



**MAKAUT**

Formerly known as  
West Bengal University of Technology



# **BBA in Digital Marketing**

4 Years Full Time Program

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**Digital marketing** is the new form of marketing that uses the internet and the whole online space. Digital marketing campaigns are usually executed on digital media devices such as smartphones, desktop computers, etc, and platforms such as social media, video streaming, websites, etc. In today's world digital marketing runs through the core of marketing plans and everyday life, it has become prevalent utilizing combinations such as SEO, SEM, Content Marketing.

Because of its popularity, the BBA in Digital Marketing is one of the most sought-after courses. This course will provide students with a thorough understanding of digital marketing concepts as well as their application. The knowledge will be instilled through various theory and practical lessons on carrying out marketing campaigns as well as the use of various tools while staying current. The programme will assist students in broadening their industry vision as they learn in detail the use of online marketing, social media marketing, email marketing, mobile marketing etc. Students will be made to apply these learnings through various projects carried out including developing and executing digital marketing campaigns.





# OBJECTIVES



01

Introduce students to the fundamentals of Marketing as well as Digital Marketing and its application.

02

Introduce students to the tools and techniques used in digital marketing including search marketing, social media marketing, email marketing, mobile marketing etc.



03

Expose students to current digital marketing trends, practices and strategies.

04

Equip students with the necessary skills and knowledge required to succeed in Digital Marketing Industry.



# COURSE MODULE

## First Semester

- ▶ Principles of Management
- ▶ Business Statistics
- ▶ Computer Fundamentals
- ▶ Any one from GE Basket A/D
- ▶ English & Professional Communication
- ▶ Life Skills & Personality Development
- ▶ Yoga Health & Wellness Sports

## Second Semester

- ▶ Marketing Management
- ▶ Digital Marketing
- ▶ Management Information System
- ▶ Any one from GE Basket B/E
- ▶ Modern Indian Languages and Literature
- ▶ IT Skills
- ▶ Critical Thinking, NSS, Mental Health Environmental Studies

## Third Semester

- ▶ Principles of Accounting
- ▶ Human Resource Management
- ▶ Word and PowerPoint & Spreadsheet Application with Excel
- ▶ Any one from GE Basket C/F
- ▶ Fundamentals of entrepreneurship
- ▶ Understanding basics of Cyber Security

## Fourth Semester

- ▶ Digital Business Strategy
- ▶ Consumer Behaviour
- ▶ Management Information System & ERP
- ▶ Basics of Operating System
- ▶ Graphic Design with Photoshop and Illustrator
- ▶ Society Culture and Human Behavior

## Fifth Semester

- ▶ Social Media Marketing
- ▶ Integrated Marketing Communication
- ▶ Cloud Computing
- ▶ E-Commerce and Applications
- ▶ Internship

## Sixth Semester

- ▶ Web Design and Development
- ▶ Introduction to Python
- ▶ Organizational Behaviour
- ▶ Development with HTML and CSS
- ▶ Internet and Networking

## Seventh Semester

- ▶ Introduction to Business Analytics using R/Python
- ▶ Cyber Security & Cyber Law
- ▶ Services Marketing
- ▶ Software Project Management
- ▶ Data Analysis and Interpretation

## Eighth Semester

- ▶ Search Engine Marketing & Search Engine Optimization
- ▶ Computerized Accounting System
- ▶ Internship & Research Project/ Dissertation

The Syllabus/Course Module are as per Maulana Abul Kalam Azad University of Technology, West Bengal

# ELIGIBILITY

- 10+2 passed from any board.
- Students from any stream can apply.
- Candidates appearing in the Class XII board finals can also apply in advance.

# SOME OF OUR RECRUITMENT PARTNERS



# CAREER OPPORTUNITIES



**DIGITAL MARKETING  
MANAGER**



**SOCIAL MEDIA  
EXECUTIVE**



**SEM  
EXPERT/MANAGER**



**CONTENT  
MANAGER/MARKETER**



**ANALYTICS  
EXPERT**



**CRM  
MANAGER**



**SEO  
EXPERT**



**EMAIL MARKETING  
MANAGER**



**E-COMMERCE  
ACCOUNT MANAGER**



**PUBLIC RELATIONS  
MANAGER**



**ADVERTISING  
MANAGER**



**WEB DEVELOPER  
& WEB DESIGNER**

# FACULTIES



Bibek Mandal



Hritavash Saha



Dr. Yozna Gurung



Pritam Taldhi



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