



AAFT
UNIVERSITY
OF
MEDIA AND ARTS



SCHOOL OF **DIGITAL MARKETING**

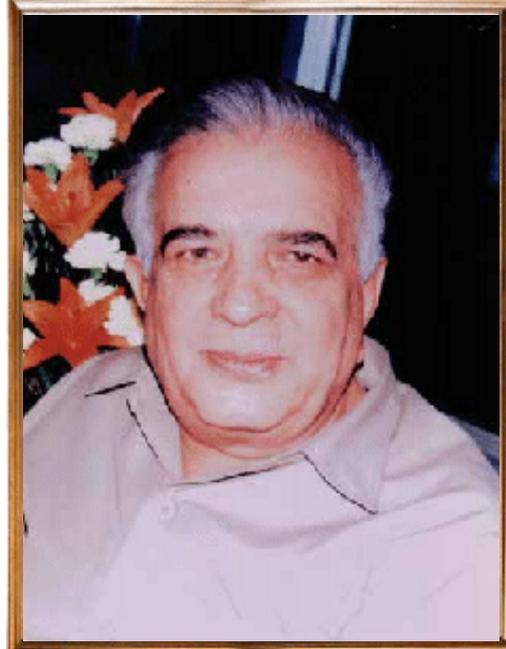
**NURTURE YOUR SKILLS
AT AAFT UNIVERSITY**

Propel Career Opportunities & Business Growth through AAFT Digital Marketing Program



welcome!

AAFT is indebted to
Late Shri Suraj Prakash Marwah



(The Founder of AAFT) for his invaluable contribution to our mission to provide quality media education worldwide



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2020



About AAFT University

● Who We Are

AAFT University is established in 2018 under the aegis of Marwah Studios and managed to become known as a leading provider of entertainment and media conglomerate.



PATRONS

LT. GEN. K. M. SETH (RETD.)

Hon'ble Former Governor of Chhattisgarh

DR. BHISHMA NARAIN SINGH

Hon'ble Former Governor & Union Minister

DR. R. L. BHATIA

Hon'ble Former Governor of Kerala

SHRI VED MARWAH

Hon'ble Former Governor of Jharkhand

IEUAN WYN JONES

Former Deputy First Minister of Wales

SHATRUGHAN SINHA

Former Union Minister

AAFT group of institution was established in 1993 at the prominent location of Film City, Noida as the education and training arm of Marwah Studios. With 25 years of proficiency and expertise in the field of film technology, it has imparted revolutionary media education to more than 17000 students and has achieved great compliments and honor over the course of time...

Establishment of new university in the state of Chhattisgarh is meant for building equity across media education in the field of Film Making, Journalism, Performing Arts, Advertising, Acting, Interior Design, Dance, Digital Marketing, Animation and Fashion Design.

Our vision is to light the fire of learning and foster technical advancements, creative ideas & inspiration to create impact on Media and Arts community as a whole.



Board of Directors



SANDEEP MARWAH

Founder & President

Sandeep Marwah is the Director of Asian Academy of Film & Television & Asian School of Media Studies. He is the founder of Noida, Film City in Noida.



BONEY KAPOOR

Renowned Film Producer

Boney Kapoor is an Indian film producer who has produced numerous Bollywood films like Mr. India, No Entry, Judaai and Wanted to his credits.



ANIL KAPOOR

Renowned Actor

Anil Kapoor is an Indian actor and producer who has appeared in over hundred Hindi-language films, as well as international films and television series.

27

Years in Education

+50

International Faculties

10th

in World Ranking

+17000

Alumni Network



MOHIT MARWAH

Managing Director

Mohit Marwah is a Bollywood actor, best known for his debut feature film Fugly, produced by Akshay Kumar, and Raag Desh directed by Tigmanshu Dhulia.



AKSHAY MARWAH

CEO-Marwah Studios Enterprise

Mr. Akshay Marwah is a Delhi based Arts Educationist who is the CEO of Marwah Studios & Asian Education Group. An alumnus of London Business School, University of the Arts London.

From the ● Chancellor's Desk



SANDEEP MARWAH
Founder & President of Company



FC-14/15, Sector-16A,
Noida Film City



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Toll Free: 1800-102-6066



E-mail: help@aaft.com

Every immense journey starts with a single step and advances by winning different hurdles with self-confidence. AAFT have faith in setting the bar high with luminous system of holistic education. We work to build strong minds blended with passion and global notice for brilliance, thereby, turning challenges into opportunities. With students hailing from more than 120+ countries across the world,

AAFT is a leader when it comes to coaching students for media education.

