



# UIECC - GLOBAL EDUCATION INITIATIVE IN PARTNERSHIP WITH JAGORA UNIVERSITY & KL UNIVERSITY

## MASTER - MBA DIGITAL MARKETING



# PROGRAM OVERVIEW



The UIECC–Jagora–KLU MBA in Digital Marketing is a Master of Business Administration degree program that focuses on digital marketing strategies, techniques, and tools and covers topics such as Search Engine Optimization (SEO), pay-per-click (PPC) advertising, email marketing, social media marketing, digital analytics, and mobile marketing, among others.

# WHY SHOULD ONE STUDY MBA IN DIGITAL MARKETING PROGRAM WITH UIECC- JAGORA-KL UNIVERSITY?

Flexibility, self-paced, synchronous and asynchronous courses, global perspective, and provision for learning while implementing on real business situation. Many individuals who, for a variety of reasons, were unable to choose a career path that lead to job creation in higher education are given a tremendous opportunity by it.

Throughout the course of the study, the students will realise multiple community projects that will help develop their employability skills such as:

- Problem-Solving and Decision-making Skills
- Task-Related Skills
- Personal Values
- Relations with Other People
- Communication Skills
- Maturity
- Health and Safety Habits
- Commitment to Job

## **KEY HIGHLIGHTS:**

- Job-oriented
- Learning Flexibility
- UGC recognised in India.
- Hybrid Synchronous and asynchronous program
- Multiple Mode of Communication

## **ELIGIBILITY CRITERIA:**

Graduates in any discipline are eligible for this course.

## **PROGRAM DURATION:**

The UIECC-Jagora-KLU Master/MBA in Digital Marketing is a 4-semester, 2-year post-graduate program can be completed with an online Master - MBA in Digital Marketing.

## PROGRAM BENEFITS:

- **Improved opportunities:** The demand for professionals in digital marketing has surged since the Covid-19 outbreak and is anticipated to continue growing.
- **Option to be Freelancer:** A lot of independence is possible because digital marketing is done online.
- **High Growth Rate:** The digital marketing sector is booming and expected to cross \$ 170 000 000 000. So there is no dearth of employment or professional growth.
- **Helps in Building Business:** Reaching the intended audience through digital media is quick and affordable. Consequently, it is essential for the growth of the company.
- **High ROI:** The Return on Investment for a Master-MBA in Digital Marketing is pretty high, therefore it's a fantastic choice to invest your time, effort, and money in this program.

## CAREER OPTIONS:

- **Business Operations Manager:** A Business operations manager is responsible for supervising all business activities, establishing organizational objectives, examining day-to-day activities, and making adjustments that will benefit the company.
- **Digital Marketing Executive:** The organization, implementation, and optimization of online marketing initiatives fall under the purview of a Digital Marketing Executive.
- **Brand Manager:** Building the company's products or services and monitoring brand campaigns are the main responsibilities of a Brand Manager.
- **Social Media Manager:** A Social Media Manager is responsible for planning, developing, implementing, and managing strategies for the social media accounts of a company, organization, or individual.
- **Content Marketing Strategist:** A content marketing strategist's primary duty is to plan, design, develop, edit, and publish pertinent material depending on the business goals of a company and users' needs.

# COURSE CURRICULUM

## SEMESTER WISE COURSES

### SEMESTER I

- Quantitative Methods
- POM & Organizational Behavior
- Business Economics
- Financial and Management Accounting
- Marketing Management
- Business Environment (National and International)
- Business Legislation
- Business Communication

### SEMESTER II

- Design Thinking and Innovation
- Introduction to Business analysis & R Programming
- Business Research Methodology
- Human Resource Management
- Financial Management
- Operations Management
- Information systems & ERP
- Soft Skills for Managers

# COURSE CURRICULUM

## SEMESTER WISE COURSES

### SEMESTER III

- Strategic Management
- Entrepreneurship & Family Business
- ELECTIVE 1
- ELECTIVE 2
- ELECTIVE 3
- ELECTIVE 4
- Sectoral Elective 1

### SEMESTER IV

- Business Ethics & Corporate Governance
- ELECTIVE 5
- ELECTIVE 6
- ELECTIVE 7
- ELECTIVE 8
- Sectoral Elective 2
- Management Research Project



# ELECTIVE COURSES

## **DIGITAL MARKETING**

- Media Planning
- Search Engine Optimization
- Affiliate Marketing
- Social Media Marketing & Analytics
- Mobile Marketing
- E-Mail & Content Marketing
- E Commerce
- Digital PR & Corporate Communication

## **SELECTORAL COURSES**

### **HEALTHCARE & HOSPITALITY MANAGEMENT**

- Overview of Healthcare Management
- Management of Healthcare Operations

### **BANKING**

- Overview of Banking
- Banking Service Operations

### **RETAILING**

- Overview of Retailing
- Management of Retail Operations