

# B.COM. ADVERTISING, SALES PROMOTION & SALES MANAGEMENT



A three-year programme that goes into Advertising, Marketing Communication and Sales Management  
Its special features include:

- Multimedia/ Graphical
- Presentations
- Photography
- Radio & TV Advertisement Scripts
- Print & Outdoor Media
- Press Advertisements
- Creating Radio Jingles
- Creating TV Ads
- Marketing field surveys
- Public Relations (Handling in-house projects)

## WHAT IS UNIQUE ABOUT LOYOLA'S BCOM. ADVERTISING, SALES PROMOTION & SALES MANAGEMENT?

It is a combination of advertising, sales promotion & sales management

- Project Research – in Advertising, Marketing, Public Relations and Consumer Behaviour
- In-house editing studio
- Tie –up with leading studios for practical training
- Annual seminar 'Prayaas'

## CORPORATE PLACEMENTS

- Amazon
- Wells fargo
- ADP
- Deloitte
- Cognizant
- Tech Mahindra
- Google



## ADMISSION GUIDELINES

A pass in Intermediate or its equivalent with MEC, CEC, CEG and MPC with a 55% aggregate. Entrance examination in Economics and Commerce.