

Common MBA Digital Marketing Syllabus

Semester 1

- Principles of Management
- Managerial Economics
- Accounting for Managers
- Organizational Behaviour
- Business Communication
- Quantitative Techniques
- Information Technology for Managers

Semester 2

- Marketing Management
- Financial Management
- Operations Management
- Business Research Methods
- Consumer Behaviour
- Business Environment & Law
- E-Commerce & Digital Business

Semester 3 (Digital Marketing Specialization)

- Digital Marketing Strategy
- Social Media Marketing
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM) & Paid Ads
- Web & Mobile Analytics
- Content Marketing & Influencer Strategies
- Email & Affiliate Marketing

Semester 4

- Advanced Digital Campaign Management
- Performance Marketing & Growth Hacking
- Marketing Automation Tools
- Online Reputation Management

- Project Management for Digital Campaigns
- Capstone Project / Dissertation
- Seminar & Viva Voce