



SVKM'S
NMIMS[®]
Deemed-to-be UNIVERSITY

**SCHOOL OF
BRANDING AND ADVERTISING**



THE NMIMS LEGACY

In 1981, Shri Vile Parle Kelavani Mandal (SVKM) established Narsee Monjee Institute of Management Studies (NMIMS) to meet the growing demand for management education. Today, it has grown to not only being one of the Top-10 B-Schools in India, but also emerged as a multi-disciplinary university.

It has eight campuses at Mumbai, Navi Mumbai, Indore, Shirpur, Dhule, Bengaluru, Hyderabad and Chandigarh and seventeen constituent schools that include Management, Family Business, Engineering, Pharmacy, Architecture, Commerce, Economics, Law, Science, Liberal Arts, Design, Performing Arts, Mathematical Science, Hospitality, Agriculture, Distance Learning and Branding & Advertisement. In addition, we have 9 Centres of Excellence as well at the University.



ABOUT SCHOOL OF BRANDING & ADVERTISING

At the SVKM'S NMIMS SCHOOL OF BRANDING & ADVERTISING we use unconventional and unique methods of teaching to engage our students. We employ a pragmatic, 'hands-on' approach delivered by industry professionals, brand managers and creative entrepreneurs. Our carefully constructed curriculum uses a combination of in - classroom teachings and real-world business simulations, along with perception shattering sports and adventures to push students to think outside the box. And ultimately move **Beyond Fear...**

Our endeavour is to nurture the minds of young individuals in a learning environment so that they grow into socially responsible, creative, passionate professionals and business leaders who impact our world in a positive way.

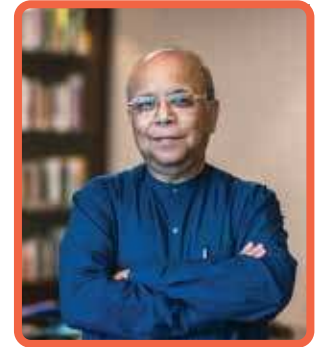
Our learning design is aimed at inspiring all young dreamers who want to follow their dreams. Especially if some of them have dreams so unimaginably big, they may be too scared to even articulate them.

VC'S MESSAGE

The collaboration of two institutes that are pioneers in the field of education is the best thing to happen. NMIMS has joined hands with the Prahlad Kakar School of Branding & Entrepreneurship to train students in the field of Branding & Advertising, and impart the skills and knowledge to excel in their chosen areas. The goal of this partnership is to change the conventional approach to advertising and incept the beginning of a successful career for the students involved. We at NMIMS believe that a good classroom space must challenge the student to be creative and analytical. And therefore we have creative classrooms that can really transform the way students acquire

education and how they apply it in their real life. Creativity can stimulate imaginative thinking in students. That is why we promote activities such as open-ended questions, creative team building activities, brainstorming sessions and debates amidst busy curriculum schedules. When a student learns from exploring and practicing rather than being told the answer, the results are unconventional too.

In this way, NMIMS along with PKSBE seeks to create game changers in its field and offer more successful creative stories to the world of branding and advertising.



Dr. Rajan Saxena
Vice Chancellor
NMIMS University

CENTRE HEAD'S MESSAGE

School of Branding & Advertising was started with the idea to add something unique to conventional advertising education. We strive to allow the student to follow their individual creative passion, while learning and applying what the gurus in their industry have to offer.

We believe that education was never only about books. Greatest learning occurs when one experiences life. Students may not remember what we tell them, however, they will always remember what they felt and learned during an experience.

We wish to change the mindsets and create lateral thinkers, who would go on to leave their mark on a global scale. Our faculty themselves are all leaders of industry and creators par excellence. They bring a wealth of experience and learning through their journeys of failure and success, which they share with the students in equal measure.

We welcome you to a new world of Advertising, Branding and Ad Filmmaking.



Reah Cama Irani
Centre Head
NMIMS School of Branding and Advertising

PROGRAM OFFERED

BBA BRANDING & ADVERTISING

Our BBA in Branding & Advertising develops students' insight and skill in launching, building and managing brands and businesses. This qualification combines strategy and creativity in business with financial management, economics, critical thinking, innovation and entrepreneurship. The program presents a balanced combination between humanities and the world of commerce to graduate students with an interest in new business and communication ventures.

JOB OPPORTUNITIES IN THE INDUSTRY

- Brand Management
- Brand Strategy
- Marketing Management
- Advertising Agencies
- Event Management Companies
- Sales Management
- Production Houses
- Start-ups



**Products are
made in the
factory, brands
need to be
created.**



“

100 years from now, the **Idea** is still going to be more **important** than all the **technology** in the world.

– *Bill Bernbach*

THE CURRICULUM WITH A DIFFERENCE

The curriculum methodology and delivery are very radical, yet grounded in reality. 60% of the curriculum is based on real-life learning uniquely developed through experiences of high adrenaline activities like, sky diving, mountaineering, survival boot camp, deep sea diving, reptile sensitization and running a restaurant apart from the intensive, cutting-edge content filled 40% theory.

