

BBA in INTEGRATED MARKETING

Affiliated to the University of Mumbai





About us!

As our name suggests, we are committed to providing you with the necessary tools, programs, and support to ensure your success in the competitive market.

At Career Insurance, we understand the importance of not just finding a path, but securing a fulfilling career that aligns with your aspirations. That's why we offer a diverse range of programs, tailored trainings, and facilities aimed at enhancing your skills, knowledge, and employability.

Our comprehensive approach includes specialized programs which are meticulously crafted to equip you with the essential skills and experiences needed to excel in your chosen field.

Moreover, we take pride in our 100% success guarantee at a **managerial level position** in the top 10 percent companies of your domain specialisation.

With Career Insurance, you can rest assured that your efforts will culminate in tangible results as we are committed to securing success for all our participants.

Jashwant Panchal

Director, Career Insurance

VISION

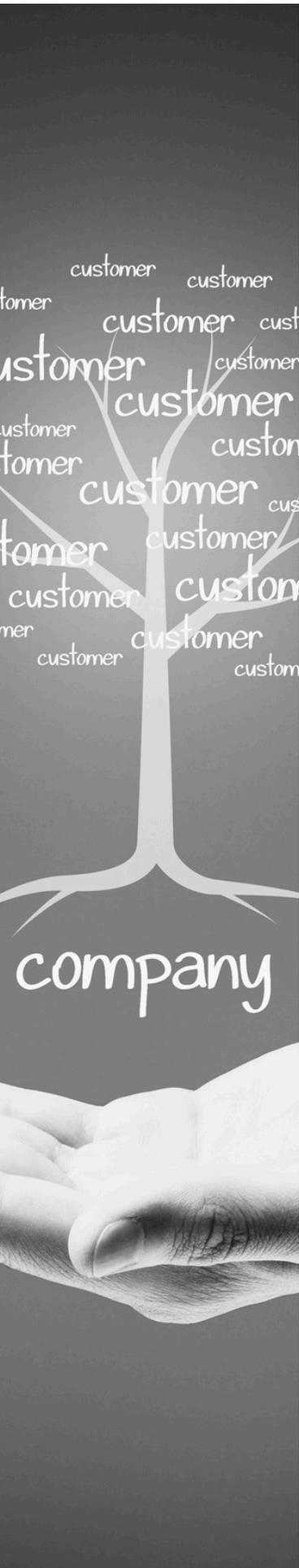
To launch India's next generation of founders, fueling MSME growth and business creation.

MISSION

To build a holistic startup ecosystem that serves as a one-stop solution for aspiring entrepreneurs: offering everything from ideation, mentorship, and incubation to funding, scaling, and market entry.

Why Choose **INTEGRATED MARKETING ?**

B.B.A. in Integrated Marketing is one of the fastest-growing programs, offering careers that blend creativity, strategy, and business acumen. From brand management and digital campaigns to advertising, public relations, and content strategy, integrated marketing professionals are in demand across industries for their ability to create consistent and impactful brand experiences across all platforms.



PROGRAM HIGHLIGHTS

Our B.B.A. in Integrated Marketing program is designed to provide students with a strong foundation in business management, marketing strategy, and creative communication. The curriculum combines classroom learning with practical experience, preparing students to succeed in today's dynamic and interconnected marketing world.

Our campus is equipped with modern digital marketing labs, branding studios, and analytics tools that help students develop real-world marketing and communication skills. To enhance their learning, we offer paid internships with top advertising agencies, media houses, and corporate marketing departments—ensuring valuable industry exposure and hands-on experience.

Students are guided by experienced marketing professionals and global faculty, who bring contemporary industry insights and creative perspectives to every session. Through industry collaborations and live projects, learners gain a holistic understanding of consumer behavior, campaign design, and multi-channel marketing integration.

Finally, our dedicated placement cell provides 100% support with leading recruiters in advertising, brand management, digital marketing, and corporate communications—opening doors to exciting and fast-growing career opportunities in the world of marketing.

Problems & Solutions

Unclear Career Direction:

Students are unsure which marketing field - digital, brand, or international - to pursue.

01

Career Mentorship : Guidance to help students choose the right global marketing path.

Limited Global Exposure:

Lack of real-world understanding of global markets and consumer behavior.

02

International Exposure : Exchange programs and internships with global companies.

Weak Practical Skills:

Insufficient hands-on experience with tools, campaigns, and analytics.

03

Practical Learning: Hands-on training in digital tools, strategy, and analytics.

Poor Communication & Presentation:

Difficulty expressing ideas confidently in international settings.

04

Soft Skill Enhancement: Focus on communication, presentation, and leadership skills.

Rapidly Changing Industry: Struggle to keep up with evolving digital and global marketing trends.

05

Industry-Relevant Curriculum: Updated courses aligned with global marketing trends.

Uncertain Career Outcomes: High education costs without clear job assurance.

06

Assured Career Support: 100% placement assistance with leading international recruiters.



CAREER OPPORTUNITIES

The **B.B.A. in Integrated Marketing** bridges the gap between academic learning and real-world business practice.

