



ACHARYA INSTITUTE OF GRADUATE STUDIES

Affiliated to BCU



- Engage with renowned faculty and access LinkedIn extensive programs.
- Gain hands-on experience with certifications in AWS, ACCA, and more.
- Expand horizons with international immersion and global exposure.
- Benefit from personalized mentorship for tailored academic support.
- Access a digital library with rich resources for research and growth.
- Enjoy top sports facilities and expert training for holistic development.
- Achieve career success with 550+ companies visiting for placements annually.

B.B.A
DIGITAL MARKETING



About

The BBA Digital Marketing undergraduate program is designed to impart knowledge and skills essential for effective product and service marketing using digital technology and media. This comprehensive program trains students in various facets including SEO (Search Engine Optimization), SEM (Search Engine Marketing), Display Advertisement, Content Marketing, Data Analysis, E-commerce, Social Media Marketing, Email Marketing, and more. Additionally, the program awards a Microsoft certification in Digital Marketing on Cloud, enhancing students' proficiency in this dynamic field. This partnership with Microsoft also provides internships and job placement aid, facilitating students in acquiring work experience and transitioning seamlessly into the workforce post-training.

Career Scope

Students get a chance to choose from a wide range of career options. With almost all companies moving their businesses online, the scope of the programme is reaching new heights. The program is an excellent choice for digitally adept students, who keep track of online trends, and who can creatively deal with different problems. Students can be employed as Marketing Executive, Digital Marketing Strategists, Digital Marketing Analysts, SEO Executive / Expert and Social Media Specialist, among others.

Eligibility

Pass in Pre-University / Higher Secondary / 10+2 / 'A' Level or equivalent of any recognized board or council in any discipline with English as one of the languages.

Duration
3 years

COURSE CONTENT

Semester 1

- Financial Accounting
- Principles of Management
- Corporate Administration
- Production and Operation Management
- Indian Constitution and Human rights
- Industrial Visit
- Introduction To Materials Management
- Production Planning System
- Master Scheduling
- Introduction to Marketing & Digital Marketing
- Strategies & Core Concepts of marketing,7 C
- Branding
- Concepts & Strategies of Product & Service Marketing
- Product Pricing
- Fundamentals of Digital Marketing & Digital Markets
- Content Marketing (Blogging/Vlogging/Podcast)
- Email Marketing
- Digital & social media Marketing
- Google Adword & AdSense
- Ethical & Social Responsibilities in Digital Marketing
- Cyber Law
- Review & Test

Semester 2

- Corporate Accounting
- Quantitative Analysis
- Organisational Behaviour
- Marketing Management
- Environmental Science
- Community Services
- Material Requirements
- Planning
- Capacity Management
- Production Activity Control
- Introduction to strategies of Digital Marketing
- Content Marketing (Blogging/Vlogging/Podcast)
- Email Marketing
- Digital & social media Marketing
- Event Marketing
- Search Engine Optimization tools and techniques
- SEM Affiliate Marketing
- Google Adword & Adsense
- YouTube Advertising & Conversions
- Basket Analysis & Predictive Analysis
- SEM Affiliate Marketing
- Review and Test



Semester 3

- Corporate Communication Skills 1
- Cost Accounting
- Human Resources Management
- Business Data Analysis
- Corporate Financial Management
- Personality Development
- Case Study
- Purchasing
- Forecasting And Demand Management
- Inventory Fundamentals
- Introduction to Dynamics 365 Marketing
- Configure Dynamics 365 Marketing
- Financial Market and Services
- Configure Marketing Settings
- Domain authentication, Email Best Practices & GDPR
- Manage Assets & Content Settings
- Manage Customers, Accounts & Lead
- Manage Marketing Forms & Marketing Pages
- Create & Manage Segments
- Create & Manage Subscriptions
- Review & Test

Semester 4

- Corporate Communication Skills 2
- Business Research Methods
- Business Law & Operation
- Entrepreneurship Development
- Management Accounting
- Customer Relationship Management
- Order Quantities
- Science and Society
- Business Plan for Start ups
- Independent Demand Ordering Systems
- Physical Inventory and Warehouse Management
- Creating Marketing Emails
- Create Customer Journey
- Introduction to Event Marketing in D365 Marketing App
- Create Onsite & Webinar Event
- Promote & Manage Events
- Advanced Event Management Features
- Review and Test

Semester 5

- Income Tax 1
- Business Regulation
- Indirect Taxes
- Information Technology for Business 1
- Advance Corporate Financial Management
- Security Analysis and Portfolio Management
- Industrial Relation and Employee Legislation
- Compensation and Performance Management
- Culture Diversity and Society
- Consumer Behavior
- Integrated Marketing Communication
- Business Analytics
- Marketing Analytics
- Employability Skills Training
- Introduction to Quality
- Introduction to Process
- Introduction to Real time Marketing in D365 Marketing
- Application
- Create Event Triggers in Realtime Marketing
- Manage Website Visits, redirect URLS & Social Postings
- Importance of Customer Survey in Digital Marketing
- Create & send Surveys with Dynamics 365 Customer Voice
- Evaluate Marketing Initiatives with Analytics
- Review Marketing Calendar



Semester 6

- Income Tax 2
- Strategic Management
- International Business
- Information Technology for Business 2
- Risk Management and Derivates
- International Finance
- Digital Marketing
- Supply Chain and Logistics Management
- Organizational Development and Change Management
- Creativity and Innovation
- International Hrm
- Financial Analytics
- Hr. Analytics
- Placement Training
- Total Quality Management
- Lean Production



Acharya Legacy

Founded in 1990, Acharya aims to revolutionize education. With over 12,000 students and 100+ academic programs annually, it stands among the global education elite. Located in India's technical hub, Bangalore, Acharya prioritizes innovation and knowledge. The institution fosters experiential and collaborative learning, shaping well-rounded individuals, evident in its diverse student population from 75+ countries.

11 Institutions

15 Research Centers

100+ Programmes

75+ Nationalities

12000+ Students

1000+ Eminent Faculties

120 Acres State-of-the-Art Campus

B Premnath Reddy
Founder Chairman
Acharya Group

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Collaboration



Center of Excellence



Clubs



Digital Library



Laboratories



Research



Sports



Hostels



Habba



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