



ASTER
ACADEMY

Excellence in Management &
Technical Education



BACHELOR PROGRAM IN
ADVERTISING AND
SALES MANAGEMENT

Duration : Regular (3 Years)
Fast Track Available

Program at a Glance

 www.asteracademy.in



ELIGIBILITY
12th / BPP



WORK EXPERIENCE
3 Years

- Online learning & online exams
- Industry-designed curriculum
- Aligned with international standards

Learn to create campaigns, reach audiences and drive sales across every channel.

COURSE DESCRIPTION

Advertising is the effective use of media, from TV, newspapers and magazines to websites and social platforms, to sell a product or service. The Bachelor Program in Advertising and Sales Management at Aster Academy equips learners with the skills the field demands, combining advertising theory with insight into how those theories are applied in practice.

Learners are taught to identify problems, think creatively and develop innovative ways to improve advertising channels and their reach. The programme covers both the basic and emerging concepts and principles that support better decision-making in advertising and sales.

Over three years, learners study management, marketing communication, research, social media and marketing management, then advertising, network and digital marketing, sales and distribution, and sales promotion, and finish with media planning and buying, sales management, taxation, customer service, international marketing and operations. Delivered through our flexible online learning ecosystem, with a fast-track option.

ABOUT US

Aster Academy is an international business school dedicated to delivering excellence in management & Technical education. With strong online learning ecosystem, we offer short-term, diploma, advanced Diploma, Graduate & Post Graduate programs designed for students, entrepreneurs, and working professionals. Our courses are designed by industry experts, aligned with international standards, and focused on practical skills that ensure employability and business growth.

Our Subjects

YEAR 1

- Principles of Management
- Marketing Communication
- Marketing Research
- Social Media Marketing
- Marketing Management
- General Management

YEAR 2

- Advertising Management
- Network Marketing
- Sales and Distribution Management
- Digital Marketing
- Advertising and Sales Promotion
- Communication Skills

YEAR 3

- Media Planning and Buying
- Sales Management
- Direct and Indirect Tax
- Customer Service Management
- International Marketing
- Operations Management



**Campaigns, media &
sales strategy**

Exam & Duration

Online Exam: 2 hours/paper

Total Fees For Indian Residents : Rs. 42,480*

**Terms and conditions apply*

Enrol today: +91 9048 395 411 | info@asteracademy.in