



AFT



SCHOOL OF
**DIGITAL
MARKETING**

UG/PG Degree . Diploma . Certificate



ABOUT

AAFT



30+

Years in
Education

10th

in World
Ranking*

500+

Awards &
Accolades

30k+

Alumni
Network

1000+

Celebrity
Interactions

250+

Faculty
Members

100+

Multi-
disciplinary
Programs

120+

Countries'
Students
Enrolled

**as per Cine Premiere Hollywood*

INTERNATIONAL ASSOCIATIONS

USC School of Cinematic Arts

USC School
of Cinematic
Arts
USA

St. Petersburg,
State University
of Film and
Television
Russia



Accademia
Costume & Moda
Italy

University of
Cape Town
South Africa



LEE Strasberg Theatre
and Film Institute
USA

ABOUT SCHOOL OF DIGITAL MARKETING

Join us at the AAFT School of Digital Marketing, where creativity and innovation thrive. Spark your interest in brand communication and enter a world where campaigns are made of memorable marketing ideas and events are made of eternal influences.

To prepare students for a variety of professional roles and responsibilities when they graduate from the AAFT School of Digital Marketing, our major goal is to foster industry-specific competence in this area. Instructors in the field of digital marketing help students learn the ins and outs of the field. We make sure that our courses are up-to-date by researching and considering the biggest developments in digital marketing.

Our specialist placement department provides comprehensive help and job possibilities, and our in-house sophisticated digital and design laboratories have a success record of 100%.

We invite you to join us as we reveal how to communicate effectively across geographies and platforms. The School of Digital Marketing is a gateway to infinite opportunities. Be a force that changes how others see the world by following your dreams, learning to create, and taking risks. Embark on your path to greatness right now!





SIGNATURE STRENGTHS

**Engaging Learning
at a
Global Scene!**

**Elevating Engagement
with a
Media-First Approach!**

**Partnerships
for a 360°
Learning Curve!**

**Tech-Infused Learning
=
Elevated Learning**

**Championing
Social Responsibility
for a
Better Tomorrow!**

**#BreakingBarriers
with
Cross-Disciplinary
Education**

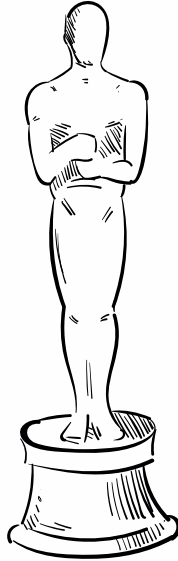
AWARDS & ACCOLADES



**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 blurred, showing what appears to be an indoor setting with some colorful objects.

MESSAGE FROM THE **PRESIDENT**

Dr. Sandeep Marwah

Welcome to the AAFT School of Digital Marketing, where limitless possibilities await you.

At AAFT, we offer a wide range of undergraduate, postgraduate, certificate, and diploma programs in Digital Marketing. Our meticulously designed curriculum is a perfect blend of theoretical knowledge, practical exposure, and industry insights, ensuring our students are well-prepared to excel in their chosen fields.

The digital marketing sector is experiencing unprecedented growth, fueled by the increasing demand for captivating digital content across various domains such as e-commerce, social media, advertising, and branding. By choosing AAFT, you will be joining a community that is not only passionate about digital marketing but also focused on nurturing your talents and helping you adapt to the rapidly changing industry dynamics.

PRESTIGIOUS RECOGNITIONS

Hon'ble Former President of India,
Shri Ram Nath Kovind Ji



Hon'ble Former President of India,
Shrimati Pratibha Patil Ji



Minister of HRD, Govt. of India
Shri Ram Shankar Katheria



His Holiness - Dalai Lama



Former Minister of Health & Family Welfare
Govt. of India,
Dr. Harshvardhan



Member of Parliament,
Bhartiya Janta Party (BJP)
Dr. Mahesh Sharma

CAMPUS

AFT School of Digital Marketing is a spacious high-end educational institute 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 creative, theoretical, historical and critical approaches. 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 extends innovative facilities that allow students to gain first-hand experience of the industry operations.



Fully-equipped Photo Editing Lab, IT Lab, and Exhibition Hall have high-end equipment that provides students with an opportunity to learn build confidence, and enhance skills in their respective chosen disciplines. In-house activities, events, workshops through celebrities, 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. It is associated with various forums & powerhouses like ICMEI, IFTC, Radio Noida, and MSTV that are established to support the mission of imparting excellent education to the students at AAFT School of Digital Marketing.



PROGRAMS OFFERED

2 YEARS
MASTER'S DEGREE PROGRAM

- ▣ M.Sc. in Digital Marketing

3 YEARS
BACHELOR'S DEGREE PROGRAM

- ▣ B.Sc. in Digital Marketing

1 YEAR
DIPLOMA PROGRAM

- ▣ Diploma in Digital Marketing

3 MONTHS
CERTIFICATE PROGRAM

- ▣ Certificate in Digital Marketing

TOOLS

THAT YOU WILL LEARN



SEMRUSH

Brevo



Hootsuite



 **Meta
Business Suite**



BuzzSumo



 **Google
Analytics**

Google Trends

The Google Trends logo, which includes a colorful bar chart with three bars of increasing height (blue, red, green) and an upward-pointing arrow.