Our university aims excellent academic distinction through a team of dedicated faculty, motivated to keep up with global atmosphere in all spheres of influence.

We put together to grab the future potential with pioneering ideas and activity based education. To congregate the high standards of film technology globally and shape the students into truly global citizens with human values, we adopt contemporary advancements in academics and technology.

*It prepares students under different controls like
Camera and Lighting, Direction, Editing, Acting,
Still Photography, Sound Recording, Art Direction,
Script Writing and Script Development.*

The objective is to craft a learning hub that would be like no other, motivating and guiding thousands of aspirants. Our genuine endeavor, officious and skillful execution helped us to set a yardstick for technical and holistic media and arts education in India.

Our core motto is to focus on the pursuit of knowledge and accepting challenges, however difficult. Our commencement is to be the leading provider of education globally with international accredited qualifications and help students realize their dreams.

What we do & how we do it.

“ This institution stands for its promise to be a trendsetter in the field of media and arts education.”

We passionately assume the responsibility of giving a nurturing environment to every student so as to enable them realize their goals in an increasingly competitive world where continuous learning and up-skilling have become essential. We are indeed indebted to all our faculty members, visiting professors and members of the cinematic and TV industry for their keen interest and support to our students. A special thanks to our large international faculty for the regular knowledge-exchange.

We hope this overview of the Institution, its core values, its programs and its collaborations with the industry will pique your interest. We encourage you to carefully explore the AAFT University website and take the next step in ‘creating your tomorrow’.

We welcome all with folded hands. Best of luck.

AWARDS & ACCOLADES

- | | |
|---|---|
| ● Edushine Excellence Awards 2019 | ● ISRMAX Asia 2014 |
| ● The Edutainment Award 2015 | ● Entrepreneur of the Year Award |
| ● Delhi Gaurav Award 2015 | ● National Media Excellence Award |
| ● Pride of India Award 2015 | ● Honored by P.M. of Tibet H.E. Dr. Lobsang Sangay |
| ● Indo-Czech Republic Film & Cultural Forum | ● Honored by P.M. of Nepal Shri Khadga Prasad Sharma Oli |
| ● Indo-Romania Republic Film & Cultural Forum | ● Honored by International Roma Cultural University, Serbia |
| ● Indo-Cyprus Republic Film & Cultural Forum | ● Honored by Education Council of India |
| ● Indo-Slovenian Republic Film & Cultural Forum | ● Honored at NGY Infra Conclave, Noida |
| ● Param Shree Award 2014 | ● Honored at Sri Sri Ravishankar Vidya Mandir |
| ● Icon of Noida 2014 | |

• Message from Managing Director & CEO



MOHIT MARWAH

Managing Director

Work speaks volumes, definitely more than what Words ever can! AAFT University of Media & Arts stands for its promise to be a trendsetter in the field of media and arts education by providing best kind of environment to every student so as to enable them realize their goals in an increasingly competitive world where continuous learning and re-defining yourself has become essential.

The University is one of its kinds in the country dealing in providing best kind of film, media and arts training & education that has enabled us developing remarkable talent.

We believe that authentic fame and popularity always travel by the word of mouth and hence, upgrading ourselves with changing trends has been of utmost importance to us. Our professional standards have come in for praise from all walks of life owing to our brilliant team of faculty members, visiting professors, renowned industry experts and international faculty for sprinkling their knowledge & creativity in the campus.

The trials and tribulations involved in ensuring that our young students make a niche for themselves in the film, media and arts domain. With a very rewarding experience, we have expanded as the first film, media & arts university in India. We cherish our achievements through success of our students and wish each one of you a great future ahead.



AKSHAY MARWAH

CEO

AAFT University of Media and Arts is becoming a brand name that attracts best talent in the industry. It believes in simplifying challenges and competitions step by step. The courses are designed to equip students with skills, abilities and knowledge that will enable them to excel in entertainment industry and climb up the corporate ladder.

Finding newer ways of overcoming challenges, we are working strongly with latest and most innovative methodologies for the growth of the university as well as career growth of media and arts aspirants. The standardized education delivery methodology and excellent class room discussions at AAFT ensure perfect & consistent coaching.

