



Esrd 1986

**RVS CAS**  
Building Intellectual Capital



# Digital Marketing

# About RVS CAS

## School of Management Studies - PG

- ◆ At RVS CAS'S School of Management Studies - PG is a department established in 1994 that offers a two-year, full-time Tech MBA program designed to equip students with the necessary skills to become proactive business leaders in the digital future.
- ◆ Our dual specialization programs have consistently provided students with top-quality, technology-enabled education
- ◆ Over the 30 years, we have distinguished ourselves in offering
- ◆ We offer uncompromising quality education in Management Studies. We value and encourage new ideas, giving Management Graduates a competitive advantage in the dynamic marketplace

# OUR KEY FOCUS

- ◆ At RVS CAS, we strive to offer world-class education at an affordable cost
- ◆ We focus on inculcating problem-solving skills and preparing students to provide innovative solutions to organizational issues

## ACCREDITATION



# WHY DIGITAL MARKETING?

◆ The current digital era demands that businesses move beyond traditional marketing methods

◆ Digital marketing enables them to target specific demographics, reach a wider audience, and track the effectiveness of their marketing efforts

◆ As Digital Marketing becomes more critical for businesses of all sizes, there is a growing demand for professionals with a deep understanding of digital marketing channels and strategies



# **PROGRAM HIGHLIGHTS**



World Class Curriculum



Dual Specialization



Student Practical Simulation



Industry-Based Faculty



Internship Opportunities



Project-Based Learning



# PROGRAM FEATURES

**6**

Workshops

**2**

Management Events

**1**

Capstone

**3**

Live Projects

**15+**

Quiz Events

**15+**

Case Studies

**5+**

Presentations

**12**

Assessments

**3+**

Outbound  
Leadership Programs

**10+**

Add Certificates

# PROGRAM CURRICULUM

## Major Specialization

### Semester I

- ◆ Leadership Principles
- ◆ Accounting and Finance
- ◆ Statistics for Management
- ◆ Marketing Management
- ◆ Excel for Managers - I

#### Skill-Based Add-on Courses

- ◆ Language Skills
- ◆ Aptitude Skills - I
- ◆ Computer Lab - I



### Semester II

- ◆ Economics for Decision Making
- ◆ Human Resource Management
- ◆ Sales Management
- ◆ Major Specialization - Elective Paper 1 -  
Introduction to Digital Marketing
- ◆ Excel for Managers - II

#### Skill-Based Add-on Courses

- ◆ Corporate Skills - I
- ◆ Aptitude Skills - II
- ◆ Computer Lab - II

## Semester III

- ◆ Design Thinking - I
- ◆ Design Thinking - II
- ◆ Major Specialization - Elective Paper II  
Search Engine Optimization
- ◆ Major Specialization - Elective Paper III  
Search Engine Marketing ( Practical )
- ◆ Internship Report and VIVA VOCE

## Skill-Based Add-on Courses

- ◆ Corporate Skills - II
- ◆ Aptitude Skills - III

## Minor Paper - I





## **Semester IV**

- ◆ **Strategic Management**
- ◆ **Major Specialization - Elective Paper IV**  
**Social Media Marketing**
- ◆ **Major Specialization - Elective Paper V**  
**Social Media Marketing ( Practical )**
- ◆ **Capstone Project & VIVO VOCE**

## **Minor Paper - II**

### **Minor Specialization**

As a Minor Specialization, you can opt for either of the following

- ◆ **MBA Human Resources**
  - **Elective Paper I - Employees Relationship Manager ( Semester III )**
  - **Elective Paper II - Organization Development ( Semester IV )**
- ◆ **MBA Applied Finance**
  - **Elective Paper I - Wealth Management ( Semester III )**
  - **Elective Paper II - Banking and Financial Technology ( Semester IV )**

# DIGITAL MARKETING TOOLBOX



# PLACEMENT SUPPORT

Students are provided with 100% Placement Assistance in areas like



Presentation Skills



Technical Training



Resume Building



Aptitude Training



Effective Communication



Mock Interviews etc

to make the Student efficient enough  
to face Placement Interviews.

# INTERNSHIPS

Students get to work on summer internships for eight weeks with core companies related to the specialization. Some of the companies are



**EDYODA**

**Infinix**



**BRITANNIA**



# OUR PROMINENT RECRUITERS





# ELIGIBILITY & ADMISSION PROCESS

## Eligibility

- ♦ Any Bachelor's degree or an equivalent with a minimum of **50% marks**.
- ♦ Minimum of 50% valid test score from **TANCET/ CAT/ XAT/ MAT/ CMAT/ GMAT/ GRE** or **RVS Entrance Test**

## Admission Process

All deserving candidates have an equal opportunity for admission to enroll in the RVS CAS MBA Program.

- Step 1** → Check Your Eligibility
- Step 2** → Fill Application Form
- Step 3** → Pay & Reserve Your Seat
- Step 4** → Verify your Educational Credentials

# FEE STRUCTURE

## ONE-TIME FEE

### Admission Fees

Rs 5,000

### Additional Fees

Rs 22,500 (Students Activity Fund)

### Semester Fees

Rs 63,000/ Semester