

What is BBA Digital Media Management and what you will learn?

Designed for the digital-first world, this program equips students with the knowledge and skills in digital marketing, media strategy, content creation, and online business, most importantly teaches you to building brands online.

- ✓ **Brand Building in the Digital Age:** Understand consumer behavior, digital storytelling, brand tone, and online engagement strategies.
- ✓ **Digital Entrepreneurship & E-Commerce:** Explore digital business models, D2C brands, dropshipping, affiliate marketing, and monetization strategies.
- ✓ **Social Media & Content Management:** Master content creation for Instagram, YouTube, LinkedIn, and emerging platforms—using design, copywriting, and video tools.
- ✓ **Digital Marketing Strategy:** Learn how to plan and execute digital campaigns using SEO, Google Ads, Email Marketing, and Meta platforms.
- ✓ **Analytics & Campaign Performance:** Use tools like Google Analytics, Meta Ads Manager, and Canva Insights to measure success and ROI.
- ✓ **Digital Campaign Strategy & Planning:** Learn how to design end-to-end digital campaigns—from audience research and content calendars to budgeting and multi-platform execution.

Career Opportunities & Salaries

Graduates of this program are positioned for high-growth roles such as:

Designation	Avg. Salary	Salary Range
Digital Marketing Executive	₹4.1 Lakhs	Rs 4.0 lakhs to Rs 21.0 lakhs
Social Media Manager	₹4.2 Lakhs	Rs 14 lakhs to Rs 19 lakhs
Content Creator / Strategist	₹5 Lakhs	Rs 4.5 lakhs to Rs 13.3 lakhs
Influencer Marketing Exec.	₹5.7 Lakhs	Rs 16 lakhs to Rs 61 lakhs
Brand Manager (Mid Level)	₹8.5 Lakhs	Rs 3.9 lakhs to Rs 15 lakhs
Digital Marketing Manager	₹11.2 Lakhs	Rs 10 lakhs to Rs 22 lakhs
Creative Director (Digital)	₹18.8 Lakhs	Rs 15 lakhs to Rs 50 lakhs
Head of Digital Strategy	₹28.9 Lakhs	Rs 18 lakhs to Rs 50 lakhs

Jobs Available in this sector currently

71,460



Source: Naukri.com



BBA DMM	INR 3,30,000	3 Years	100% Placement	Average package: INR 4-7 LPA
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Unique Features of Our BBA Programs



Professional Certifications

Earn globally recognized certifications alongside your BBA from tech giants like:



Google (Digital Marketing Professional)
Adobe (Content Creation Professional)
Meta (Data Analyst Professional)



3-6 Month Internships

Real-world exposure through long-term internships with top companies – work on live projects, build networks, and enhance your resume before you even graduate.



100% Placement Assistance

We provide guaranteed placement support with structured training, career counseling, resume building, interview preparation, and access to top recruiters.



FOREIGN STUDY TOUR - OMAN

Get a global business perspective through an exclusive international study tour to Oman, experiencing live projects, multinational corporations, and global business practices.

Diorama Industry Programme

At Diorama Eduversity, our Industry Programme ensures that students apply their knowledge in practical settings, gaining hands-on experience through projects, case studies, business simulations, and direct industry interactions.

Industry Visits (Every Friday)



Placement Letters

100% Placements

