



**M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)**

(Affiliated to University of Madras and Re-accredited at "A++" grade by NAAC)  
Chennai - 600 034, India



# Diploma in

(Offered in  
association  
with Miles Education)  
Admissions Open  
for AY 2025-26

# BRANDING & ADVERTISING



## Eligibility

Minimum 12<sup>th</sup> Pass  
Women Candidates only



## Duration

6 Months



## Mode

Hybrid

### About the COLLEGE

M.O.P. Vaishnav College for Women (Autonomous) is committed to the cause of empowering women through holistic education that would enrich their personality and groom them into academically proficient, self-reliant, motivated, creative, analytical, culturally rich, self-sustained, humane, responsible, and confident individuals.

### About MILES SOBA

Miles SOBA is where creative minds evolve into industry-ready brand thinkers. Rooted in real-world relevance, Miles nurtures bold ideas and sharpens perspectives. The Miles ecosystem blends insight, imagination, and intent to shape future leaders. With Miles SOBA, students don't just learn — they build, brand, and belong to the world ahead.

### Aspects of BRANDING

- ✓ Brand positioning
- ✓ Brand messaging
- ✓ Brand voice
- ✓ Brand consistency

### Aspects of ADVERTISING

- ✓ Target audience identification
- ✓ Campaign analysis & optimization
- ✓ Budgeting and measurement
- ✓ Media planning



## Course content

Digital & Performance Marketing

Fundamentals of Ad Film Making

The Art of Storytelling

Modern Media Planning

Social Media Marketing

AI in Advertising

## Key BENEFITS



**Expertise:** Gain knowledge and skills from industry experts in branding and advertising.



**Career Opportunities:** Boost career growth and opportunities in marketing and advertising industry.



**Creative Development:** Develop creative thinking and problem-solving skills.



**Practical Experience:** Apply theoretical concepts to real-world projects and case studies.



**Portfolio Building:** Create a portfolio of work to showcase to potential employers.



**Business Acumen:** Understand the business side of branding and advertising.

Programme fee  
**₹70,000** Including GST

**Register Now**

at <https://mopvc.edu.in/>

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**For Further Details Contact:**

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