



**CHANDIGARH
GROUP OF COLLEGES**
Building Careers. Transforming Lives.
Jhanjeri, Mohali

**NAAC
GRADE A+**



Lead the Digital Revolution in Marketing With **MBA** (DIGITAL MARKETING)

#CGCMohali

#EachOne_OneJob

ABOUT THE COURSE AND ITS SCOPE

An MBA in Digital Marketing is a specialized program designed to equip students with advanced knowledge and strategic insights into the ever-evolving digital marketing landscape. The course integrates core business principles with digital tools and techniques, covering areas such as SEO, social media management, content marketing, web analytics, and digital branding. Graduates are trained to develop data-driven marketing strategies, optimize digital campaigns, and leverage emerging technologies to drive business growth. The scope of an MBA in Digital Marketing is expansive, with career opportunities ranging from digital marketing managers and brand strategists to consultants and entrepreneurs. In a world increasingly driven by digital innovation, this qualification provides a competitive edge, opening doors to roles in diverse sectors such as e-commerce, technology, entertainment, and more.

MBA IN DIGITAL MARKETING AT CGC JHANJERI

Embark on a transformative academic journey with CGC Jhanjeri's Master of Business Administration (MBA) in Digital Marketing, a program designed in collaboration with Harvard Business Publishing Education to integrate emerging technologies and evolving business paradigms. This industry-focused course combines theoretical rigor with hands-on learning through case studies, real-world applications, and experiential learning, preparing graduates to excel in the dynamic digital marketing landscape. With a curriculum encompassing marketing strategies, strategic management, financial analysis, and leadership, the program aims to cultivate visionary leaders capable of navigating corporate challenges and crafting innovative business solutions. CGC Jhanjeri's state-of-the-art campus, distinguished faculty, and commitment to holistic development ensure that students emerge as well-rounded professionals equipped with strategic thinking, technical expertise, and global business acumen.

ELIGIBILITY

All those candidates who have passed a bachelor's degree of a minimum three years duration with at least 50% marks (45% marks in case of candidates belonging to reserved category) in any discipline from the University recognized by the University Grants Commission (UGC) shall be eligible to apply for MBA course.



REASON TO ♥ CGC JHANJERI

Unleash your potential with exceptional career planning and development training, ensuring you're equipped for success in today's competitive world.

Beyond academics, CGC Jhanjeri offers a plethora of extracurricular activities, nurturing holistic development & well-rounded individuals.

Events and workshops prepare students for the world that awaits, instilling confidence and readiness to tackle any challenge head-on.

Access to a network of 100 universities across 25+ countries, fostering international collaborations and opportunities

Access to a network of 150+ universities across 50+ countries, fostering international collaborations and opportunities

NAAC A+ Accreditation, ensures excellence in every aspect of your academic journey

Culturally rich campus for mutual learning, with students from various nationalities and backgrounds

Step into the real world with hands-on experiences that prepare you for the challenges & opportunities ahead.

Explore a world of learning with state-of-the-art facilities, where innovation meets education through advanced simulations and technologies

Dive into a dynamic campus life buzzing with energy, creativity, and endless possibilities for personal and professional growth.

CAREER OPPORTUNITIES

- > Digital Marketing Manager
- > Social Media Strategist
- > SEO Specialist
- > Content Marketing Manager
- > Brand Manager
- > Email Marketing Specialist
- > Web Analytics Expert
- > E-commerce Manager
- > Performance Marketing Specialist
- > Digital Marketing Consultant



DIVISION OF CAREER PLANNING AND DEVELOPMENT (DCPD) AT CGC JHANJERI

At CGC Jhanjeri, the Division of Career Planning and Development (DCPD) plays a pivotal role in shaping the future of our students. Committed to fostering holistic career growth, the DCPD offers a comprehensive range of services designed to equip students with the skills and knowledge they need to thrive in today's competitive job market.



A TEAM THAT TURNS AMBITIONS INTO ACHIEVEMENTS

KEY FEATURES OF DCPD:

- Personalized Career Guidance
- Skill Development Workshops
- Industry Connections
- Placement Assistance
- Alumni Network
- Career Fairs
- Mock Interviews
- Soft Skills Training
- Internship Opportunities
- Global Placements Support

