



THE BEST
marketing
DOESN'T FEEL
LIKE MARKETING



SCHOOL OF
DIGITAL
MARKETING

30+

Years in
Education

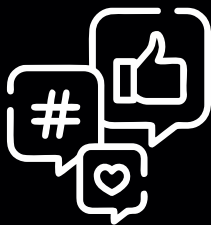
10th

in World
Ranking

250+

Faculties

ABOUT AAFT



120+

Countries
Students Enrolled

19k+

Alumni
Network

1000+

Celebrity
Interaction

ABOUT

AAFT SCHOOL OF DIGITAL MARKETING

At AAFT School of Digital Marketing, students will be taught about PPC, Google Ads, Search Engine Optimization, Social Media Marketing, Website Design and Development, Content Development, Blogging & AdSense, Ecommerce Marketing, Online Reputation Management, and all the aspects integral to the Digital Marketing.

90% of the curriculum is practical-based wherein students get to work on Live projects and campaigns. Students at AAFT will learn to handle, monitor and manage live social media campaigns, Google Ads, etc.

We also have industry-relevant software for graphic designing, such as Adobe Photoshop, Illustrator, CorelDRAW, InDesign, etc. Apart from the designing tools, we conduct practical classes for industry tools like Hubspot, SEMrush, Buzzsumo, Ahref, DV360, etc.



ABOUT

AAFT SCHOOL OF DIGITAL MARKETING

You will master the skills of strategic marketing in digital landscape through industry-oriented courses from AAFT School of Digital Marketing. You will get to learn how the digital economy works and gain critical insights into the same.

AAFT grooms you, trains you and offers you a strong foundation before you go out to make a name for yourself in the industry. With numerous Indian and international collaborations, our students at the School of Digital Marketing have carved a niche for themselves on a global platform.



*Good Advertising forms
the base for public
opinion and belief.
AAFT fosters training
modules that provides
the students hands-on
experience of the present
day market.*

Ms. LAURA HOLMES
Professor,
University for the
Creative Arts



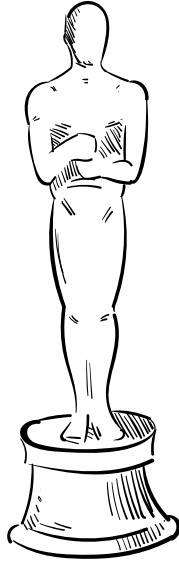
AWARDS & ACCOLADES



**International Edu
Conclave & Award - 2021**
by Educació World



**Best Media School
by ASSOCHAM at 12th
National Education
Summit**



**Dada Saheb Phalke Film
Foundation Award**
for Best Producer in
Short Films (Mumbai)



**Lifetime
Achievement Award**
at Cannes Film
Festival, 2019



Delhi Gaurav Award
2015 by
Dr. Harshvardhan



**Awarded International
Media Person**
at House of Commons in
British Parliament



**PRSI Leadership Award –
2020** (Public Relation
Society of India) which is
a National Award

A portrait of Dr. Sandeep Marwah, a man with dark hair, a mustache, and glasses, wearing a dark suit, white shirt, and blue patterned tie. He is smiling and looking towards the camera. The background is slightly blurred, showing some indoor lighting and colors.

MESSAGE FROM THE **PRESIDENT**

Dr. Sandeep Marwah

“Imagine a world in which every single person on the planet is given free access to the sum of all human knowledge.” – Jimmy Wales

Digital Marketing is shaping the future of the world by making all knowledge and ideas accessible to all through the power of the Internet. The industry is growing tremendously and presents great opportunities for the skilled experts. We, at Asian Education Group, are passionately imparting professional education & training through our School of Digital Marketing.

We are aware that rendering the industry-relevant exposure is equally necessary for preparing students to be excellent professionals since the best kind of learning is beyond those four walls. The school facilitates a platform to the aspiring digital marketers to gain comprehensive understanding of all the aspects integral to the industry. We are committed to provide technical education to our students through various innovative ways of training.

Wishing all the students great success for their future endeavors.

