

MASTER OF BUSINESS ADMINISTRATION (MBA)

Specialization: Digital Marketing Management

Programme Duration: 2 Years (4 Semesters)

Programme Pattern: Choice Based Credit System (CBCS)

Total Credits: 100

Medium of Instruction: English

Examination Scheme: Internal Assessment (30 Marks) + End Semester Examination (70 Marks) = 100 Marks per Theory Course.

Project Work: 200 Marks (Internal Evaluation: 50 Marks + External Viva-Voce: 150 Marks)

SEMESTER – I

Subject Code	Subject Title	Credits	Internal	External	Total Marks
MBA101	Principles of Management	4	30	70	100
MBA102	Managerial Economics	4	30	70	100
MBA103	Financial Accounting for Managers	4	30	70	100
MBA104	Business Statistics & Analytics	4	30	70	100
MBA105	Organizational Behaviour	4	30	70	100
MBA106	Business Communication	3	30	70	100

Semester Credits: 23

SEMESTER – II

Subject Code	Subject Title	Credits	Internal	External	Total Marks
MDM201	Marketing Management	4	30	70	100
MDM202	Consumer Behaviour	4	30	70	100
MDM203	Fundamentals of Digital Marketing	4	30	70	100
MDM204	Research Methodology	4	30	70	100
MDM205	Human Resource Management	4	30	70	100

Subject Code	Subject Title	Credits	Internal	External	Total Marks
MDM206	Business Law & Ethics	3	30	70	100

Semester Credits: 23

SEMESTER – III

Subject Code	Subject Title	Credits	Internal	External	Total Marks
MDM301	Search Engine Optimization (SEO) & SEM	4	30	70	100
MDM302	Social Media Marketing	4	30	70	100
MDM303	Content Marketing & Brand Management	4	30	70	100
MDM304	Web Analytics & Data Visualization	4	30	70	100
MDM305	Email Marketing & Marketing Automation	4	30	70	100
MDM306	Summer Internship Report	4	50	50	100

Semester Credits: 24

SEMESTER – IV

Subject Code	Subject Title	Credits	Internal	External	Total Marks
MDM401	Mobile Marketing & E-Commerce Strategy	4	30	70	100
MDM402	Digital Advertising & Media Planning	4	30	70	100
MDM403	Influencer & Affiliate Marketing	4	30	70	100
MDM404	AI & Emerging Technologies in Marketing	4	30	70	100
MDM405	Major Project Dissertation & Viva-Voce	8	50	150	200

Semester Credits: 24

MARKS DISTRIBUTION

Component	Marks
Internal Assessment	30
End Semester Examination	70
Total Theory Paper	100

Internal Assessment Pattern

- Class Test : 10 Marks
- Assignment / Presentation : 10 Marks
- Attendance & Participation : 10 Marks

PROGRAMME OUTCOMES

Upon successful completion of the MBA (Digital Marketing Management), students will be able to:

1. Apply advanced digital marketing strategies across multiple online platforms.
2. Design and execute SEO, SEM, and social media campaigns.
3. Analyze consumer behavior using web analytics and marketing data.
4. Develop integrated digital branding and content strategies.
5. Utilize AI, automation, and emerging technologies for business growth.
6. Manage digital advertising budgets and optimize campaign performance.
7. Demonstrate leadership and managerial skills in the digital business environ