

Department of Commerce (/doc.html)

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Max 4 selections allowed!



## Overview

As digital technologies continue to disrupt the competitive landscape, organizations are constantly innovating and implementing strategies to remain relevant, responsive, and profitable in changing market scenario. Marketers need to understand customers' multiple touchpoints and design a comprehensive digital media strategy that can produce customer delight and help organizations achieve their objectives.

M.A in Digital & Creative Marketing Program is a comprehensive two-year postgraduate program, which aims to provide hands-on experience to prepare industry-ready digital marketing professionals. The program consists of dedicated digital media modules like Social Media Marketing, Search Engine Optimization, Online Advertising, Marketing Analytics, Content Marketing, Website Designing, Web-based Application Designing.

This unique program is designed to emphasize on providing Managerial skills, Marketing insights, and Hands-on Digital Media Marketing skills. Along with rich academic delivery, industry interactions the course provides professional digital media certification courses from the industry giants like Google, Facebook, Youtube or equivalent professional digital media certification courses.

## **PROGRAM BENEFITS**

- Earn a Postgraduate degree in Digital media Marketing from India's No.1 Private University Manipal Academy Of Higher Education (MAHE)
- Department of Commerce (/doc.html) Emphasis on developing managerial skills, marketing abilities and hands-on digital media marketing skills
- Campus 360-degree digital media marketing skills delivered through modules like Social Media Marketing, Search Engine Optimization, Online Advertising, Marketing Analytics, Content Marketing, website designing and web-based application designing
- Earn 8 Professional Digital Marketing Certificates from Google, Facebook & Youtube
- Hands-on industry-oriented training in Digital Media
- Comprehensive marketing domain skills taught through Consumer Behaviour, Integrated Marketing Communication, Strategic Marketing, Strategic Brand Management
- Hands-on projects like Minor projects, Industry internships and regular industry interactions
- Study a semester abroad in any partner universities across the globe

**Click here for the course structure** Details on MA Digital & Creative Marketing

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## **Eligibility and Admission Process**

### **Qualification:**

Pass with a UG degree from a recognized University with minimum of 50% marks in aggregate or equivalent

### **Admission Process:**

General Catagory	NRI Catagory ...
<ul style="list-style-type: none"> <li>• Apply Online</li> <li>• Statement of Purpose (SOP) &amp; Personal Interview (PI)</li> <li>• Merit list based on SOP, PI and marks of qualifying exam</li> <li>• Provisional Admission Notice to shortlisted candidates</li> <li>• Admission Formalities</li> </ul> <p>Apply Here (<a href="https://apply.manipal.edu/mu/admission/login.html">https://apply.manipal.edu/mu/admission/login.html</a>)</p>	<ul style="list-style-type: none"> <li>• Apply online</li> <li>• Submission of Eligibility documents*</li> <li>• Admission Notice</li> <li>• Fee Payment</li> <li>• Issue of Provisional Admission Order</li> <li>• Submission of final results</li> <li>• Admission Order</li> </ul> <p>Apply Here (<a href="https://apply.manipal.edu/mu/admission/login.html">https://apply.manipal.edu/mu/admission/login.html</a>)</p>

## **Duration**

2 years (4 semesters)

## **Key Dates & Deadlines**

**15** Last date to Apply  
**Mar ' 24**

Tentative Course Commencement Date

## Indian Students Apply

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**Campus** Manipal Academy of Higher Education not only caters to one's academic needs, but also lays emphasis on all-round development of its students.

APPLY NOW ([HTTPS://APPLY.MANIPAL.EDU/MU/ADMISSION/LOGIN.HTML](https://apply.manipal.edu/mu/admission/login.html))

## International Students Apply

Manipal Academy of Higher Education not only caters to one's academic needs, but also lays emphasis on all-round development of its students.

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### Potential Job Profiles :

M.A. in Digital & Creative Marketing postgraduate degree would provide career opportunities in Digital Marketing domain as follows

- Ø SEO Analyst
- Ø Social Media Manager
- Ø Digital Media Marketing Manager
- Ø Affiliate Marketer
- Ø Web Developer
- Ø Web Application Developers
- Ø Web Designer
- Ø Search Engine Marketing (SEM) or Pay-per-click experts (PPC)
- Ø CRM Manager, Email Marketing Manager
- Ø E-Commerce Manager
- Ø Analytics Manager

## Important Links

Eligibility & Admission Process: General & Foreign / NRI (/mu/admission/eligibility_mahe.html)	→
Fees & Refunds (/mu/admission/fees.html)	→
Scholarships (/mu/admission/indian-students/scholarship.html)	→
Download Prospectus (/mu/lp/download-prospectus.html)	→

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## Facilities

### **The Center for supply chain education and research**

The center strives to provide mastery in Supply Chain Management (SCM) best practice and distinguish itself as an industry expert with specialised, high level knowledge and skill.

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### **The Center for Managing Family Business**

Established with a novel framework for quality research in the area of entrepreneurship and family business and to provide a platform for dissemination of knowledge through training and development.

### **Center for Consultancy, Training and Industry Interface**

The center aims to achieve excellence in training and undertaking projects related to social development by partnering with companies and project agencies.

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### **International Center for Business Studies**

The center's vision is to be a globally recognised center in the area of international academic program and research by 2020.

### **Center for Business Analytics**

The Center for Business Analytics was incubated with a vision to achieve excellence in consulting, advisory, training and educating through leveraging the power of analytics.

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### Center for Advanced Learning in Finance and Accounting

The mission of the center is to diffuse knowledge that empowers the aspirants to develop, support and steward financial and accounting education.

### Next Steps

Get the perfect start to your dream career by joining the Institution of Eminence

ENQUIRE  
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'CONTENT/DAM/MANIPAL/PDF/MAHE%20PROSPECTUS%202019.PDF)

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About Us

Leadership (/doc/about-doc/leadership.html)

Administration (/doc/about-doc/administration.html)

Rankings (/doc/about-doc/ranking.html)

Why DOC? (/doc/why-doc.html)

Undergraduate Courses

BCom Professional (/doc/programs/program-list/b-com-professional.html)

BBA (doc/programs/program-list/bba.html)

BCom (Business Process Services) (/doc/programs/program-list/Bcom-BPS.html)

Post graduate courses

MCom Professional (/doc/programs/program-list/m-com--professional-.html)

MCom (Banking Technology) (/doc/programs/program-list/m-com--banking-technology-.html)



MCom (Logistics & Supply Chain) (/doc/programs/program-list/mcom.html)

MSc (Health Economics) (/doc/programs/program-list/msc-health-economics.html)

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MSc (Financial Economics) (/doc/programs/program-list/msc-financial-economics.html)

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MSc (Business Analytics) (/doc/programs/program-list/msc-business-analytics.html)

PG Diploma Logistics & Supply Chain (/doc/programs/program-list/pg-diploma-logistics---supply-chain.html)

**Important Links**

Program List (/doc/programs/program-list.html)

Department & Faculty List (/doc/department-faculty.html)

Scholarships (/mu/admission/indian-students/scholarship.html)

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