HIGHEST PACKAGE OFFERED

53 LPA

COMPANIES VISITED

1200+

PLACEMENTS OFFERED

10000+

FROM CLASSROOM

TO BOARDROOM JOIN THE PATH OF

FUTURE LEADERS



RAJAT RANA
PACKAGE
13.5 LPA
PLACED IN




SULEKHA KUMARI
PACKAGE
11.0 LPA
PLACED IN




PARAS
PACKAGE
10.5 LPA
PLACED IN





VIVEK JOSHI
PACKAGE
10.0 LPA
PLACED IN





HARDEEP SINGH
PACKAGE
9.0 LPA
PLACED IN





TANVI
PACKAGE
8.0 LPA
PLACED IN





PRATTYAY AMRIT
PACKAGE
7.68 LPA
PLACED IN





ANKITA SHARMA
PACKAGE
7.1 LPA
PLACED IN





ADITI VERMA
PACKAGE
6.4 LPA
PLACED IN




AMAN GOSWAMI
PACKAGE
6.2 LPA
PLACED IN

KOMAL SHARMA
PACKAGE
6.0 LPA
PLACED IN


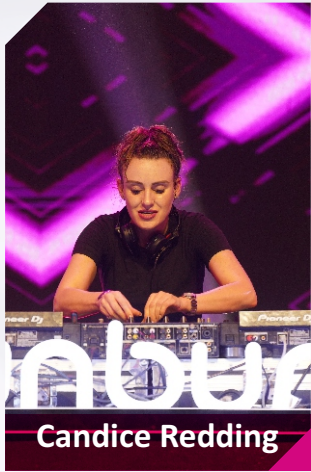


MUSKAN SHRIVASTAV
PACKAGE
5.7 LPA
PLACED IN


GLIMPSES OF **STARDOM** AT CGC JHANJERI



Ankit Tiwari



Candice Redding



Darshan Rawal



Arbaaz Khan



Sonu Sood



Soha Ali Khan



Neeru Bajwa



Sonam Bajwa



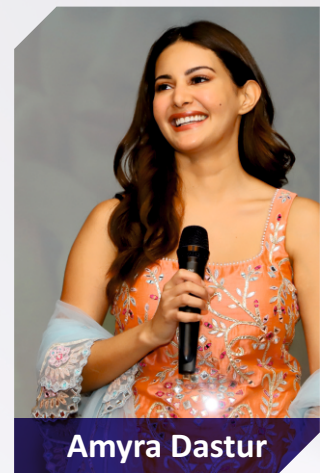
Gippy Grewal



Guru Randhawa



Daisy Shah



Amyra Dastur

OUR **ALUMNI** MAKING AN IMPACT



Ammy Virk



Shivjot

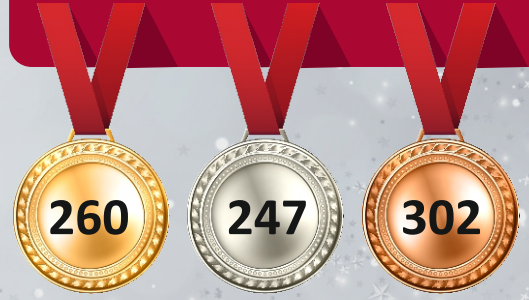


Harf Cheema

FUELING ATHLETIC DREAMS

CGC-J'S **2CR** SPORTS SCHOLARSHIP

OUR MILESTONES



ASHUTOSH
BCA
KICKBOXING CONTENDER
100% SCHOLARSHIP



GURIKALA
MBA
JAVELIN THROW
50% SCHOLARSHIP



FROM FIELDS TO **PODIUMS**, OUR **JOURNEY** OF **EXCELLENCE**



CEC Boys Team
Gold Medal at IKGPTU Intercollege-2024



CEC Cross Country Team Gold Medal at IKGPTU Intercollege Tournament-2024



Ashutosh from BCA program won a Silver Medal at National Kick Boxing Championship



Vikram From MBA Won Gold Medal at Kabbadi Championship.



Jagriti Tiwari from CSB
Silver in Asian Samurai Game-2024



Girls Chess Team Bronze at IKGPTU Chess Tournament



CSB Team Football Gold



Arasdeep Singh from CSB Gold Medal in 10KM running at IKGPTU Intercollege

Scan The QR



To Locate Us!



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Jhanjeri, Mohali

**NAAC
GRADE A+**



Chandigarh-Sirhind Road, Jhanjeri, Mohali-140307, Punjab
General Helpline: 0172-3505300 | E-Mail: admissions@cgc.ac.in
Toll Free: 1800 274 0444 | Admission Helpline: 8437604444

For Further Details Log on to www.cgc.ac.in



/ChandigarhGroupOfCollegesJhanjeri



/cgcjhanjeri

Our Admission Offices

CHANDIGARH

CHANDIGARH
SCO 185, 2nd Floor,
Sector 37-C, Chandigarh
M: 98759-42703

HIMACHAL PRADESH

HAMIRPUR
Near Canara Bank,
Main Bus Stand, Hamirpur,
Himachal Pradesh
M: 87250-82014

HIMACHAL PRADESH

PALAMPUR
2nd floor, Palampur City Mall
(V-Mart) Near Vishal Megamart
Palampur
M: 95179-00618

BIHAR

PATNA
M-2/22, Ground Floor, Hazari Singh
Lane, Sri Krishna Puri, Boring Road,
Behind Sri Bhadra Kali Mandir,
PATNA-800001
M: 91155-81114

JAMMU & KASHMIR

JAMMU
Shop No. 7A 2 South Block,
Basement Bahu Plaza,
Jammu-180020
M: 87130-97550, 87250-82013

HARYANA

AMBALA
Shop No. 50A, First Floor,
Jaggi City Centre,
Ambala City, Haryana-134003
M : 91158-80338

UTTAR PRADESH

SAHARANPUR
SCO 1-2, 1st Floor, Above
Van Heusen, Gill Colony
Saharanpur-247001
M: 91155-81118

UTTAR PRADESH

LUCKNOW
Office No.101B, Govinda Building,
1-A, Shahanajaf road ,Opposite
Police Commisioner Residence,
Hazratganj, Lucknow -226001.
M: 91155-81115