



BACHELOR PROGRAM IN DIGITAL MARKETING



ELIGIBILITY
12TH PASS/ANY DIPLOMA

WORK EXPERIENCE
3 YEARS

DURATION
REGULAR : 3 YEARS
FAST TRACK : 1 YEAR

COURSE DESCRIPTION

On this hugely practical degree you'll be using industry tools such as the Adobe suite, Google Analytics, Hubspot and social media dashboards right from the start to prepare your portfolio to take to employers. You'll combine hands-on and real client experience with theory that will help you create digital marketing strategies and plans.

COURSE HIGHLIGHT

- Gain industry certifications in software packages such as Google Analytics, Google Digital Garage and social media platforms as part of your degree
- Make videos and podcasts, write social posts, create personas, visualise data and perfect search marketing as you study the full range of digital marketing tools
- Learn from teaching staff who have worked in the industry and are actively researching the rapidly changing world of digital marketing
- Complete a marketing consultancy project for a real client
- Apply your learning and increase your employability with a paid placement year
- Benefit from expert industry speakers, from companies such as O2, TK Maxx and Gartner

ABOUT US

In order to integrate the personnel strategy with the employer's business, we are devoted to providing qualified, talented, and professional manpower solutions to all sectors. We also provide a variety of training options to our applicants since we think it is important to support their professional development and excellence. With a large pool of applicants ranging from recent graduates to senior jobs, Job Scan can locate, screen, assess, and select prospects who meet the requirements of the hiring manager. Using our high standards for behaviors, and we respect the contributions of each customer and applicant we work with.

SUBJECTS

YEAR 1

- **ESSENTIALS OF MANAGEMENT**
- **BUSINESS ENVIRONMENT**
- **MANAGEMENT INFORMATION SYSTEM**
- **DIGITAL MARKETING**
- **COMPUTER SCIENCE**

YEAR 2

- **HUMAN RESOURCE MANAGEMENT**
- **WEB ANALYTICS**
- **WEB PLANNING**
- **WEB DESIGNING**
- **SEARCH ENGINE MARKETING**

YEAR 3

- **E-COMMERCE MANAGEMENT**
- **HUMAN BEHAVIOUR**
- **SEARCH ENGINE OPTIMIZATION**
- **ORGANIZATIONS BEHAVIOUR**
- **GRAPHIC DESIGNING**

EXAM & DURATION

ONLINE EXAM: 2HRS/PAPER

TOTAL FEES: RS.37,000

INTERNATIONAL FEES: \$ 500