

# MEMORANDUM OF UNDERSTANDING

BETWEEN

## GLA UNIVERSITY

Mathura, India

AND

## MSC, a division of Matrix Publicities & Media India Pvt. Ltd.

Gurugram, India

GLA UNIVERSITY, MATHURA is a well-acknowledged and trustworthy academic brand recognized for its industry-ready and corporate-oriented teaching pedagogy, research-driven courseware and syllabi encompassing with practical exposure imparted to each and every student across the academic odyssey. Today GLA University is ranked among the top Universities of Uttar Pradesh and India and has been accredited by the National Assessment and Accreditation Council (NAAC) with 'A' Grade. At the core of GLA University's philosophy lies the belief that students learn best when exposed to real-world situations and enriching interactions with practitioners of the industry and professionals of the corporate world. The pursuit of knowledge through the first-hand experience is the cornerstone of GLA University. We aim to build an institution where students learn by doing and where real-world challenges find practical and pragmatic solutions and innovations happen not by chance but by design.

MSC (A WPP Company) is a global martech company with 16 offices globally. Headquartered in Boston, MSC is part of Wunderman Thompson LLC and a member of international advertising group WPP Group. A leading global digital agency, MSC (A WPP Company) combines creativity and data into work that inspires consumers to take action and delivers results for brands.

GLA UNIVERSITY, MATHURA (UP) and MSC (A WPP Company) have now intend to further pursue into areas of collaboration and cooperation between themselves which will promote more effective use of each of their resources, and provide each of them with enhanced opportunities.

GLA UNIVERSITY and MSC (each, a "party" and collectively, the "parties") establish this Memorandum of Understanding to foster cooperation in the following areas:

1. The budding graduates from the institution could play a key role in technological up-gradation, innovation and competitiveness of an industry. GLA UNIVERSITY and MSC (A WPP Company) believe that close co-operation between the two would be of major benefit to the student community to enhance their skills and knowledge.

  
Ashok Kumar Singh  
Registrar  
GLA University, Mathura (U.P.)

2. MSC (A WPP Company) will give valuable inputs to GLA UNIVERSITY in teaching/training methodology and suitably customize the curriculum so that the students fit into the industrial scenario meaningfully.
3. GLA UNIVERSITY and MSC (A WPP Company) to cooperate in the area of Skill Based Training, Education and Research.
4. Skill Development Programs: MSC (A WPP Company) to help Students of GLA UNIVERSITY on the emerging technologies in order to bridge the skill gap and make them industry ready.
5. Guest Lectures: MSC (A WPP Company) to extend the necessary support to deliver guest lectures to the students of GLA UNIVERSITY on the technology trends and in house requirements.
6. Faculty Development Programs: MSC (A WPP Company) to train the Faculty of GLA UNIVERSITY for imparting training as per the industrial requirement considering the National Occupational Standards in concerned sector, if available.
7. There is no financial commitment on the part of GLA UNIVERSITY, MATHURA(UP).
8. GLA University will ensure commensurate branding of MSC within the Campus, acknowledging the contribution of MSC in this endeavour.
9. GLA University does not reserve the right to Share/Edit the Course Curriculum named "Concept of Digital Marketing" prepared by MSC, this course is a copyright of MSC.
10. This understanding will be valid for a period of 3 (three) years from the date of signing this document.

**AGREED**

**For GLA University, Mathura (UP)**

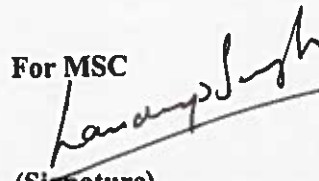


**(Signature)**

Ashok Kumar Singh  
Name: Ashok Kumar Singh, Registrar  
Designation: Registrar  
Date: 18.02.2020  
GLA University, Mathura (U.P.)

GLA University  
Mathura-Delhi Road  
Mathura  
Uttar Pradesh 281406,  
India

**For MSC**



**(Signature)**

Name: Lav Deep Singh  
Designation: MD - MSC APAC  
Date: 11.03.2020

MSC  
Gurugram-122002  
India