These carefully crafted learning levers have been designed to open minds, to accept, understand, learn and apply business innovations in real life.

These are part of the Progressive Learning Techniques, which are our building blocks of application based learning. They are based on a foundation of rock-solid conceptual competence, using expertly chosen and compiled curriculum extracted and creatively reapplied from global and domestic standards of learning.

With us, every student will learn across a deliberate design-based 'learning trellis' with an elaborate collaboration of the structures of Concept, Reflective Practice Learning Projects, Simulated Application of Concept-in-Action, Business Street Individual and Team Assignments.

Learning methods also involve simulated games. These are specifically designed to supplement theories learned with interactive exercises and engagements. All these learning exercises and engagements are designed to deliver against meticulously premeditated learning outcomes while addressing the needs of today's industry. With the student's relentless effort to meet the standards of learning demands, it prepares one to thrive in a dynamic, competitive environment.

Students are encouraged to tap into their creative and entrepreneurial talents.

We find great resonance with this truism and want every student with us to share it in the product they deliver.

Themselves.

Transformed.

Totally.



JOIN OUR ACADEMY OF DREAMERS AND DOERS

FOUNDERS



Prahlad Kakar
Founder

Prahlad Kakar is the Founder and Director of Genesis Film Production Pvt. Ltd., one of the leading production houses in India. Known as the "Ad guru" he has been instrumental in changing the face of advertising in our country bringing in the appropriate "regional Indianness" and values into an urban context through his films, creative workshops, articles and interviews.

Prahlad virtually invented a genre of television advertising in the years that followed.

He has ruled the advertising world with his brand of irreverent humor, memorable brand building campaigns and has created Award-winning commercials for the most reputed Corporates and agencies in India and the Asia Pacific region. He has helped create memorable campaigns for brands like Pepsi "Yehi heh right choice baby! Aha", Gold spot "The zing thing", Maggie "2 minutes?", Britannia "ting ting ti ting", Limca "Zor ka Jhatka" and Maggi Sauces.



Pratish Nair
Founder

Pratish Nair is the force behind SOBA. Over the past 14 years, Pratish has mentored over two lakh corporate professionals, creative artists, leaders, techies and CEOs to reach beyond their caliber. He redefined corporate training with his knowledge and deep insight.

Armed with an MBA in Marketing and a certification from the Chartered Institute of Marketing (UK), he started out on his entrepreneurial dreams with nothing but encouraging parents, pure passion and courage.

His successful entrepreneurial journey ventures in corporate training, creatively curated events, logistics management, exports and filmmaking, making him a name to reckon with in the business. He has written, directed and produced several creative plays and short movies. To give wings to his passion he started his own film production house that produces Malayalam films. This stands as a testament to all the enthusiasm he puts into making a dream come true.



Mitali Dutt Kakar
Co-founder



Priya Menon
Co-founder



Reah Cama Irani
Co-founder

BOOT CAMP



EVENT MANAGEMENT



INDUSTRY VISIT/ PROJECT



WHAT MAKES NMIMS SOBA UNIQUE?



BEG, BORROW, BUSINESS



A DAY WITH DABBAWALA



MASTER CLASSES



GET A JOB

STREET PLAYS



**SOUTH AFRICAN BEYOND FEAR TOUR
(SKY DIVING, SHARK CAGE DIVING)**



THEATRE LESSONS



FILM FESTIVALS



RUNNING A RESTAURANT

**EXPLORE
52+ ACTIVITIES
IN THREE YEARS**



MOUNTAINEERING

ELIGIBILITY

For both **BBA in Branding & Advertising** candidate must have a 10+2 or equivalent qualification with minimum 50% marks in first attempt.

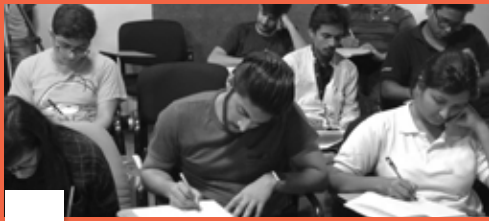
ADMISSION PROCEDURE

Candidates aspiring to join programs offered at the NMIMS, School of Branding & Advertising must appear for NPAT, the official entrance test for admissions to Undergraduate Degree and Integrated Degree Programs at NMIMS.

The entrance exam will be followed by Divergent Thinking Test and PI. For more details on NPAT, please visit <https://www.npat.in/>

Section	No. of Questions	Time In Minutes
Quantitative & Numerical ability	40	100
Reasoning & General Intelligence	40	
Proficiency in English Language	40	
TOTAL	120	

DIVERGENT THINKING TEST



Divergent thinking tests are one of the most commonly used estimates to determine the potential for creative thinking. They can be used to measure ingenuity and to tap intrinsic interests. This written test will have several open-ended questions and will be evaluated based on creative responses, solutions and ideas.

PERSONAL INTERVIEW



We give utmost importance to communication and this face-to-face interview help us to understand the candidate and assess whether he/she is truly capable or not.



Don't let technology steal the art of storytelling from you; use technology to tell the story better.

- Prahlad Kakar

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BBA Branding & Advertising
For more details, visit: advertising.nmims.edu