

# BBA – Digital Media Management



## The Future Belongs to Digital

By 2030, most businesses will be digitally driven.

Learn to take Businesses and Companies online

The **BBA in Digital Media Management** at **Diorama Eduversity** is designed to develop future-ready leaders for the fast-growing digital economy. This program blends core business management principles with digital marketing, content strategy, media production, branding, AI tools, influencer economy, and performance marketing.

Students gain hands-on experience through live campaigns, content creation labs, influencer collaborations, analytics tools, and brand-building projects. The curriculum prepares students to lead in industries such as digital marketing, OTT platforms, film & media production, social commerce, startups, and AI-driven marketing ecosystems.

With real-world exposure, industry mentorship, and practical learning, graduates emerge as strategic thinkers, creative leaders, and data-driven decision-makers in the digital space.

## USP (Why BBA Digital Media Management at Diorama?)

- Global Immersion Program – Oman (*Worth INR 75,000*)
- Industry-Led Certifications – Meta + Google Certification
- Industry-integrated Media & Business Curriculum
- 10+ Industry Visits, 20+ Workshops and Trainings (*Highest in Indore*)
- Live Campaigns, Brand Projects & Influencer Collaborations
- AI Tools Training for Digital Marketing & Content Creation
- 3+ Internships with Companies, Media Houses, Agencies & Startups
- Learning Model - Faculty + Industry Experts + Mentors
- Equipment for filming – Camera, Lights, Microphones, Editing Softwares and more

## What Will You Learn?

- Fundamentals of Business & Management
- Digital Marketing & Performance Advertising
- Social Media Strategy & Influencer Marketing
- Content Creation & Brand Storytelling
- Media Planning & Advertising
- Marketing Analytics & Data Interpretation
- AI Tools for Marketing & Automation
- E-commerce & Social Commerce
- OTT & Digital Media Business Models
- Entrepreneurship & Startup Development

## Eligibility

- Minimum 50% marks in Class 12th
- Completed 10+2 from a recognized board
- Any stream (Commerce / Arts / Science)

## Career Opportunities & Salary Range

Job Role	Entry Level (0–2 yrs)	Mid Level (3–5 yrs)	Senior Level (6+ yrs)
Digital Marketing Executive	₹3–5 LPA	₹6–10 LPA	₹12–18 LPA
Social Media Strategist	₹3–6 LPA	₹7–12 LPA	₹15–25 LPA
Performance Marketing Manager	₹4–7 LPA	₹10–18 LPA	₹20–35 LPA
Brand Manager	₹5–8 LPA	₹12–20 LPA	₹25–40 LPA
Content Strategist	₹3–6 LPA	₹8–15 LPA	₹18–30 LPA
Influencer Marketing Manager	₹4–7 LPA	₹8–16 LPA	₹20–30 LPA
Media Planner	₹3–5 LPA	₹7–14 LPA	₹18–28 LPA
Digital Business Consultant	₹5–9 LPA	₹15–25 LPA	₹30+ LPA

# BBA Digital Media Management vs BBA Traditional

Choose the Future. Not Just a Degree.

Parameter	BBA – Digital Media Management (DMM)	BBA – Traditional
Focus	Digital Economy, Media, Marketing & AI	General Business Administration
Curriculum	Business + Digital Marketing + Content + AI Tools + Influencer Economy	Finance, HR, Marketing, Operations (Conventional)
Industry Relevance	High-growth digital & media industries	Corporate & traditional sectors
Practical Exposure	Live campaigns, brand projects, social media labs, AI tools training	Mostly theory-based with limited practical exposure
Technology Integration	AI marketing tools, analytics platforms, automation, content tech	Minimal tech integration
Media Exposure	OTT, YouTube, Influencer & Creator Economy	Not included
Global Exposure	Global Immersion – Oman	Usually not included
Industry Growth	Digital marketing industry growing 20–30% annually	Stable but slower growth sectors
Internship Scope	Agencies, Startups, OTT Platforms, Media Houses	Corporate offices, banks, retail
Entrepreneurship Scope	High – Personal branding, digital agency, content startup	Moderate – General business ventures
Starting Salary	₹3–6 LPA (faster growth potential)	₹2–4 LPA (gradual growth)
Career Growth Speed	Fast (Skill-based & performance-driven)	Moderate (Experience-based progression)
Skill Development	Creative + Analytical + Strategic + Technical	Managerial & Administrative

## FINANCIAL COMPARISON (ROI)

Parameter	BBA Digital Media Management	BBA Traditional
<b>Course Duration</b>	3 Years	3 Years
<b>Estimated Total Fees</b>	₹3.30 Lakhs	₹3–6 Lakhs
<b>Industry Growth Rate</b>	20–30% annually (Digital Economy)	5–8% average (Corporate sectors)
<b>Entry Salary (0–1 Year)</b>	₹3–6 LPA	₹2–4 LPA
<b>Average Salary After 3–5 Years</b>	₹8–15 LPA	₹5–8 LPA
<b>Salary After 7 Years</b>	₹18–30+ LPA	₹10–15 LPA
<b>5-Year Total Earnings (Projected)</b>	₹40 Lakhs	₹25 Lakhs
<b>Earnings Difference (5 Years)</b>	₹15 Lakhs Higher	—
<b>Estimated Payback Period</b>	1–2 Years	3–4 Years
<b>Freelancing During College</b>	Yes (Skill-based income possible)	Limited
<b>Entrepreneurship Opportunity</b>	High (Digital agency, content brand, startup)	Moderate
<b>Remote / Global Work Scope</b>	High	Limited
<b>Income Streams</b>	Salary + Freelance + Business	Primarily Salary
<b>Need for MBA for High Growth</b>	Optional	Often Required
<b>Overall ROI Potential</b>	High (Faster recovery & growth)	Moderate (Gradual growth)

Both degrees require similar fee investment. However, BBA Digital Media Management shows:

- ✓ Faster salary growth
- ✓ Multiple income streams
- ✓ Higher 5-year earning potential
- ✓ Lower dependency on further degrees