

# Online BBA in Digital Marketing

The online BBA in Digital Marketing equips students with cutting-edge skills and knowledge in online marketing strategies, social media management, and search engine optimization (SEO). The program focuses on leveraging digital platforms to enhance brand visibility and engagement, teaching students to create and manage effective digital marketing campaigns. Courses often cover areas such as content marketing, email marketing, and web analytics, providing a holistic view of the digital marketing landscape. This program is ideal for individuals looking to specialise in the rapidly growing field of digital marketing, offering the flexibility to balance work and study.

## Syllabus of Online BBA in Digital Marketing

<b>1<sup>st</sup> Semester Syllabus of Online BBA in Digital Marketing</b>	<b>2<sup>nd</sup> Semester Syllabus of Online BBA in Digital Marketing</b>
Basics of Accounting	Business Foundations with Excel
Organizational Behaviour	Financial Markets and Instruments
Marketing Management	Business Communication
Modern Business Environment	Business Economics
Digital Fluency and Financial Modelling	Introduction to HRM

<b>3<sup>rd</sup> Semester Syllabus of Online BBA in Digital Marketing</b>	<b>4<sup>th</sup> Semester Syllabus of Online BBA in Digital Marketing</b>
Research Methodology	Entrepreneurship
Marketing Management	Production & Operations Management
Business Environment	Social Media Marketing
Introduction to Digital Marketing	Quantitative Techniques for Business
SEO and SEM	Minor Project

<b>5<sup>th</sup> Semester Syllabus of Online BBA in Digital Marketing</b>	<b>6<sup>th</sup> Semester Syllabus of Online BBA in Digital Marketing</b>
Artificial Intelligence	Strategic Management
Cost and Management Accounting	Introduction to Business Analytics
Email and Affiliate Marketing	Web, Mobile and Social Media Analytics
Content Marketing	Marketing Analytics
Digital Marketing and E-Commerce	Major Project

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