

MBA (Digital Marketing Specialization) Syllabus

Duration: 2 Years (4 Semesters)

Total Credits (typical): 90–120 credits

Structure: Core business subjects (Year 1) + Digital Marketing core + Electives + Projects/Internship (Year 2)

Year 1 – Semester 1 (Foundational Core)

- Management Concepts & Organizational Behaviour
- Managerial Economics
- Financial Accounting & Analysis
- Business Statistics & Quantitative Techniques
- Marketing Management (Traditional & Fundamentals)
- Business Communication / Managerial Communication
- Information Technology & MIS Basics

Year 1 – Semester 2 (Core Functional Areas + Intro to Digital)

- Financial Management
- Human Resource Management
- Operations & Supply Chain Management
- Business Research Methods
- Consumer Behaviour
- Digital Marketing Fundamentals / Introduction to Digital Marketing
- Cost & Management Accounting

Year 2 – Semester 3 (Digital Marketing Specialization Core)

Core / Compulsory Digital Marketing Subjects

- Search Engine Optimization (SEO) & SEM (Search Engine Marketing)
- Social Media Marketing & Strategy
- Content Marketing & Storytelling
- Digital Advertising (PPC, Display, Programmatic)
- Web & Mobile Analytics / Marketing Analytics

Electives (choose 2–3)

- Email & Affiliate Marketing
- E-Commerce & Online Retail Strategy
- Influencer & Influencer Marketing
- Mobile Marketing & App Marketing

- Data Privacy, Ethics & Digital Laws

Other Components

- Strategic Management
- Summer Internship / Industry Project (8–12 weeks, post-Semester 2; focus on digital campaigns)

Year 2 – Semester 4 (Advanced Digital & Capstone)

Core / Compulsory Digital Marketing Subjects

- Digital Strategy & Campaign Management
- Marketing Automation & CRM (Customer Relationship Management)
- AI in Marketing & Personalization

Electives (choose 2–3)

- Conversion Rate Optimization (CRO) & A/B Testing
- Video & YouTube Marketing
- Performance Marketing & ROI Measurement
- Social Commerce & Emerging Platforms
- Brand Management in Digital Era
- Big Data & Predictive Analytics in Marketing

Capstone / Project Components

- Major Project / Dissertation (e.g., Digital Marketing Plan for a Brand)
- Live Industry Project / Campaign Execution
- Comprehensive Viva-Voce / Capstone Presentation

Common Notes on Structure (2026 Trends)

- **First Year:** Builds broad MBA foundation with introductory digital exposure.
- **Second Year:** 60–70% digital-focused (core + electives); modern programs emphasize AI tools, data-driven decisions, personalization, and omnichannel strategies.
- **Electives:** 4–8 total across Sem 3 & 4; popular 2026 additions include AI-powered marketing, voice/search optimization, Web3/metaverse marketing basics, and sustainability in digital campaigns.
- **Additional Requirements (common):** – Mandatory internship (digital agency, e-commerce firm, or brand team) – Tools exposure: Google Analytics, Ads, Meta Business Suite, SEMrush/Ahrefs basics, HubSpot, etc. – Pedagogy: Case studies (real campaigns), live projects, simulations, certifications

(Google, Meta, HubSpot) – Value-added: Workshops on emerging tech
(ChatGPT for content, AI analytics)