

(030-C&M-04-02) BBA - DIGITAL MARKETING

Significance of the Program:

Digital marketing holds immense significance for BBA prospect students as it aligns their education with the contemporary business landscape. In today's highly competitive market, businesses increasingly rely on digital strategies to reach their audience, making proficiency in digital marketing a valuable asset. Acquiring digital marketing skills enhances employability, providing students with a versatile set of tools applicable across diverse industries. For aspiring entrepreneurs, understanding digital marketing is empowering, enabling effective promotion and establishment of an online presence. Studying digital marketing within a BBA program offers practical application of business concepts, especially in areas like marketing strategy and consumer behaviour. The field fosters the development of data-driven decision-making skills, a critical competency in the data-centric business environment. The global reach of digital marketing equips BBA students with insights into international markets, and the dynamic nature of the field encourages a mind-set of continuous learning, ensuring students stay updated on the latest trends for on-going professional growth.

Career Options:

- Brand Reputation Manager
- Inbound Marketing Specialist
- Digital Marketing Executive
- Affiliate Marketing Manager
- Digital Sales Executive.

Program Objectives:

- To provide students with a solid understanding of fundamental digital marketing concepts.
- To equip students with practical skills to apply digital marketing strategies in real-world scenarios.
- To enable students to analyse key performance indicators (KPIs) and interpret digital metrics.
- To Enable Students to Integrate Digital Marketing with Business Objectives:
- To enable students to align digital marketing strategies to overall business success.

- To Enable Students to Stay Current with Industry Trends

Outcomes of the Program:

- Demonstrate a high level of proficiency in core digital marketing skills;
- Can apply digital marketing strategies effectively;
- Able to exhibit strong data-driven decision-making competencies, utilizing analytics tools for digital marketing campaigns;
- Able to integrate digital marketing initiatives seamlessly with broader business goals and strategies, ensuring a holistic approach to organizational success;
- Showcase the ability to adapt to and leverage emerging trends and technologies in the rapidly evolving field of digital marketing
- Ability to create impactful digital content.

Major Course Outline:

1. Photoshop
2. HTML and SQL
3. Online Advertising
4. Pay Per Click
5. E-Commerce
6. E-tailing
7. Retail Analytics