We lay emphasis on profound visualization since an intricate can be understood better with the support of correct visual aids. It helps a great deal in spotting the talent early, thus giving a head start in dynamics of careers and competitions. Leading practitioners from diverse industry backgrounds and Bollywood & Hollywood specialists share their insights, review curriculum periodically and reinforce winter internship based on activities rather than on theoretical learning. Recognizing and managing paradigm shifts, AAFT learning system functions in a transparent manner imparting students pursuing degree and/or diploma programs an artistic and professional approach in film making, animation, television, graphic design, industrial design, 3D design, visual communication, fashion design, advertising, photography and more. As a Pro Chancellor/ Founder of this university, I extend a hearty invitation to you all to enroll yourself for the courses offered here. Best wishes

• Message from Director & Associate Director



DR. R.K. RAO

Director

It is a matter of pride to be associated with AAFT UNIVERSITY of Media and Arts, Raipur (Chhattisgarh). The University is established as the first film, media and arts university of India which aims to become known as a leading provider of entertainment and media conglomerate. It is recognized under UGC Act and approved from Chhattisgarh Government.

In a short Span of time AAFT University has started growing exponentially under the guidance of Dr. Sandep Marwah (Chancellor), Mr. Akshay Marwah, (CEO and Managing Director).

Establishment of University in the state of Chhattisgarh is meant for building equity across media education in the field of Film Making, Journalism, Performing Arts, Advertising, Acting, Interior Design, Dance, Digital Marketing, Animation, Fashion Design, Fine Arts, Management and Law. An array of undergraduate and postgraduate degrees that address the rapidly changing entertainment business are offered here.

We motivate all the skilled experts and professionals to share their knowledge, experience and productivity, to build up a strong carrier of the student. We encourage students to grow effective with strong set of ethics & good communications skills. We envision to light the fire of learning and foster technical advancements, creative ideas & inspiration to create impact on Media and Arts community as a whole.



ASHISH GARG

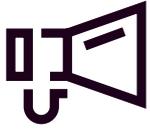
Associate Director

Welcome to the School of Digital Marketing at AAFT University of Media & Arts! We firmly believe that every student, whoever joins us, is a talent to be tapped. We place confidence in making every student learn rather in just teaching. With our studentcentric efforts, we are determined to draw out the best in each one of them. Our philosophy is about continuous evaluation of the student. We do not expect them to do the proper things always.

We encourage them to make mistakes, to experiment, to explore the untraden path in the world of Digital Marketing.

We nurture an artistic environment that is personalized, innovative and progressive. The School of Digital Marketing provides its students and the community various forums to develop a meaningful dialogue about Digital marketing and related Contents, its expression, and purpose.

Our active involvement with the industry professionals, artists and designers through master classes, workshops, seminars and guest lecturers reinforces the classroom experience. We are committed to furthering the excellence of the art of marketing in Digital Marketing Industry. To acheive this we train our student on classical and modern technology in Digital Marketing industry. They get work experience on latest tool and technology in digital marketing industry. We are sure all your questions will be answered when you visit our campus.



Why AAFT University

● School of Digital Marketing

Become an expert in:

- » Proximity to the film studio
- » Access to real-time production
- » Practical and value added curriculum
- » Focused faculty & instructors with more than 10 years of experience
- » Interactive sessions with industry experts
- » Cross-discipline exposure
- » Real time projects through in-house internships
- » Global student exchange program
- » Excellent placement track record
- » Location



INFRASTRUCTURE

Practical Workstations
Adobe Premier Editing Suite
Avid & Velocity Editing Suit
Apple Mac Pro. Hd Ready
8 EDIT STATIONS
Practical Console
Digital Pen Tablet



FILM FESTIVALS

Yearly Festivals
Quarterly Festivals
Country Specific Film Festivals
AAFT Institute Partner in Film Festivals



Digital is a dynamic and ever-growing space. In this section, we give an overview of digital's history and the direction it is taking for the future.