This program is ideal for students from any stream after 12th who aspire to build dynamic careers in advertising, brand management, digital marketing, public relations, and corporate communications—where creativity, strategy, and business skills drive success.

WHAT YOU'LL LEARN

- **Brand Strategy & Management** – Learn how to build, position, and manage powerful brands across diverse markets.
 - **Digital Marketing & Analytics** – Master social media, SEO, content marketing, and data-driven decision-making.
 - **Advertising & Media Planning** – Understand creative campaign development, media strategy, and cross-channel communication.
 - **Consumer Behavior & Market Research** – Study buying patterns, conduct surveys, and analyze data to guide marketing decisions.
 - **Public Relations & Corporate Communication** – Develop strong communication, storytelling, and reputation management skills.
 - **Sales & Retail Management** – Learn effective sales techniques, customer relationship management, and retail operations.
 - **Integrated Campaign Management** – Plan, execute, and measure cohesive marketing campaigns across multiple platforms.
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- **Brand Manager** – Lead the creation and growth of brands, ensuring consistent identity and messaging across all platforms.
 - **Digital Marketing Specialist** – Design and manage online campaigns, social media strategy, and performance analytics.
 - **Advertising & Media Executive** – Work with creative teams and media agencies to plan and execute impactful campaigns.
 - **Market Research Analyst** – Study consumer behavior, analyze data, and provide insights for strategic marketing decisions.
 - **Public Relations Manager** – Build and maintain a positive image for organizations through effective communication and media relations.
 - **Entrepreneur / Marketing Consultant** – Start your own agency or advise businesses on branding, strategy, and market growth.

WHERE YOUR INTEGRATED MARKETING CAN TAKE YOU

SYLLABUS

Semester 1 Foundation in Business and Marketing

- Principles of Management
- Business Communication
- Financial Accounting
- Business Economics
- Computer Applications in Business
- Environmental Studies

SEMESTER 3 Advanced Marketing Strategies

- Consumer Behavior
- Advertising and Sales Management
- Retail Management
- Market Research
- Business Statistics
- Human Resource Management

SEMESTER 5 Specialization and Electives

- Integrated Marketing Communications
- Services Marketing
- Marketing Analytics
- Consumer Relationship Management
- Elective 1 (e.g., International Marketing)
- Elective 2 (e.g., Event Management)

SEMESTER 2 Core Marketing Concepts

- Marketing Management
- Organizational Behavior
- Quantitative Techniques
- Cost Accounting
- Business Law
- Environmental Management

SEMESTER 4 Digital and Strategic Marketing

- Digital Marketing
- Brand Management
- Public Relations
- E-commerce
- Financial Management
- Business Ethics

SEMESTER 6 Capstone and Industry Exposure

- Strategic Marketing
- Entrepreneurship in Marketing
- Marketing Research Project
- Internship/Industry Project
- Elective 3 (e.g., Social Media Marketing)
- Elective 4 (e.g., Sales and Distribution Management)

Integrated Marketing is a dynamic field, constantly evolving to deliver innovative and cohesive brand strategies.

CAREER PATHS & EARNING POTENTIAL

A B.B.A. in Integrated Marketing opens diverse career paths across industries like FMCG, media, digital, retail, and consulting. Salaries grow significantly with experience, creativity, and specialization in digital and brand management. Top roles in global marketing and advertising firms offer premium pay and exciting international exposure.

“Shape your future in marketing – where creativity meets business success!”

Role	Entry / Early Career	Mid Level after Post Graduation	Senior / Global / Leadership Roles	International Placements (Approx.)
Digital Marketing Executive	₹2,40,000 – ₹3,60,000/year (₹20k–30k/month)	₹6,00,000 – ₹10,00,000/year	₹15,00,000+/year leading teams or managing global campaigns	USD \$40,000 – \$70,000/year (~₹35–60 LPA) in MNCs, agencies, and global brands
Brand Manager	₹3,00,000 – ₹4,80,000/year	₹8,00,000 – ₹12,00,000/year	₹18,00,000+/year in FMCG, retail, or luxury brands	USD \$50,000 – \$90,000/year (~₹45–75 LPA) in established global companies
Advertising / Media Executive	₹2,40,000 – ₹4,20,000/year	₹6,00,000 – ₹9,00,000/year	₹15,00,000+/year in top advertising agencies or corporate roles	USD \$40,000 – \$80,000/year (~₹35–70 LPA) in global media firms
Market Research Analyst	₹2,50,000 – ₹4,00,000/year	₹5,50,000 – ₹9,00,000/year	₹12,00,000+/year leading analytics or strategy teams	USD \$40,000 – \$75,000/year (~₹35–65 LPA) in research & consulting firms
Public Relations Manager	₹2,80,000 – ₹4,50,000/year	₹7,00,000 – ₹10,00,000/year	₹15,00,000+/year managing major brand accounts	USD \$45,000 – \$80,000/year (~₹40–70 LPA) in PR & corporate communication roles
Marketing Consultant / Entrepreneur	Earnings vary by clients/projects (~₹3,00,000+/year initially)	₹8,00,000 – ₹15,00,000/year	₹25,00,000+/year or business profits depending on success	USD \$50,000 – \$100,000+/year (~₹45–85 LPA) with international clientele

