

MBA DIGITAL MARKETING PROPOSED -2024-2026						
SEMESTER I						
Sl No	CODE	Title	L	T	P	C
1	D1PK101T	Marketing Management	3	0	0	3
2	D1PK102T	Accounting for Managers	3	0	0	3
3	D1PK103T	Organizational Behaviour	3	0	0	3
4		Decision Science for Managers	3	0	0	3
5	D1PK105T	Legal Aspects of Business	3	0	0	3
6	D1PK108L	IT Tools for Mgrs	2	0	0	2
7	D1PK106T	Managerial Economics	3	0	0	3
8		Business Communication	2	0	2	3
TOTAL						23
MBA DIGITAL MARKETING PROPOSED -2024-2026						
SEMESTER II						
Sl No	CODE	Title	L	T	P	C
1		Introduction to Business Analytics	3	0	0	3
2		Corporate Finance	3	0	0	3
3		Human Resource Management	3	0	0	3
4		Business Research Method	3	0	0	3
5		Digital Marketing Fundamentals	3	0	0	3
6		Personality Development	2	0	2	3
	D1PK107T	Business Ethics and CSR	3	0	0	3
7		Entrepreneurship	3	0	0	3
TOTAL						24
MBA DIGITAL MARKETING PROPOSED -2024-2026						
Core Elective-1, Electives- 5						
SEMESTER III						

<u>S.No</u>	Code	Title	L	T	P	C		
1		Management Summer Internship Report	0	0	0	3		
2		Strategic Management-Core elective	3	0	0	3		
3		Search Engine Optimization	3	0	0	3		
4		Search Engine Advertising	3	0	0	3		
5		Digital Consumer Behaviour -Elective 4	3	0	0	3	Out of 6 any 5 can be retained	E-Commerce & Digital Payment-Elective 3
6		Social Media and Influencer Marketing	3	0	0	3		
7		Content Marketing and Content Management System	3	0	0	3		
8								
9		Master Thesis - Initial Phase						
TOTAL						21		
SEMESTER IV								
Electives-3								
<u>S.No</u>	Code	Title	L	T	P	C		Retailing and e-tailing
1		Digital Analytics-Elective 5	3	0	0	3		
2		Mibile, e-mail and Affiliate Marketing	3	0	0	3		
3		Product Management & Digital Branding	3	0	0	3		
4								
							Out of 4 any 3 can be retained	
5		Master Thesis - Final Phase	0	0	0	3		
TOTAL						12		