

PGDM- ADVANCED MARKETING MANAGEMENT

(in Collaboration with upGrad)

2-Year Full-Time PGDM Program

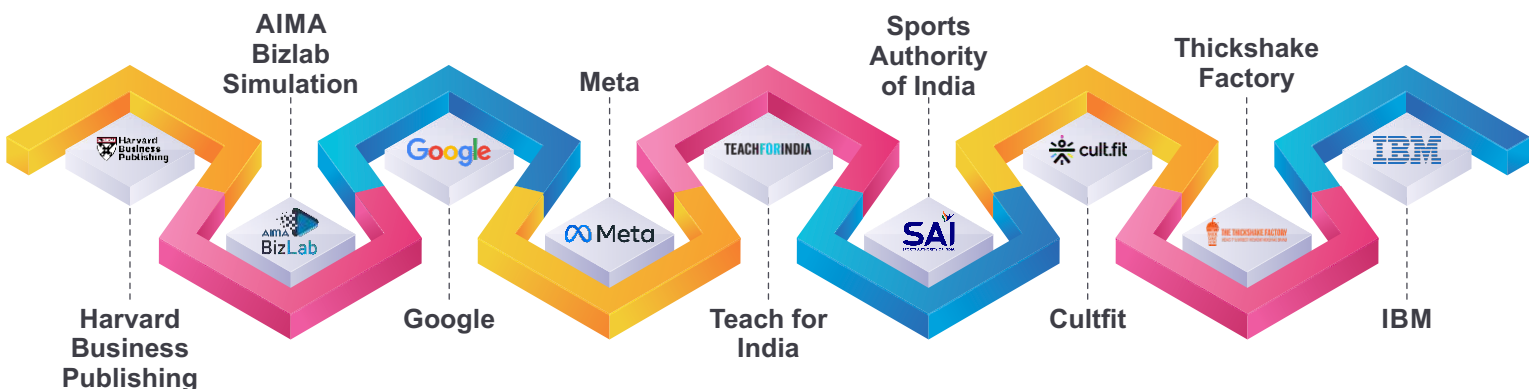
Are you ready to elevate your marketing skills to the next level? Our two-year full-time PGDM program offers a comprehensive curriculum designed to equip you with the latest tools and strategies in the field of marketing.



What sets us apart:

- ♥ Explore future trends: AI and Robotics in marketing.
- ♥ Learn Advanced Marketing Analytics: Consumer Behaviour Analytics, Social media and Web analytics, Sectoral Analytics through tools.
- ♥ Industry certifications from Meta and Google.
- ♥ Hands-on projects with brands like Mamaearth, MDH, Facebook, Instagram, Google etc.
- ♥ Learn advanced marketing skills: Marketing through Blogs, Vlogs, Social Media platforms etc.
- ♥ Learning via Industry-relevant cases: Bajaj Auto, Mauka Mauka, Zivame, Uber and many more.
- ♥ Internships with Mentors from Teach for India, Sports Authority of India, Thickshake Factory and Cultfit
- ♥ Subject Matter Experts from Google, Meta and others.
- ♥ Advanced teaching tools: Simulations and Live-projects.
- ♥ Creating, Campaigning, Measuring and Managing Brands.
- ♥ Enrich and elevate your new age aspiration mapping with Ronnie Screwala's upGrad Campus.

Trainings, Learning & Certification in Collaboration with



See yourself joining **Industry as a Tech-Marketer on the roles of**

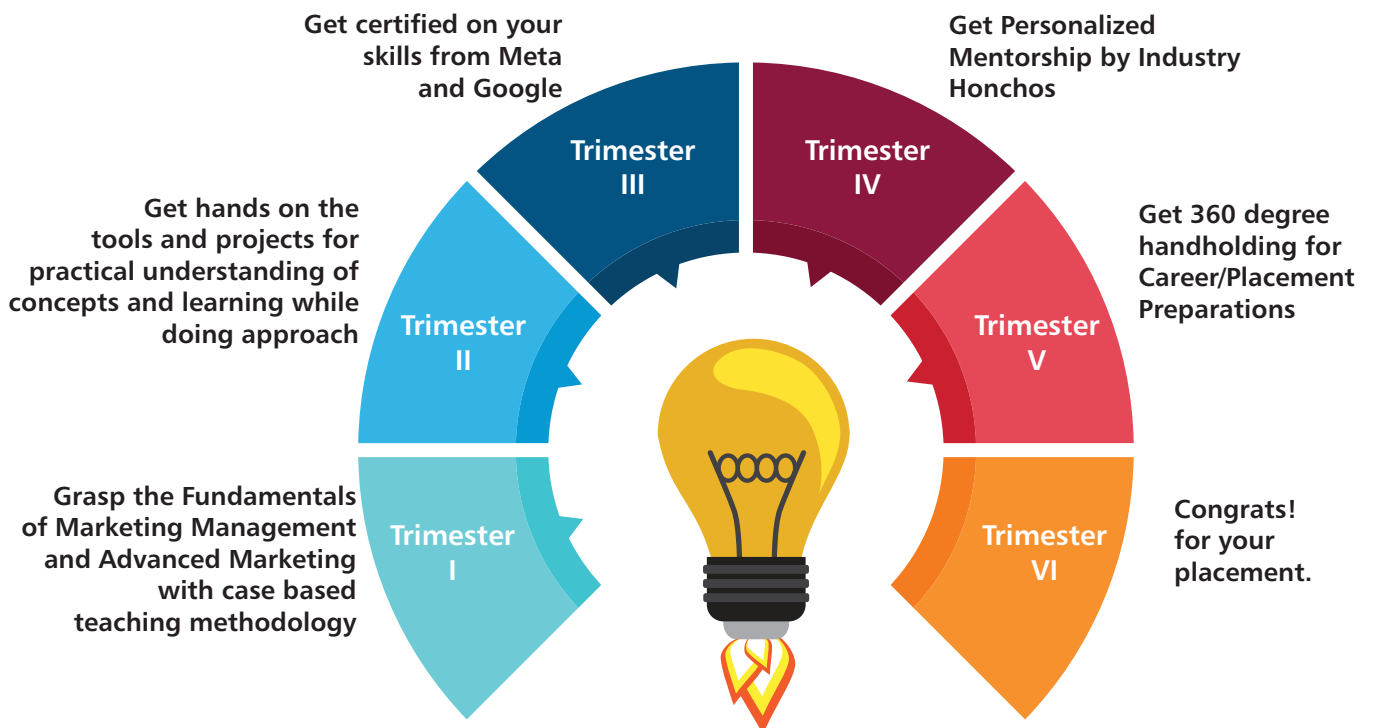


Top Hiring Partners



and many more...

PGDM Journey- The Voyage to Victory



upGrad



Lloyd Business School
Ladder Of Success

Plot No: 11, Knowledge Park II, Greater Noida - 201306 | Toll Free No.: 1800-123-8414 Mob.: 98218-91830
Website: www.lloydbusinessschool.edu.in | E-Mail: lloydadmissions@lloydcollege.in