

(Bachelor of Vocation) – Digital Marketing

Duration: 3 Years (6 Semesters)

Program Type: Undergraduate Degree Program

Total Credits: 120–140 (University Dependent)

Semester I

Subject Code	Subject Name
DM101	Fundamentals of Digital Marketing
DM102	Business Communication
DM103	Computer Applications
DM104	Principles of Management
DM105	Introduction to Marketing
DM106	Digital Marketing Tools & Platforms (Practical)
DM107	Environmental Studies

Semester II

Subject Code	Subject Name
DM201	Search Engine Optimization (SEO)
DM202	Content Marketing
DM203	Graphic Design for Digital Media
DM204	Consumer Behaviour
DM205	Web Technology Fundamentals
DM206	SEO & Content Marketing Lab
DM207	Soft Skills Development

Semester III

Subject Code	Subject Name
DM301	Social Media Marketing
DM302	Search Engine Marketing (SEM)
DM303	E-Commerce Management
DM304	Email Marketing

Subject Code	Subject Name
DM305	Website Planning & Development
DM306	Social Media Marketing Lab
DM307	Internship-I

Semester IV

Subject Code	Subject Name
DM401	Web Analytics
DM402	Mobile Marketing
DM403	Online Reputation Management
DM404	Affiliate Marketing
DM405	Video Marketing
DM406	Analytics & Campaign Management Lab
DM407	Minor Project

Semester V

Subject Code	Subject Name
DM501	Advanced Digital Marketing
DM502	Marketing Automation
DM503	Influencer Marketing
DM504	Digital Branding
DM505	Entrepreneurship Development
DM506	Digital Advertising Lab
DM507	Internship-II

Semester VI

Subject Code	Subject Name
DM601	Artificial Intelligence in Marketing
DM602	Digital Marketing Strategy
DM603	Data Analytics for Marketing
DM604	Emerging Trends in Digital Marketing

Subject Code	Subject Name
DM605	Project Management
DM606	Major Project / Dissertation
DM607	Viva Voce