



**FACULTY OF
BUSINESS AND
LEADERSHIP**



2024 - 25

MBA (Digital Marketing)

Programme Structure

Division	Faculty of Business and Leadership
School Name	School of Business
Department Name	Department of Business
Programme Name	MBA in Digital Marketing

For a PG course at MIT-WPU, the actual credit distribution will be as below:

Course Basket	% Credit Allotment	Credits Assigned
Programme Major	14	12
Programme Disciplinary Foundation	52	46
Programme Electives	20	18
Programme Capstone Project, Problem-Based Learning, Seminar, and Internships	8	7
University Core	6	5
University Electives	0	0
Total	100	88

Course Basket

Course Type	Description
Programme Core	Courses dealing with foundations, depth and breadth of the major in which student is admitted at MIT-WPU
Programme Electives	Open electives under the programme allow students to specialise in a particular area connected to their major.
University Core	Courses that reflect the core MIT-WPU values and the mission of Life Transformation of students.
University Electives	Multidisciplinary courses across the faculties at MIT-WPU and outside the programme core.

Semester	Course Type	Course Name / Course Title	Total Credits
I	PF	Accounting for Business Decision Making	3
I	PF	Managerial Communication	2
I	PF	Managerial Economics	3
I	PF	Organisation Structure, System & Processes	2
I	PF	Organisational Behaviour	3
I	PF	Quantitative Techniques for Business Decision Making	3
I	PF	Understanding the Metaverse	2
I	UC	Scientific Studies of Mind, Matter, Spirit Consciousness	2
I	UC	Yoga	1
		TOTAL	21

II	PF	Entrepreneurship and New Venture Planning	2
II	PF	Financial Management	3
II	PF	Human Resource Management	3
II	PF	Legal Aspects of Business	3
II	PF	Marketing Management	3
II	PF	Operations and Supply Chain Management	3
II	PF	Research Methodology	4
II	UC	Peace Building: Global Initiative	2
		TOTAL	23

Semester	Course Type	Course Name / Course Title	Total Credits
III	PF	Business Analytics & Data Visualisation	2
III	PF	Environment Sustainability and Governance	2
III	PF	Strategic Management	3
III	PM	Digital Marketing Strategies	3
III	PM	Understanding Fundamentals of Digital Marketing	3
III	PE	Programme Elective – I	3
III	PE	Programme Elective – II	3
III	PE	Programme Elective – III	3
III	PR	Summer Internship Programme	4
		Total	26

IV	PM	Inbound and Outbound Marketing	3
IV	PM	Search Engine Marketing and SEO	3
IV	PE	Programme Elective – IV	3
IV	PE	Programme Elective – V	3
IV	PE	Programme Elective – VI	3
IV	PR	Digital Campaign Management (Project)	3
		Total	18

Programme Elective Courses:

Semester	Name of the Course	Type
III	Content Marketing	Programme Elective
III	Digital Media Strategy	Programme Elective
III	Lead Generation and Market Automation	Programme Elective
III	Understanding Digital Consumer Behaviour	Programme Elective
IV	Affiliate Marketing and Google AdSense	Programme Elective
IV	Ethical, Legal, and Privacy Issues in Digital Marketing	Programme Elective
IV	Influencer Marketing	Programme Elective
IV	Social Media Marketing	Programme Elective
IV	YouTube Marketing	Programme Elective

*Modifications to the programmes and courses are contingent upon adherence to university guidelines and procedures. Any proposed changes must undergo a thorough review process, including consultation with relevant academic departments, approval from the appropriate administrative bodies, and compliance with accreditation standards.

Additionally, consideration will be given to feedback from students, faculty, and other stakeholders to ensure that modifications align with the overall educational objectives and mission of the university. The implementation of any approved changes will be communicated transparently to the university community, and appropriate measures will be taken to facilitate a smooth transition for all affected parties.