

**Course Curriculum Framework**  
**MBA (Specialization Digital Marketing)**

Type of Course Term / Sem	Major Core			Skill Enhancement	Ability Enhancement	Value Added Courses
	Discipline Core	Discipline Core	Discipline Elective			
<b>Trimester I</b>	Marketing Management (Credits:3)	Statistical Foundation for Business Analytics (Credits:3)	Innovation Management (Credits:3)	Building Blocks for Business (Credits:2)	Financial Aspects for Business (Credits:2)	-
<b>Trimester II</b>	Social Media Marketing & Google Ecosystem (Credits:3)	Customer Centric Management (Credits:3)	Content Creation and Marketing (Credits:3)	Data Integrated Tools (Credits:2)	Design Thinking (Credits:2)	Certificate Course 1 (Credits:1)
<b>Trimester III</b>	Programmatic Advertising DV360 (Credits:3)	Digital Analytics including GA (Credits:3)	AdTech and MarTech (Credits:3)	Media Planning and Buying (Credits:2)	SEO Including SEM, RUSH and MOZ (Credits:2)	-
<b>Trimester IV</b>	OJT (Credits:10)			eCommerce Marketing (Credits:3)	--	Certificate Course 2 (Credits:1)
<b>Trimester V</b>	OJT (Credits:10)			Strategic Management (Credits:3)	--	--
<b>Trimester VI</b>	OJT (Credits:10)			New Age Media & Emerging Technologies (Credits:3)	--	Certificate Course 3 (Credits:1)