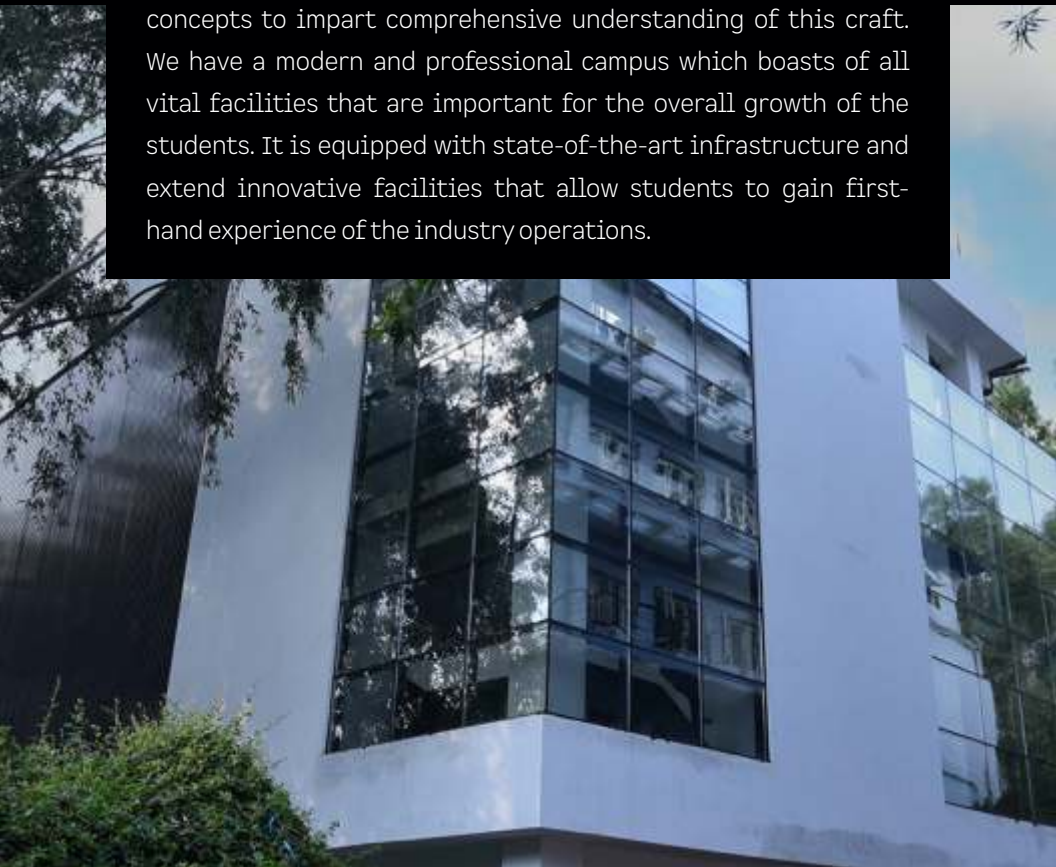






CAMPUS

AAFT School of Digital Marketing is a **spacious high-end education platform located at the heart of Film City** which is the biggest media and film production hub in North India. We believe that as an academic discipline, Digital Marketing has become a vibrant area that incorporates theoretical, computational and practical approaches to understanding digital marketing. Thus, relevant practical exposure is required along with theoretical concepts to impart comprehensive understanding of this craft. We have a modern and professional campus which boasts of all vital facilities that are important for the overall growth of the students. It is equipped with state-of-the-art infrastructure and extend innovative facilities that allow students to gain first-hand experience of the industry operations.



AAFT School of Digital Marketing is equipped with advanced studios, labs, high-end equipment, and more. Fully-equipped Digital Media Labs with Apple Mac Pro workstations, Plasma screens, digital pen tablets and other high-end equipment provide students an opportunity to learn and build confidence and enhance skills in their respective chosen disciplines. In-house activities, events, master workshops through industry experts and other hands-on activities are organized at the campus to provide real-industry experience to the students. They also get to work on Live Projects and participate in Global Fests; thus, getting opportunities to showcase their talent.



*Public Relations is the
Persuasion Business.
AAFT help in developing
right skills to succeed
in professional world*

Dr. AJIT PATHAK
National President,
Public Relations Society of India





INFRASTRUCTURE



Infrastructure plays a pivotal role in facilitating practical apprehension and adequate industry exposure to the students. Our campus boasts of all advanced practical labs that any good digital marketing school must have to foster relevant hands-on experience. We have our own **fully equipped digital media labs** with high-end and industry-relevant equipment. We also have a state-of-the-art Library with more than 4000 books and various magazines, newspapers, DVDs and eBooks on every aspect of data science. We keep ourselves up-to-date with the latest developments in the data science world to ensure that our facilities provide comprehensive growth to the students.



