

Nexpert School Of Digital Marketing & AI - BDMA

About the Course

B.Com in Digital Marketing & Artificial Intelligence (AI)
(Affiliated to Mumbai University)

N.G. Bedekar College of Commerce (Autonomous), Thane, powered by **Nexpert School of Digital Marketing & AI**, presents a future-ready **B.Com in Digital Marketing & Artificial Intelligence (BDMAI)** a **3-year undergraduate program** designed to equip students with the combined power of **commerce, digital marketing, and emerging AI technologies**. Affiliated with **Mumbai University**, this program blends modern marketing strategies with data-driven and **AI-enabled** decision making. Through practical learning, industry exposure, and hands-on projects, students gain the skills required to thrive in today's fast-growing digital and technology-driven business landscape.

Program Highlights

- **Dual Skill Advantage:** Build strong commerce knowledge with Digital Marketing & AI expertise.
- **Industry-Focused Curriculum:** Learn SEO, Social Media Marketing, Content Marketing, Data Analytics & AI tools used in today's industry.
- **Hands-On Learning:** Gain practical experience through live projects, campaigns, and case studies.
- **Industry Exposure:** Gain real-world experience through internships and live projects.
- **Professional Certifications:** Earn industry-recognized certifications during the program.
- **Career-Ready Skills:** Develop job-ready digital marketing skills for high-demand careers.
- **Experienced Faculty:** Learn from industry professionals and experienced mentors.

Why Choose B.Com in Digital Marketing & Artificial Intelligence (BDMAI)

- **Future-Ready Curriculum:** Designed for the growing digital and AI-driven economy.
- **Strong Academic Foundation:** Affiliated with Mumbai University, ensuring recognized education.
- **Industry association:** Industry association with Nexpert School of Digital Marketing & AI for practical learning and expert mentorship.
- **Skill-Based Learning:** Hands-on training with modern marketing tools and AI applications.
- **Internship & Placement Support:** Access to industry networks and career opportunities.
- **Personalized Career Support:** Focus on skill development, internships, and career guidance.

Career Options

Graduates of the BDMAI program can explore roles such as :

- Digital Marketing Executive
- SEO Specialist
- Social Media Manager
- AI Marketing Specialist
- Content Strategist
- Performance Marketing Specialist
- E-Commerce Manager
- Brand Manager
- Digital Marketing Consultant
- Freelance Digital Marketer

Admission Process

Step 1: Connect with our Academic Counsellor.

Step 2: Get program guidance and doubt clarification from the counsellor.

Step 3: Complete enrollment and confirm your admission.

Details visit digitalmarketing.nexpertinstitute.com

Inquiry & Admissions: Laxmi Dave - +91-9029007248