

## **(031-C&M-04-03) MBA- DIGITAL MARKETING**

### **Significance of the Program:**

MBA in Digital Marketing holds significant value for prospective students in the contemporary business landscape. In a world where digital strategies drive success, this specialized MBA equips students with crucial skills, ensuring they stay relevant in a rapidly evolving market. The program covers diverse digital channels, analytics, and strategic planning, fostering a holistic understanding of modern marketing. Beyond technical skills, it cultivates leadership qualities, enabling graduates to spearhead marketing efforts. The emphasis on data-driven decision-making prepares students to navigate the information-rich digital environment. Networking opportunities within the program connect students with industry professionals, enhancing career prospects. With a global perspective, the MBA ensures graduates can effectively market products and services to diverse audiences. The versatility of digital marketing skills allows professionals to transcend industry boundaries, while continuous learning becomes ingrained to keep up with dynamic trends. Overall, an MBA in Digital Marketing not only opens doors to exciting career opportunities but also positions individuals as strategic leaders in the digital era.

### **Career Options:**

- Digital Marketing Manager
- Social Media Strategist
- SEO Specialist
- Content Marketing Manager
- E-Commerce Manager
- Digital Marketing Consultant

### **Program Objectives:**

- To provide students with Comprehensive Understanding of Digital Marketing Concepts
- To acquaint students with Skill Development across Digital Channels
- To equip students with the knowledge, skills, and mind-set needed to thrive in the dynamic and evolving world of digital marketing.
- The program typically focuses on providing a comprehensive understanding of various digital marketing strategies.

- To enable students to stay up-to-date with the rapidly evolving digital landscape, fostering and adoptability to meet the ever-changing demands of the industry.

#### **Outcomes of the Program:**

- Demonstrate a mastery of digital marketing concepts and strategies, including a comprehensive understanding of key channels such as social media, search engines, content marketing, and email marketing.
- Able to strategically integrate digital marketing initiatives with broader business goals.
- Proficient in utilizing data analytics tools to measure the performance of digital marketing campaigns.
- Demonstrate leadership skills specific to digital marketing contexts.
- Exhibit a strong sense of ethical responsibility in digital marketing.

#### **Major Course Outline:**

Major course modules in MBA Digital Marketing programs:

1. Digital Marketing Fundamentals;
2. Consumer Behaviour in the Digital Age;
3. Social Media Marketing;
4. Search Engine Optimization (SEO)
5. Search Engine Marketing (SEM);
6. Content Marketing;
7. Data Analytics and Insights;
8. Digital Branding and Reputation Management;
9. Emerging Trends in Digital Marketing.