

Distance MBA in Digital Marketing

This course teaches you how to sell things online. You'll learn about how to use social media, how to make sure people find you when they search online, and how to make things people want to see on the internet. Once you finish, you could work in a job where you decide how to advertise online, in a job where you help companies sell things online, or even in a job where you run your own business on the Internet.

Syllabus of Distance MBA in Digital Marketing

1st Semester Syllabus of Distance MBA in Digital Marketing	2nd Semester Syllabus of Distance MBA in Digital Marketing
Management Functions and Organisational Processes	Entrepreneurial Management
Human Resource Management	Managerial Economics
Business Environment	Strategic Management
Management Accounting	Business Laws
Quantitative Analysis for Managerial Applications	Financial Management
Marketing Management	Productions and Operations Management

3rd Semester Syllabus of Distance MBA in Digital Marketing	4th Semester Syllabus of Distance MBA in Digital Marketing
Research Methodology	Global Strategic Management
Legal Aspects of Business	Content Management
Introduction to Digital Marketing	Product and Brand Management
Social Media Marketing	International Marketing
Marketing Communication	Email Marketing
Web Designing	Mobile SEO & Major Project

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