LEARN DIGITAL MARKETING FROM LEADERS



LIFE AT UNIVERSITY

Fashion Shows | Bars & Lounge
Pubs, Discs & Night Life
Gaming Zone | Amusement
Movie Theatre | Mall | Gym | Sports



ACADEMICS

Guest Lecture
Academic Visits
Teaching Pedagogy
Judicial Coaching Academy

In-house Live Project Experiences

- » Design & Host a website in WordPress
- » Live PPC campaign
- » Live Social Media campaign and Lead Generation
- » Design and Sent Bulk Mail for promotion
- » Google Analytic Tracking Code and Generate Custom Report

- » Technical Training for YouTube operations
- » Online Learning Management System for all students for their project showcase
- » Work with Industry-Specific Digital Marketing Tools:
 - WordPress
 - SEO Suite
 - AdWords Editor

History & Future of

● Digital Marketing



In the 90s, the concept of digital and Internet marketing seemed like an adolescent idea that would soon fade away .In India, things looked even more pessimistic. A country of 1 billion people who had grown used to ads on painted movie posters, cable television and newspaper print supplements about their favorite products:

India seemed like a country that would be least convinced to go for things like Internet ads, social marketing and digital innovation. Adding to the cynicism was the fact that in the 90s, most Indians didn't have an easy access to the net, and there weren't as many cyber cafes as there are today.

A business without a digital presence is bound to go Kaput in no time. Digital Marketing refers to the marketing of products or services via digital channels to reach consumers. Brands used to get promoted before too, but the means and mediums were limited. With the advent of digital media, the norms and rules are changed. And rightly so.

What makes digital marketing such an exciting area for study and work is the lightening pace at which it is changing. New technologies, apps and devices can change the way we market to consumers very quickly and hence make our learning very diverse and open-ended.

So what makes Digital Marketing such a relevant topic for students to study? Companies are keen on data collection Social media is an ever-growing marketing platform Website need to capture the eye Mobile is a 24/7 marketing tool You can bring new ideas to the table Scope of Digital Marketing in India:

Digital Marketing took India by the storm when over 8 lac jobs opportunities were created in 2017 first quarter only. PM Modis Digital India campaign only ignited the spark. Digital Marketing industry is worth \$68 billion and is growing at a 40% growth rate. With the increase in internet users and organizations promoting their content through social media, the job roles and options are only going to advance. 40% of today's businesses depend entirely on digital marketing and it is estimated that more than 90% of businesses will go digital. Digital Marketing Courses and Career Prospects:

With time, Digital Marketing has progressed and become much more than just a run of the mill – SEO and Social Media Marketing. A lot of Digital Marketing agencies came up catering to different companies for their product and brand management. Meanwhile, other training centers also introduced online and offline to train people in the digital marketing domain. Both, the above mentioned go hand-in-hand to cater to the heavy demand of the market. SEO, Google Ads, Mobile Advertisement, Web Analytics, Content and Inbound Marketing, Email and Affiliate Marketing, Video Advertising and Social Media Marketing are fields of training and courses in Digital Marketing.



CAREER PROSPECTS ARE REALLY SHINY AND CHALLENGING IN THE DIGITAL MARKETING DOMAIN. YOU GOT TO BE ON TOP OF YOUR GAME.

courses offered

DEGREE COURSES

B.A. IN DIGITAL MARKETING + DIPLOMA (3 YEARS)

SEM-1 : DIGITAL CONTENT CREATION

SEM-2 : COMMUNICATION AND CONSUMER

SEM-3 : SEO AND SOCIAL MEDIA MARKETING

SEM-4 : ELECTRONIC AND SOCIAL COMMERCE

SEM-5 : DATA & DIGITAL MARKETING ANALYTICS

SEM-6 : LIVE PROJECT / INTERNSHIP

M.A. IN DIGITAL MARKETING + DIPLOMA (2 YEARS)

SEM-1 : DIGITAL CONTENT CREATION FOR MARKET COMMUNICATIONS

SEM-2 : LEAD GENERATION FOR BUSINESS

SEM-3 : ELECTRONIC AND SOCIAL COMMERCE

SEM-4 : DIGITAL MARKETING ANALYTICS & PORTFOLIO DEVELOPMENT

DIPLOMA COURSE

DIPLOMA IN DIGITAL MARKETING (1 YEAR)

DIGITAL CONTENT CREATION

WEB DESIGN FOR EFFECTIVE BRAND BUILDING

SEO (SEARCH ENGINE OPTIMIZATION)

PPC MARKETING

SMM (SOCIAL MEDIA MARKETING)

CONTENT MARKETING

AFFILIATE MARKETING

ECOMMERCE MARKETING

WEB ANALYTICS



Course Overview

● B.A. in Digital Marketing (3 Years)

The Bachelor in Digital Marketing is a new and exciting course that will equip you with the skills to undertake effective marketing in the present digital era. It will enable you to plan, implement, and monitor effective digital marketing campaigns and devise marketing plans incorporating the latest digital tools and practices. At the same time, it will increase and refine your business acumen and your strategic management skills.

