

B. Com. Digital Marketing/ Marketing

The Department of B. Com Marketing program at Loyola Academy has a rich history, pioneering the offering of Advertising and Marketing courses at the B. Com level in the twin cities since its inception in 1994. Recently The B Com Digital Marketing course is introduced as per changing market scenario. The program's strength lies in its curriculum, meticulously designed to meet industry standards, ensuring that graduates are well-prepared for the job market upon completion. Loyola Academy takes pride in its exceptional placement record, with alumni securing coveted positions in renowned multinational corporations such as Wells Fargo, Deloitte, Cognizant, Amazon, Media Mint, IBM, Google, ADP, Sothern Land, Unisys, IKS health services, ICICI and many others.

Many graduates also choose to pursue further education abroad, a testament to the program's academic rigor and international recognition. The emphasis on practical learning provides students with hands-on experience, empowering them to address real-world challenges with confidence. Additionally, the program fosters critical thinking, problem-solving skills, and collaborative aptitude—qualities highly sought after by employers in today's competitive landscape.

Loyola Academy's unwavering commitment to excellence ensures that graduates emerge as proficient professionals ready for success in the dynamic fields of data science and analytics, whether in industry or academia.



LOYOLA ACADEMY



Our vision prioritizes the well-rounded development of students, placing equal importance on academic achievements, practical abilities, and personal growth. By providing education that enhances employability, builds strong character, and fosters competence, we are setting the stage for students to excel in diverse professional fields.

Aligned with this vision, our mission aims to ready students for roles of social responsibility, empowering them with leadership skills and elevating their standards to compete on a global scale. This comprehensive approach focuses on not just academic accomplishments but also on nurturing the essential qualities for success in today's interconnected and competitive world.

Career Opportunities

After Successful Completion of the course

Students work as

- Advertiser
- P R Manager
- Digital Market Manager
- Marketing Communication Executive
- Financial marketer
- Content Developer
- Social Media marketer
- Ad Maker
- Graphic designer/Video editor





Our curriculum is designed to equip students with practical skills essential for success in advertising, public relations, and multimedia fields. By focusing on print, radio, and television advertising, students learn to create effective campaigns across different mediums, preparing them for diverse roles in the industry.

The inclusion of surveys on products and services aligns with market research principles, providing students with valuable insights into consumer behavior and brand perception. This hands-on experience enhances their understanding of marketing strategies and helps them develop critical analysis skills.

The emphasis on applied public relations through the creation of brochures, pamphlets, leaflets, and house journals allows students to develop communication and design skills while learning how to craft compelling messages for various audiences. This practical approach ensures that students are well-prepared to handle real-world PR challenges.

Moreover, by incorporating training on pivotal software tools such as E-commerce platforms, Adobe Photoshop, CorelDraw, Pro-Tools, and multimedia software, students gain proficiency in industry-standard technologies, enhancing their competitiveness in the job market. This comprehensive approach to education ensures that students graduate with the necessary skills and knowledge to excel in the fields of Digital marketing, advertising, public relations, and multimedia.



Department activities

- Industrial visits are organized every year to improve students' learning skills.
- Parent-teacher meetings are conducted every semester to improve communication between teachers and parents.
- Science Day to explore student talents through a project exhibition
- E-lab to school and mobile lab programs
- Workshops, seminars, internship programs, and minor projects

Infrastructure Facilities

- Spacious Campus
- Excellent laboratories that provide the best practical knowledge to the students
- Good infrastructure
- College Hostel
- Medical facilities
- Bank
- Innovation Centre
- Cafeteria
- Stationery

Placement Facilities

- CRT training is provided for students to secure placements in campus interviews.
- Academic Consultants for higher Education.
- Soft skills classes are conducted to improve communication skills.

Library Facilities

- Delnet
- Inlibnet
- Online Journals
- Books

ADMISSION GUIDELINES

The Candidate must have completed 10+2/ intermediate passed out with minimum 60% in CEC, MEC, MPC ..

For more details contact

[https:// www.loyolaacademy.edu.in//bcom/marketing/](https://www.loyolaacademy.edu.in//bcom/marketing/)

