



***Creating a World  
of Leaders***

**DURATION**  
**REGULAR (3 YEARS)**  
**FAST TRACK (1YEAR)**



# **BACHELOR PROGRAM IN ADVERTISING AND SALES MANAGEMENT**



**ELIGIBILITY 12<sup>th</sup>/BPP**



**WORK EXPERIENCE 3 YEARS**



**The right & deetmed fit students will be provided with 100% placement assistance**



## COURSE DESCRIPTION

Advertising is focused on the field of advertisement. Advertising is a process of effective employment of various media tools like TV, newspapers, magazines, websites etc. to sell a product or service. This course aims to equip the students with the same skills required for advertising. Along with the theoretical aspect of advertising, this course provides an insight into application and practices of the theories of advertising by practical training. The students are taught to identify problems, think creatively and come up with innovative methods to improve and better the advertisements channels and their reach. This course teaches the basic and emerging concepts and principles in relation to better decision making in the area of advertising. This course is available full time as well as distance mode.

## ABOUT US

N.I.M.S is a division of Norwich Group based in South India for more than a decade. Norwich Institute of Management Studies helps in training, online courses and online exams. All the Certificates are affiliated from International Council of Distant Education (ICDE). All the online courses and exams will be well monitored by the institution and, the provided certificates are ISO certified and can also be used for International Travel and study based programs.

## Our Subjects

### YEAR 1

- Principles of Management
- Marketing Communication
- Marketing Research
- Social Media Marketing
- Marketing Management

### YEAR 2

- Advertising Management
- Network Marketing
- Sales and distribution Management
- Digital Marketing
- Advertising and sales promotion

### YEAR 3

- Media Planning and Buying
- Sales Management
- Direct and Indirect Tax
- Customer Service Management
- International marketing



## Exam & Duration:

**Online Exam: 2 hours/paper**

**Total Fees For Indian Residents : Rs. 42480**

**Total Fees For Foreign Residents : US \$ 720**