This course has been designed by professionals with vast experience of the digital marketing industry, making sure that, by the end of the course, you will have developed into a digital marketer ready to engage with new media and new markets. Moreover, you will have acquired the skills to define clear approaches to strategic management, learnt to understand the importance - and use - of technology in the modern business world, and become an effective manager capable of working across different organisations and nations.

● M.A. in Digital Marketing (3 Years)

This program focuses on the digital types of marketing, such as PPC, Adwords, social media, SEO, web advertising, and more. During your coursework, you will learn strategies to help you market effectively through the Internet. Some of the classes are strictly lectures. Others offer you hands-on learning to help you transition lessons in school to the real world. There are multiple programs you can apply to if you are interested in this growing field of business. Some offer flexible class options so you can work and go to school at the same time.

There are several benefits of pursuing a Master of Science. This advanced degree is a great way to jumpstart your marketing career. Much of today's advertising efforts take place online, so you will have an advantage in the workplace. Also, it is beneficial to have a degree that is more technical in nature.

If you want to add to your education and gain important technical skills for the world of marketing, then an advanced degree might be for you. Gain more details about the different programs online. Search for your program below and contact directly the admission office of the school of your choice by filling in the lead form.



● Diploma Course

The aim of short term courses is to provide required practical knowledge in shortest possible time. Our Graphic Design course is to prepare industry ready creative designer who can create design for print web and Social Media With the expansion of online and e-commerce industry the requirement to webdesigner and UI/UX artist is increasing repaidly. Our web design course is designed to fulfill these requirements.

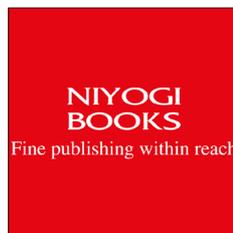
The Digital Marketing course examines digital marketing strategy, implementation and execution considerations for B2B and B2C brands and provides a detailed understanding of all digital channels and platforms. Participants will complete the course with a comprehensive knowledge of and experience with how to develop an integrated digital marketing strategy, from formulation to implementation.

PROGRAM OBJECTIVES

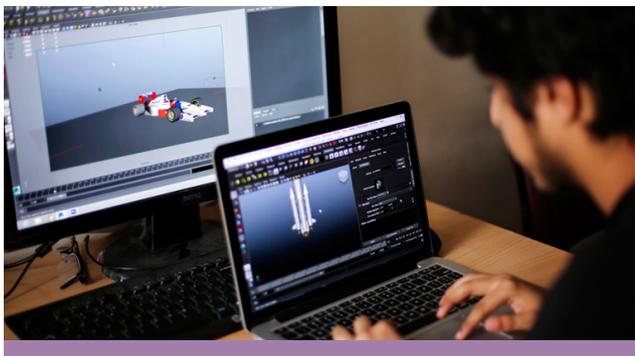
- » Learn advanced social media tools and techniques to execute compelling social campaigns
- » Master the process of organically driving traffic on website / webpage
- » Design ads, Website create viral mobile marketing campaigns
- » Manage backlash, issues or complaints online and build positive perceptions of brands
- » Run email marketing campaigns for your businesses and brands
- » Use analytical tools to analyse data of the digital platforms
- » Acquire skills to conduct market research to understand what customers think and want
- » How to build and execute an Integrated Digital Marketing Strategy