Google
Keyword Planner

 **Google AdSense**

amazon
associates

Rakuten

**EARN
KARO**

 **Cuelinks**

 **GetResponse**



INFRASTRUCTURE

Auditorium



IT Lab



Library



Classroom



Canteen



Infrastructure plays a pivotal role in facilitating practical apprehension and adequate industry exposure to the students. Our campus boasts of all the advanced practical labs that any good school must have to foster relevant hands-on experience. We have our fully-equipped IT lab and photography studio having high-end industry-relevant equipment. We also have a state-of-the-art Library with more than 4000 books and various National & International magazines, newspapers, DVDs, and eBooks. We keep ourselves up-to-date with the latest developments to ensure that our facilities provide comprehensive growth to the students.

Our advanced in-house practical labs along with facilities like online TV, student clubs, etc. help students to embrace the skills for becoming proficient professionals. We also conduct several festivals that embrace the magic of digital marketing. All these facilities pose an opportunity for the students to create and exhibit their work in front of industry experts. It also stages opportunities through which the aspirants can find out more about their career prospects.



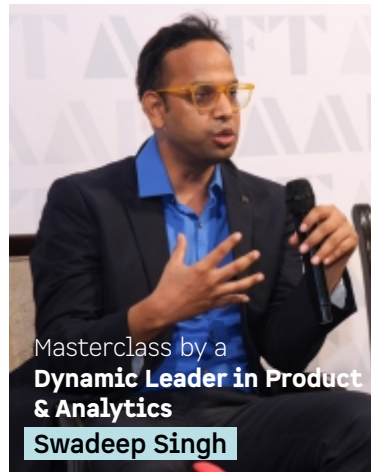
MASTERCLASS

BY CELEBRITIES / INDUSTRY EXPERTS

Sameep Ved, Marketing Head at Raabta and a Media influencer sharing igniting AAFT SODS student inspiration by urging them to harness digital media's potential.



Masterclass by
**Digital Creator
& Entrepreneur**
Mansi Aggarwal



Masterclass by a
**Dynamic Leader in Product
& Analytics**
Swadeep Singh



Masterclass by
**Marketing Head at Raabta
& Media Influencer**
Sameep Ved



Masterclass by a
**Distinguished Figure
in Digital Marketing
& Analytics**
Vikas Dalal



Masterclass by a
Seasoned PR Professional
Shivangi Sinha

WITH INDUSTRY GIANTS & GENIUSES



WORKSHOP & SEMINARS

Global Reach, Digital Disruption with Champions & Professors



Workshop on
**Tricks and Back-end Workings
of Social Media Channels** by

Kapil Sharma



Workshop on
**Personal Branding in
the Digital Age** by

SODM Faculty

SODM Faculty



SEO Workshop on
**Boosting Your Online
Presence** by

Shriyanga



Email Marketing
Workshop on **From
Crafting Effective
Emails to Driving
Conversions**

SODM Faculty

Masterclasses and 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 historical and contemporary work across varied cultures, 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 artists and celebrities. 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.

IN-HOUSE EVENTS

16TH GLOBAL FILM FESTIVAL



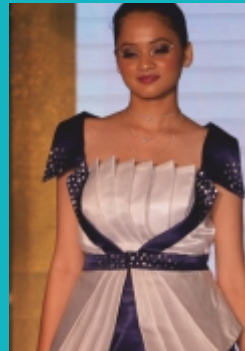
GLOBAL LITERARY FESTIVAL



GLOBAL FESTIVAL OF JOURNALISM



GLOBAL FASHION & DESIGN WEEK



NAVRANG



ALUMNI MEET



DIWALI PARTY



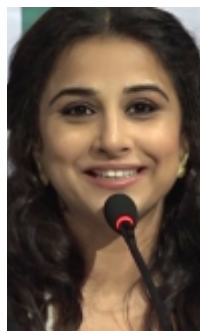
FAREWELL PARTY

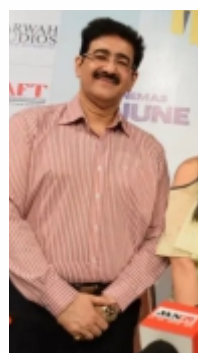


FRESHERS PARTY



CELEBRITIES AT AAFT





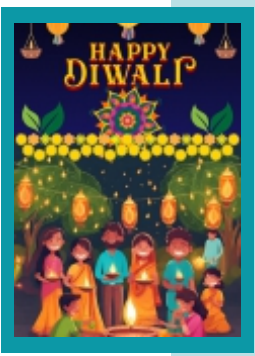
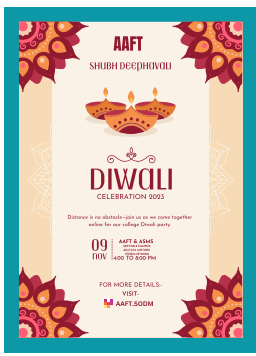
COMPETITIONS

