

# **BBA - Imagine XP**

## **➤ BBA in Digital Marketing**

The Architects of the Digital World  
Building Strategies That Transform Brands and Businesses

### **Overview**

Embark on a journey into the dynamic world of digital marketing, where endless possibilities & Exponential growth await. The digital marketing industry is projected to reach new heights, with a value of \$389.85 billion by 2026. As businesses navigate the digital landscape, digital marketing emerges as a transformative force, revolutionizing traditional marketing approaches. In an era driven by technology and data, organizations seek digital marketing professionals who can navigate the ever-evolving digital landscape, drive innovation, & capitalize on the vast opportunities presented by the digital revolution.

**BBA - Digital Marketing** degree presents itself as the gateway to success in marketing. Our program harnesses the power of digital transformation, equipping you with industry-relevant curriculum and practical skills to excel in the digital marketing domain. Benefit from our immersive approach, where you tackle real-world challenges & engage in live projects with renowned companies. Step into the future of marketing with confidence, armed with a degree from from top universities with —the epitome of excellence in digital marketing education.

### **USP**

- Degrees in new-age super specializations.
- 250+ Companies providing Live Projects & Case Studies.
- 500+ Companies offering Internships.
- 1 Industry Led Certifications & an industry-led dynamic curriculum.
- 3 Teacher Model - Faculty, Corporate Coaches and Mentors from the industry.
- 1250+ Corporate Coaches offering Mentorship

### **What will you learn?**

- In-depth Understanding of Digital Marketing
- Application of Digital Marketing Strategies
- Market Analysis & Consumer Behavior
- Data-driven Decision Making
- Content Creation & Marketing
- Ethical & Responsible Marketing Practices

### **Eligibility**

- Minimum 50% marks in class 12th
- Completed 10+2 from a recognized board
- Any stream (Commerce, Science, Arts etc.)

### **Job Roles**

- Digital Marketing Strategist
- Digital Advertising Manager
- Brand Manager (Digital Marketing)
- Marketing Automation Specialist

- Social Media Specialist
- Search Engine Optimization (SEO) Analyst

## ➤ **BBA in FinTech**

The Future of Finance Starts Here

Shaping Leaders for the Tech-Driven Financial Revolution

### **Overview**

Embark on an exciting journey into the intersection of finance and technology with our BBA Fintech program. In an era where the financial industry is undergoing a technological revolution, the demand for professionals with expertise in both finance and technology is skyrocketing.

Our curriculum is strategically crafted to equip you with a blend of financial knowledge and technological skills. Engage in hands-on projects and collaborative initiatives with industry experts, gaining practical insights that go beyond traditional finance education. Benefit from an immersive learning approach that propels you into the exciting world of financial technology.

Step boldly into the future of finance and technology, armed with a BBA in Fintech — a hallmark of excellence in the fusion of business and technology education.

### **USP**

- Degrees in new-age super specializations.
- 250+ Companies providing Live Projects & Case Studies.
- 500+ Companies offering Internships.
- #1 Industry Led Certifications & an industry-led dynamic curriculum.
- 3 Teacher Model - Faculty, Corporate Coaches and Mentors from the industry.
- 1250+ Corporate Coaches offering Mentorship

### **What will you learn?**

- In-depth Understanding of Fintech Landscape
- Application of Fintech in Business
- Financial Analysis and Decision Making
- Risk Management in Fintech
- Apply Data Analytics
- Regulatory Compliance in Fintech

### **Eligibility**

- Minimum 50% marks in class 12th
- Completed 10+2 from a recognized board
- Any stream (Commerce, Science, Arts etc.)

### **Job Roles**

- Fintech Analyst
- Financial Technology Consultant
- Business Development Manager (Fintech)
- Data Scientist (Fintech)
- Investment Analyst
- Wealth Management Advisor (Fintech)