



FOUNDATION For Your Future



**Bachelor of
Business Administration (BBA)**
with an Elective in Digital Marketing



3 Years | UGC Entitled Online Degree Program

Live Sessions

Self Learning Material

Discussion Forums

Online Exams

About the Elective

The Online Degree Programs in India are becoming increasingly popular with the revolutions in the virtual world. Digital advertisements have become one of the most sought-after trends in the 21st century. The market worth over 12000 crores maintains a unique position for digitizing the presence of both old firms and newcomers in the marketplace. BBA in Digital Marketing is one of the best undergraduate degrees online. Today, recruiters wish to zero their searches on the contenders with a thorough knowledge of digital toolkits and international trades. UGC Entitled online programs are a boon to every dynamic aspirant of the 21st century.

India alone is thronging with 20 lakh positions in digital advertisements. Companies prefer candidatures with sound knowledge of tools. The procedural candidates leveraging their sales strategies and accountancy, however, shine out as the managerial players. The elective will get each of your entrepreneurial skill repainted towards a fruitful future. A unison of management curriculum and digital toolkits will bestow upon you the skillset you awaited to integrate into your career.

Elective Highlights

- + Master all the important digital marketing tools and platforms such as Google and Facebook Ads, WordPress, HubSpot, MailChimp, etc.
- + Gain digital marketing certifications from Google as part of the program
- + Build an interactive e-portfolio for each project completed and showcase your expertise
- + Learn every "Trick of the trade" through sessions by leveraged digital marketers
- + Build a compendium of career-oriented contents including industry reports, interview guides, resume guides, practice questions and masterclasses
- + Master the analytical solutions to problems and propose actions in the real-time environment as part of the project work

+ Eligibility

Pass in the (10+2) examination from State Board / CBSE / NIOS / IGCSE / IB / ICSE recognized by the State or Central Government. Candidates who are due to appear in the (10+2) examination are also eligible to apply.

+ Duration

3 Years (6 Semesters)

+ Fee Structure

Tuition Fee						One Time University Registration Fee		Annual Examination Fee	
Domestic			International			Domestic	International	Domestic	International
Semester	Yearly	Total	Semester	Yearly	Total				
₹ 40,000	₹ 80,000	₹ 2,40,000	\$850	\$1,700	\$5,100	₹ 2,500	\$150	₹ 3,000	\$50

+ Admission Process

- + Visit our website <https://onlinejain.com>
- + Enquire now
- + Talk to our counsellors for more details
- + Apply for the right program
- + Provisional confirmation of admission
- + Document verification
- + Pay tuition/program fee
- + Confirmation of admission
- + Lms activation & issue of digital identity card
- + Start your pre-semester program
- + Commencement of live online sessions

Syllabus

Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6
English	Marketing Management	Managerial Economics	Macroeconomics	Content Marketing	Operations Management
Business Management	Organization Behavior and HRM	Advanced Marketing Management	Financial Markets and Instruments	Marketing Analytics	Strategic Management
Accounting for Business	Cost and Management Accounting	Data Visualization*	Social Media Marketing	Web, Mobile, and Social Media Analytics	Campaign Management
Introduction to Digital Marketing	Search Engine Optimization and Search Engine Marketing	User Retention and Engagement	Email and Affiliate Marketing	Research Methodology	Information Systems for Business
Business Foundations with Excel	Introduction to Business Analytics	Environmental Science	Entrepreneurship	Personal and Managerial Effectiveness	Ethics and Values
Quantitative Techniques for Management	Communicative English				Research Project**

How #ItAllAddsUp to a successful career!



UGC Entitled Online Degree Programs



Collaborations with Global Professional Bodies



A Wide Range of Cross-functional and Open Elective Courses



Learning Hours and Credits at Par with On-Campus Programs



Global Faculties



Learn Anytime, Anywhere and on Any Device



Diversity - Learners from 43 + Countries



Innovative Learning Methodology



Access to 20,000 + LinkedIn Learning Courses



Additional Live Sessions Imparting 25 Key Skills for Success



Personalized Support Through Dedicated Program Managers



High Quality Global Standard Education with Flexible Fee Payments



Career Advancement Services



2000+ Global Hiring Corporates



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