REEL MAKING COMPETITION : The Reel Maker's Showdown

SCAN TO VIEW THE REEL



DIGITAL POSTER-MAKING COMPETITION



AAFT SPORTS STAR LEAGUE 2024



INDUSTRY VISITS

#Learnatsite



Digitoonz



Visit to Digital Marketing Agency - Bluefrog

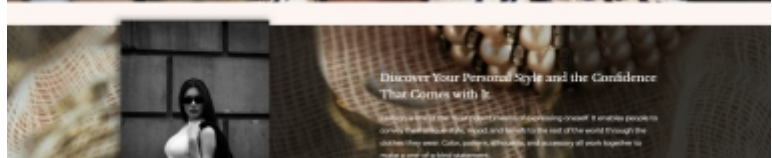
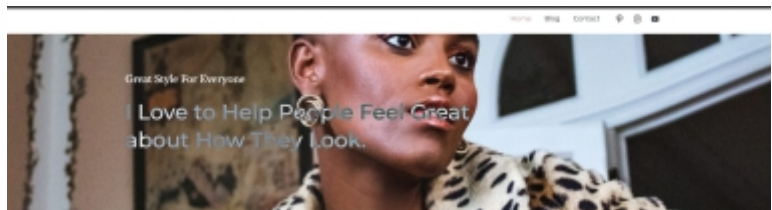
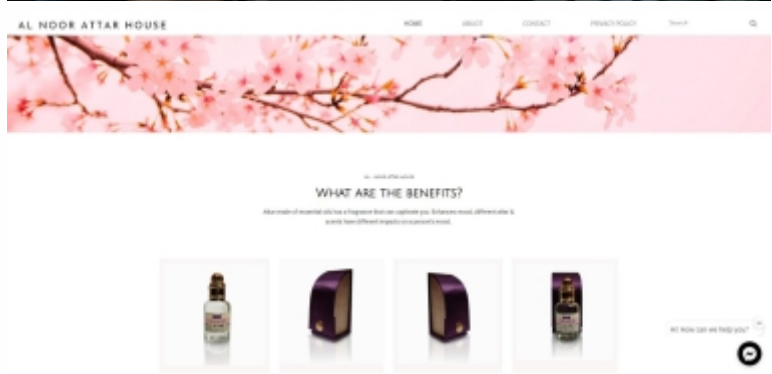
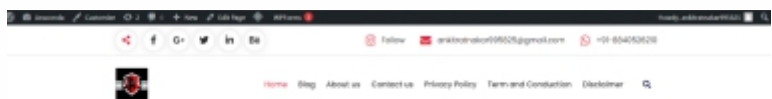


Surajkund Crafts Mela



Clothes Donation Drive

STUDENT PROJECTS



PLACEMENT PARTNERS



RECENT PLACEMENTS



Roma Singh
Kamaal Zindagi Production



Astha Yadav
Grafikos



Dhruv Jain
Magnik India



Kunika Luthra
Unitbirwelco



Anmol Kalra
Om Associate



Shreya Bajpai
Z Service Desk



Prabha Gupta
Ankit Enterprize



Kashish Chauhan
Kamaal Zindagi Production



Mehak
Forever Kidz

STUDENT SPEAK



Roma Singh
B.Sc. in Digital
Marketing

The faculty members were extremely knowledgeable and passionate about the subject, and they made the learning process engaging and fun. The curriculum was well-designed, covering all the essential topics in digital marketing and providing hands-on experience through various projects and assignments. The facilities and resources available at the university were top-notch, which helped me develop my skills and knowledge to the fullest.

It was a nice experience and what I felt there was, that the faculties there don't just focus on the theory part of the course but also they emphasize mostly on the practical application of whatever they teach us. Teachers are mostly cooperative, helpful and they genuinely wanted to see their students do well in their career.

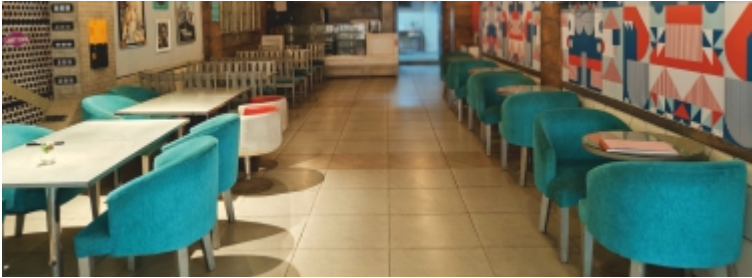


Mahak Gupta
M.Sc. in Digital Marketing

HOSTEL FACILITIES

Home Away from Home

BOYS Hostel



GIRLS Hostel



ADMISSION PROCEDURE

ELIGIBILITY

Bachelor's 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's 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+3 (or more) system, from any university or institute, recognized (by law) in India.
- Diploma in the related field of study under the 10+2+3 (or more) 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 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 Admission process includes 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

Successful candidate will be provided with 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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