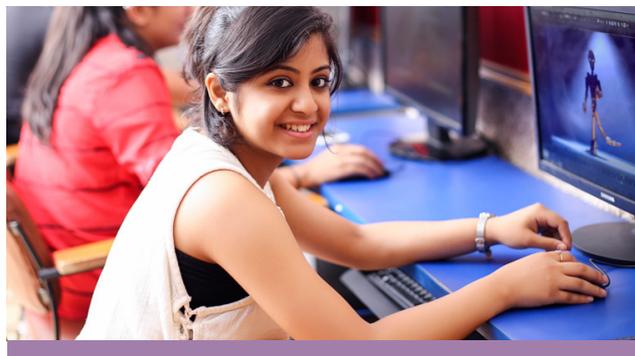
Industry Tie ups



Infrastructure at AAFT University



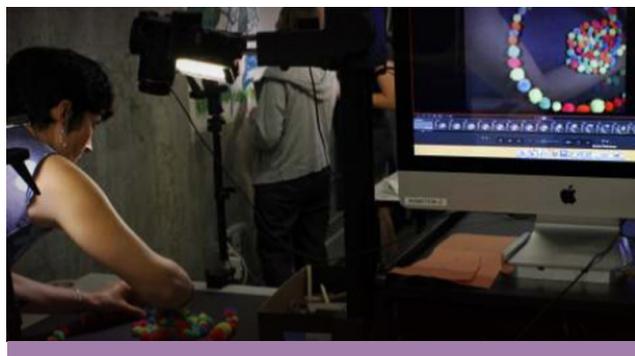
Adobe Premier Editing Suite



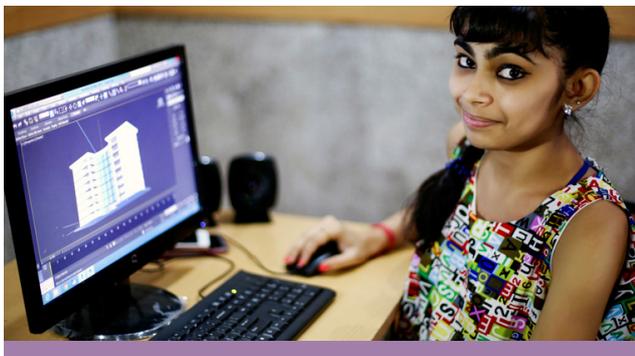
Practical Workstations



Apple Mac Pro. Hd Ready



Eight Edit Stations



Practical Console



Digital Pen Tablet



Live Projects



Softskills & Mock Interview

Career Opportunities



SCOPE IN DIGITAL MARKETING

Digital Marketing is a technique of promoting business, product and services by the use of digital equipment's which is the best way to make people aware of your business as on average a person spends 3 to 4 hours of their daily time on their smartphone.

Because of Increased reach of the internet to the households, offices and commercial sectors people shifting their offline businesses to the online business which will help them to earn some extra revenue from the increased reach of the customer to their products and services. As Offline stores are Shifting to an Online business Scope in Digital Marketing and Website Creation has increase drastically which leads to increase job requirements of digital marketing skilled professionals in today's corporate market.

Different Job Profiles in Digital Marketing

- | | |
|---------------------------------|-----------------------------|
| • DIGITAL MARKETING MANAGER | • INBOUND MARKETING MANAGER |
| • DIGITAL MARKETING STRATEGIST | • GOOGLE ADWORDS SPECIALIST |
| • DIGITAL MARKETING EXECUTIVE | • CONTENT MARKETING MANAGER |
| • SEARCH ENGINE OPTIMIZER | • CONVERSION RATE OPTIMIZER |
| • SEO ANALYST | • ONLINE REPUTATION MANAGER |
| • SOCIAL MEDIA MARKETING EXPERT | • WEB ANALYST |
| • SOCIAL MEDIA SPECIALIST | • COPYWRITER |
| • SEARCH ENGINE MARKETER | • MOBILE MARKETING MANAGER |
| • PPC SEARCH MANAGER | • HEAD OF MARKETING |
| • EMAIL MARKETING SPECIALIST | • AFFILIATE MARKETER |

Expert Faculties



Master Classes



MASTER CLASS ON BRANDING & GRAPHIC DESIGN
BY DARINA GORDIENKO FROM UKRIANE



MEDIA & SKILL DEVELOPMENT SUMMIT



MR. VINAY VIKRAM SINGH, TWIN BRAIN STUDIO



MASTER CLASS BY MR. PETER LUHA & MRS. LUCIA
ČERNEKOVÁ FROM THE SLOVAK REPUBLIC

Events at AAFT

● Fresher Party



Celebrity Visits

● at AAFT



SOHA ALI KHAN



MANOJ BAJPAI



RAJKUMAR HIRANI



RANDEEP HOODA



RICHA CHADDHA



VIDYA BALAN

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UNIVERSITY CAMPUS AAFT UNIVERSITY

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