CAREER OPPORTUNITIES

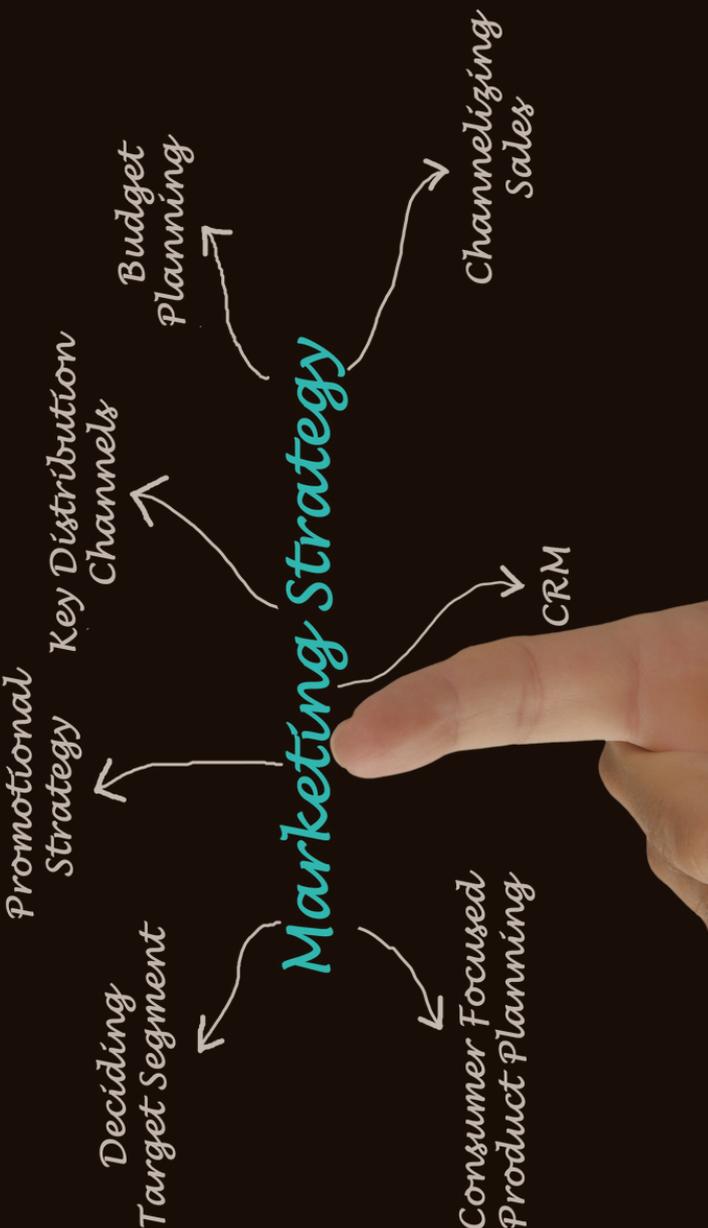
We take pride in our strong industry connections, ensuring our students secure roles in leading organizations. Our top recruiters include multinational corporations, fast-growing startups, and Fortune 500 companies across diverse sectors likemarketing. Some of the key recruiters associated with our programs include:

RECRUITERS



Eligibility & Criteria

- **Course Duration** : 3 years (6 Semesters)
- **Eligibility:**
- Candidates should be passed from the Maharashtra State Board of Secondary & Higher Secondary Education or its equivalent examination or Diploma course in any Engineering Branches to apply for the admission.
- 12th Passed (Any faculty with minimum 45% for Open category & 40% for reserved category) at ONE & SAME SITTING.



LEARNING OUTCOMES

Knowledge: Apply marketing and business concepts to real-world scenarios across digital, brand, and communication domains.

Creativity & Innovation: Use creative and strategic thinking to design impactful marketing solutions.

Multidisciplinary Approach: Integrate insights from business, communication, and technology for holistic decision-making.

Employability Skills: Build strong analytical, leadership, and problem-solving skills for diverse marketing roles.

Communication & Interpersonal Skills: Develop effective verbal, written, and social communication for professional success.

Social & Environmental Responsibility: Promote ethical, sustainable, and socially conscious marketing practices.

Ethics & Integrity: Demonstrate professionalism, accountability, and ethical judgment in all business activities.



OUR EVENTS

From cultural celebrations to social initiatives, from Garba nights to industrial visits, and from traditional day festivities to unforgettable experiences—our events bring fun, learning, and togetherness! each event is designed to create lasting memories and meaningful experiences.



OUR CAMPUS

Our campus is designed to provide a vibrant and enriching learning environment. With state-of-the-art classrooms, advanced technology labs, a well-stocked library, and collaborative spaces, we ensure students have access to the best resources. The campus also features modern auditoriums for industry interactions, incubation centers for startups, and recreational areas to balance learning with relaxation

THANE CAMPUS



MIRAROAD CAMPUS



PUNE CAMPUS





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