



Since 1983

Dr. Vishwanath Karad

**MIT WORLD PEACE
UNIVERSITY** | PUNE

TECHNOLOGY, RESEARCH, SOCIAL INNOVATION & PARTNERSHIPS



MBA Digital Marketing

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

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

COURSE BASKET	% CREDIT ALLOTMENT	CREDITS ASSIGNED
Programme Core	56	49
Programme Electives	34	30
University Core	10	9
University Electives	0	0
Total	100	88

Course Basket

Course Type	Description
Programme Core [PC]	Courses dealing with foundations, depth and breadth of the major in which student is admitted at MIT-WPU
Programme Electives [PE]	Open electives under the programme allow students to specialise in a particular area connected to their major.
Programme Foundation (PF)	These are the foundational courses that provide the basic knowledge and skills needed for the chosen degree program.
University Core [UC]	Courses that reflect the core MIT-WPU values and the mission of Life Transformation of students.
University Electives [UE]	Multidisciplinary courses across the faculties at MIT-WPU and outside the programme core.

Semester	Odd(I)	Even(II)	Total Credits
First Year	21	23	44
Second Year	26	18	44

Semester – I

Semester	Course Type	Course Name / Course Title	Total Credits
I	PC	Accounting for Business	3
I	PC	Business Communication	2
I	PC	Managerial Economics	3
I	PC	Principles and practices of Management	2
I	PC	Organizational Behaviour	3
I	PC	Quantitative Techniques for Business	3
I	PC	Fostering Social Responsibility and Community Engagement	2
I	UC	Scientific Studies of Mind, Matter, Spirit and Consciousness	2
I	UC	Yoga	1
		Total Credits:	21

Semester - II

Semester	Course Type	Course Name / Course Title	Total Credits
II	PC	Entrepreneurship and New Venture Planning	2
II	PC	Financial Management	3
II	PC	Human Resource Management	3
II	PC	Legal Aspects of Business	3
II	PC	Marketing Management	3
II	PC	Operations and Supply Chain Management	3
II	UC	Research Methodology	4
II	UC	Peace Building: Global Initiatives	2
		Total Credits:	23

Semester - III

Semester	Course Type	Course Name / Course Title	Total Credits
III	PC	Business Analytics & Data Visualization	2
III	PC	Environment Sustainability & Governance	2
III	PC	Strategic Management	3
III	PE	Program Elective -I	3
III	PE	Program Elective -II	3
III	PE	Program Elective -III	3
III	PE	Program Elective -IV	3
III	PE	Program Elective -V	3
III	PC	Summer Internship Programme	4
		Total Credits:	26

Semester - IV

Semester	Course Type	Course Name / Course Title	Total Credits
IV	PE	Program Elective - VI	3
IV	PE	Program Elective - VII	3
IV	PE	Program Elective - VIII	3
IV	PE	Program Elective - IX	3
IV	PE	Program Elective - X	3
IV	PC	Capstone (Research Project)	3
		Total Credits:	18

Program Elective Courses

Semester	Course Type	Course Name / Course Title
III	Program Elective	Digital Marketing Strategies
III	Program Elective	Understanding Fundamentals of Digital Marketing
III	Program Elective	Content Marketing
III	Program Elective	Digital Media Strategy
III	Program Elective	Lead Generation and Market Automation
III	Program Elective	Understanding Digital Consumer Behaviour
III	Program Elective	Inbound and Outbound Marketing
IV	Program Elective	Search Engine Marketing and SEO
IV	Program Elective	Affiliate Marketing and Google AdSense
IV	Program Elective	Ethical, Legal, and Privacy Issues in Digital Marketing
IV	Program Elective	Influencer Marketing
IV	Program Elective	Social Media Marketing
IV	Program Elective	YouTube Marketing

*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.