

**IIMSR****Imperial Institute of Management Science & Research**

A Unit Of Wales Educational Trust

MBA (Digital

Duration: 2 Year**Eligibility: 10+2+3****Fee: 18000/Semester**

Introduction

MBA in Digital Marketing is a 2 years full time graduate course which is divided into 4 semesters. Digital marketing is the promotion of brands or products via one or more forms of digital media. Inventions are raised of smart phones, and other forms of new media in the past decade have meant that digital marketers need to be able to connect with consumers through various devices and digital platforms including social media.

MBA in Digital Marketing: What is it about?

This course also combines the creativity of developing new and interesting ways to get the marketing campaign's message across, with their technical side of keeping track of data, and digital engineering and analytics. This program in digital marketing provides students with the technical foundation and digital literacy necessary to market goods and services on the internet. While they enrolled in one of these programs, they will learn how to implement, plan, and evaluate digital marketing strategies.

MBA in Digital Marketing: Eligibility

Admission to the MBA program is open to any qualified holder of a Bachelor's Degree from a recognized university regardless of the undergraduate major field of study. However, a student that has studied subjects like Accounts, Business Studies, Economics and Maths will exercise additional advantage.

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MBA in Digital Marketing: Syllabus and Course Description

Semester: 1	Semester: 2
Accounting for Business Decisions	Marketing Management
Managerial Economics	Financial Management
Management Fundamentals	Human Resource Management
Business, Government & Society	Decision Science
Business Research Methods	Life Skills Lab
Business Communications Lab	Geopolitics & The World Economic System
MS Excel & Advanced Excel Lab	Business Systems & Procedures
Enterprise Analysis – Desk Research	Operations Management

Semester: 3	Semester: 4
Enterprise Performance	Managing for Sustainability Dissertation
Management Start-up and New Venture Management	Sales and Distribution Management
Summer Internship Project (SIP)	Social Media Marketing –II
Introduction to Digital Marketing & e-Commerce	Mobile Marketing Web Analytics Affiliate Marketing
Search Engine Marketing Email Marketing	Online Reputation Management Brand Planning & Consumer Insights
Social Media Marketing –I Digital Branding Content Marketing	

Job Positions:

- Public Relations Manager
- Sales Manager
- Brand manager
- Market Research Analyst
- Advertising Manager

**** The course syllabus for the program will vary for different universities and colleges.**

For More Information:

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