



## MBA IN DIGITAL MARKETING

This MBA in Digital Marketing is a unique and innovative programme that addresses the need of modern professionals to be familiar with the digital world. It is particularly suited to aspiring individuals who want to develop a deeper understanding of new concepts of digital marketing and marketing through the social media. They may include Managers and Executives working in Marketing, Advertising, Communications, Sales, and IT professionals looking to expand into a marketing role.

Equally, this MBA would be ideal for anyone who is responsible for developing a digital media or social media plan for their organisation. It is also an excellent grounding for any applicant who wishes to enter this new and exciting field.

The MBA in Digital Marketing provides a comprehensive examination of Integrated Marketing Communications and Consumer Behaviour. It concentrates on Web Marketing and its metrics and evaluation and focuses on both theoretical concepts and practical digital marketing skills.

### **Core Courses**

1. ORGANISATIONAL BEHAVIOUR
2. BUSINESS POLICY & STRATEGY
3. RESEARCH METHODS

### **Electives**

(from which you will be assigned between 5 and 7)

1. CONCEPTS OF DIGITAL MARKETING
2. MARKETING PLANNING CONTROL
3. DIGITAL MARKETING STRATEGY
4. PRACTICE OF MARKETING
5. SOCIAL MEDIA MARKETING
6. MARKETING ANALYSIS & DECISION
7. MOBILE MARKETING