AAFT School of Digital Marketing's curriculum is based on latest trends in digital marketing. You get to learn from Google certified faculty and work alongside in-house team of digital marketing professionals running 100+ live campaigns.

COURSES



UNDERGRADUATE PROGRAM

- B.Sc. in **Digital Marketing**

POSTGRADUATE PROGRAM

- M.Sc. in **Digital Marketing**

UG/PG DIPLOMA PROGRAM

- Diploma/PG Diploma in **Digital Marketing**

SHORT TERM PROGRAM

- Certificate in **Digital Marketing**



Explore our diverse range of undergraduate, post-graduate, short-term and diploma courses offered by AAFT School of Digital Marketing. These courses promise to offer highest quality of academic and industry experience.

WHAT YOU WILL LEARN

- Learn to use different methods for data collection & analysis
- Learn to set goals to improve online marketing efforts
- Understand how to improve brand awareness through valuable content
- Learn content development for Google Ads, SEO, Website, Social Media, Graphics, etc.
- Experience activities like website development and editing in HTML, WordPress etc.



**WORKSHOPS
& WEBINARS**

Workshops allow students to gain first-hand industry exposure, and thus, plays a pivotal role in imparting practical training. We continuously bring on board many renowned and award-winning industry experts who impart requisite hands-on knowledge to the students, preparing them for the future opportunities and challenges. It helps students to become capable for varied roles and responsibilities associated with the craft.

Students also get exposed to the statistical and analytical work, thus, getting the opportunity to learn different aspects of the digital marketing industry. These workshops are conducted on varied topics that are integral to the comprehensive development of Digital Marketing students. During the workshops, experts demonstrate and endorse the actual processes and practices pertaining to the craft. The students enthusiastically attend these workshops as the industry experts share their knowledge and experiences with them.

We believe that the Seminars and Master Classes by popular industry experts are a great way to foster academic excellence and industry insights. In today's digital era, Webinars have immensely changed the way knowledge is being shared, making it possible to facilitate ideas, information and opinions in an engaging manner to the global audience.

We have organized numerous Seminars as well as Webinars with renowned national and international Digital Marketing experts such as Darina Gordienko, Peter Luha, Lucia Cernekova and many more. This provides students a relevant exposure to the broad spectrum of work, philosophies, ethos and culture in digital marketing across the globe. These sessions help students to acquire in-depth knowledge of a particular topic, latest industry developments and new skills associated with the subject. This also escalates their networking opportunities. Industry insights and motivation by renowned experts can play a crucial role for students to embark their journey and sustain in the Digital Marketing industry.

Master Class with
DARINA GORDIENKO
Ukraine



Master Class with
PETER LUHA and LUCIA CERNEKOVA
Slovak Republic

RECENT PLACEMENTS



SHUBHAM VERMA
Digital Marketing Exec.
Tech Learning



ANUJ SINGH KUSHWAHA
SEM Executive
Vikalp



AAKASH KUMAR
SEM Executive
MAC



PUSHPENDRA SHARMA
SEO Expert
NewGen

OUR TOP RECRUITERS



ADMISSION PROCEDURE

ELIGIBILITY

Bachelor degree programs and Diploma courses

Students who have passed or will appear for higher secondary (10+2) from any recognized Board of Education such as CBSE / ICSE / IGCSE / IB and State Board, can apply for admission.

Master degree programs and PG diploma courses

Applicants must either have appeared or passed or will be appearing in any of the following:

- Bachelor's degree in any discipline under the 10+2+4 (or more) system, from any university or institute, recognized (by law) in India.
- Diploma in the related field of study under the 10+2+4 system, from any university or institute, recognized (by law) in India.

If a Degree/Certificate has been obtained from a University / Board of any other country, then an equivalent certificate must be obtained by the candidate from Association of Indian Universities (AIU), New Delhi, prior to the admission.

PROCEDURE

Step 1: Application Form

The duly filled Application Form needs to be submitted along with the mandatory documents.

Step 2: Entrance Test & Interview Process

The AAFT Admission process includes a written test and interview for selection in the interested academic program.

Step 3: Result Declaration

The assessment report will be conveyed via applicant's registered email-id with the Admissions Department, within 3 days.

Step 4: Admission Confirmation

The successful candidate will be provided with an Admission Letter from the Admissions Department confirming his/her admission to the opted program.

Step 5: Original Documents Submission

All Original Certificates/Documents, along with one set of attested true copies of the documents will have to be presented to the Admissions Department



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