that have arisen with the rise of digital mediums and other effective advertising tools. The course will take you through the strategies of effective brand and product creation, their maintenance, and expansion with real-world contexts, solutions, and pitches. It will help you understand firsthand the functional areas of advertising and work through the essentials of building a strong brand through analysis, decision making, and strategizing the advertising solutions.

Elective Highlights

- + Firsthand understanding of functional areas of advertising and branding
- + Thorough understanding of various planning models used by advertising agencies in developing and executing successful advertising campaigns
- + In-depth knowledge of advertising and branding for building a strong brand
- + Achieve business mastery with a blend of marketing and management concepts
- + Industry aligned curriculum that delivers technical excellence and supplements professional skills
- + Analyze problems and propose actions in real-world situations as part of the master thesis

+ Eligibility

Pass in an Undergraduate (Bachelor) Program of a minimum duration of three (3) years in any stream from a UGC recognized University, with a minimum aggregate of 50% or an equivalent letter/numerical grade. A relaxation of 5% shall be given to SC/ST candidates.

Candidates who are in the final semester of the Bachelor Program are also eligible to apply.

+ Duration

2 Years (4 Semesters)

+ Fee Structure

Tuition Fee						One Time University Registration Fee		Annual Examination Fee	
Domestic			International			Domestic	International	Domestic	International
Semester	Yearly	Total	Semester	Yearly	Total				
₹ 50,000	₹ 1,00,000	₹ 2,00,000	\$1,050	\$2,100	\$4,200	₹ 2,500	\$150	₹ 3,000	\$50

+ Admission Process

- + Visit our website <https://onlinejain.com>
- + Enquire now
- + Talk to our counsellors for more details
- + Apply for the right program
- + Provisional confirmation of admission
- + Document verification
- + Pay tuition/program fee
- + Confirmation of admission
- + Lms activation & issue of digital identity card
- + Start your pre-semester program
- + Commencement of live online sessions

Syllabus

Semester 1	Semester 2	Semester 3	Semester 4
Principles of Economics & Markets	Entrepreneurship	Business Environment & Strategy	Effective Copywriting
Managerial Effectiveness & Ethics	Marketing Management & Research	Operations Management	Managing Brand Reputation
Accounting & Finance	Branding Fundamentals	Creating Effective Advertisements	Luxury Branding
Organizational Behaviour and Human Resources Management	Building Brand Identity	Offline Advertising	International Branding
Quantitative Techniques & Analytics	Designing Branding Elements	Online Advertising	Cross-functional Elective Course
		Open Elective Course	Master Thesis / Project *

How #ItAllAddsUp to a successful career!



UGC Entitled Online Degree Programs



Collaborations with Global Professional Bodies



A Wide Range of Cross-functional and Open Elective Courses



Learning Hours and Credits at Par with On-Campus Programs



Global Faculties



Learn Anytime, Anywhere and on Any Device



Diversity - Learners from 43 + Countries



Innovative Learning Methodology



Access to 20,000 + LinkedIn Learning Courses



Additional Live Sessions Imparting 25 Key Skills for Success



Personalized Support Through Dedicated Program Managers



High Quality Global Standard Education with Flexible Fee Payments



Career Advancement Services



2000+ Global Hiring Corporates



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