

# BBA IN DIGITAL MARKETING

## SEMESTER-1

- Management Fundamentals
- Marketing Management
- Fundamentals of Digital Marketing & E-Business
- Managerial Economics
- Business Communication
- Financial Literacy using Digital Platforms
- Understanding India

## SEMESTER-2

- Basics of Accounting
- Content Marketing
- Entrepreneurship Development
- Fundamentals of Statistics
- Corporate Writing
- MS Office Skills
- Health & Wellness

## SEMESTER-3

- Philosophy of Research
- Web Design and Search Engine Optimization
- Search Engine Marketing
- Consumer Behaviour
- Introduction to Business Analytics
- Project on Community Service
- Leadership and Personality Development

## SEMESTER-4

- Lead Generation & Landing
- Social Media Marketing & Management
- Email Marketing and Management
- Digital Advertising & Web Analytics
- Product and Brand Management
- Foreign Language (French)

## SEMESTER-5

- Business Environment
- Strategic Management
- Emerging Technologies in Business
- Affiliate Marketing
- Minor-1
- Minor-2
- Summer Internship

## SEMESTER-6

- Business Ethics and Corporate Governance
- Digital Marketing Strategies
- Online Customer Support System & Reputation Management
- Advance Instagram & YouTube Marketing
- Minor-3
- Minor-4

**Note:** Non-credit courses are also offered other than curriculum like community service, Literacy Initiatives, Short term Internships, Summer School, Exchange Programs with International Exposure as a means of providing experiential learning and enhancing the knowledge of the students.