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PROGRAMME REGULATIONS & CURRICULUM

2025-27

PRESIDENCY SCHOOL OF MANAGEMENT

**MASTER OF BUSINESS ADMINISTRATION
MBA (DIGITAL MARKETING)**

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Presidency School of Management

Master of Business Administration

MBA (Digital Marketing)

Program Regulations and Curriculum

2025-2027

based on Choice Based Credit System (CBCS) and Outcome Based Education (OBE)

PROGRAM STRUCTURE

Structure/Component with Credit Requirements Course Baskets and Minimum Basket Wise Credit Requirements:

The **MBA (Digital Marketing)** Program Structure (2025-2027) totalling 102 credits. Table summarizes the type of baskets, number of courses under each basket and the associated credits that are mandatorily required for the completion of the Degree.

MODEL II

Table 1.2: MBA (Digital Marketing) Single Specialization Program Structure 2025-2027: Summary of Mandatory Courses and Minimum Credit Contribution from various Baskets

Sl. No.	Baskets		Credit Contribution
1	PROGRAM CORE (PC)		52
2	SPECIALIZATION TRACK (ST)	TRACK-CORE (STC)	16
		TRACK-ELECTIVE (STE)	24
3	PRACTICE (PR)		10
	Total Credits		**102** **(Minimum)**

CURRICULUM STRUCTURE/LIST

Curriculum Structure – Basket Wise Course List (not Semester Wise) List of Courses Tabled – aligned to the Program Structure (Course Code, Course Name, Credit Structure (LTPC), Contact Hours, Course Basket, Type of Skills etc., as applicable).

Table 1.3: MBA (Digital Marketing) Program Structure 2025-2027:

Program Core (PC)

S. NO.	BASKET	COURSE CODE	COURSE NAME	L	T	P	C
1	PC	FIN4111	Financial Accounting and Reporting	3	1	0	4
2	PC	FIN4112	Financial Modelling and Corporate Finance	2	1	2	4
3	PC	GMM4111	Managerial Economics	2	1	0	3
4	PC	GMM4112	Communication for Leaders	2	1	0	3
5	PC	GMM4113	Business Strategy and Corporate Transformation	2	1	0	3
6	PC	GMM4114	Business Law and Regulatory Compliance	3	0	0	3
7	PC	GMM4115	Corporate Governance, Ethics and Social Responsibility	2	1	0	3
8	PC	GMM4116	Entrepreneurship and Innovation Management	1	0	4	3
9	PC	MKT4111	Strategic Marketing Management	2	1	0	3
10	PC	MKT4112	Digital Marketing: Strategy, Tools and Trends	2	1	2	4
11	PC	OBH4111	Human Behaviour in Organizations	2	1	0	3
12	PC	OBH4112	People, Performance and HR Strategy	2	1	0	3
13	PC	OPS4111	Production, Operations and Logistics Management	2	1	0	3
14	PC	QNT4111	Applied Business Statistics	2	0	2	3
15	PC	QNT4112	Applied Data Analysis and Visualization	2	0	2	3
16	PC	QNT4113	Business Analytics for Managerial Decision Making	3	0	2	4
			Total				**52**

Table 1.4: List of Elective Courses under various Specializations/Stream Basket:

SPECIALIZATION TRACK							
TRACK CORE – DIGITAL MARKETING							
Sl. No.	Course Basket	Course Code	Course Name	L	T	P	C
1	STC1	DMT5111	E-Mail Marketing Campaign	3	1	0	4
2	STC2	DMT5112	Website Design and Development	3	0	2	4
3	STC3	DMT5113	Social Media Advertising	3	1	0	4
4	STC4	DMT5114	E-Commerce and Digital Payment	3	1	0	4
						Total	**16**

			TRACK ELECTIVE – DIGITAL MARKETING				
List of Specialization Track Electives Courses- Minimum of 24 credits is to be earned by the student in particular track							
Sl. No.	Course Basket	Course Code	Course Name	L	T	P	C
1	STE	DMT5115	Search Engine Ranking Optimization	2	1	0	3
2	STE	DMT5116	Search Engine Advertising	2	1	0	3
3	STE	DMT5117	Mobile App Marketing	2	1	0	3
4	STE	DMT5118	Generative AI in Digital Marketing	2	1	0	3
5	STE	DMT5119	Blockchain in Digital Marketing	2	1	0	3
6	STE	DMT5120	Online Reputation Management	2	1	0	3
7	STE	DMT5121	Affiliate and Influencer Marketing	2	1	0	3
8	STE	DMT5122	Google Analytics and Data Studio	2	1	0	3
9	STE	DMT5123	Video Marketing	2	1	0	3
10	STE	DMT5124	Interactive Content Marketing	2	1	0	3
11	STE	DMT5125	Data-Driven Marketing	2	1	0	3
12	STE	DMT5126	UX/UI Design for Marketers	2	1	0	3
13	STE	DMT5127	Luxury and Fashion Digital Marketing	2	1	0	3
14	STE	DMT5128	AR/VR in Advertising	2	1	0	3
15	STE	DMT5129	B2B Digital Marketing	2	1	0	3
16	STE	DMT5130	AI and Chatbots in Marketing	2	1	0	3

		Table 1.5: MBA (Digital Marketing) Program Structure 2025-2027:					
			Practice (PR)				
S. NO.	BASKET	COURSE CODE	COURSE NAME	L	T	P	C
1	PR	INT7111	Summer Internship Project	-	-	-	4
2	PR	CRP7111	Capstone Research Project	-	-	-	6
						Total	10

Recommended Semester Wise Course Structure / Flow including the Program / Discipline Elective Paths / Option

			Table 1.6 List of MBA Digital Marketing Courses (Proposed)				
			MBA Digital Marketing				
S.NO	**BASKET**	**COURSE CODE**	**SEMESTER I**	**L**	**T**	**P**	**C**
1	PC	QNT4111	Applied Business Statistics	2	0	2	3
2	PC	QNT4112	Applied Data Analysis and Visualization	2	0	2	3
3	PC	FIN4111	Financial Accounting and Reporting	3	1	0	4
4	PC	OBH4111	Human Behavior in Organizations	2	1	0	3
5	PC	GMM4111	Managerial Economics	2	1	0	3
6	PC	OPS4111	Production Operations and Logistics Management	2	1	0	3
7	PC	MKT4111	Strategic Marketing Management	2	0	2	3
			Total Credits (7 Courses)				**22**
S.NO	**BASKET**	**COURSE CODE**	**SEMESTER II**	**L**	**T**	**P**	**C**
1	PC	QNT4113	Business Analytics for Managerial Decision Making	3	0	2	4
2	PC	GMM4112	Communication for Leaders	2	1	0	3
3	PC	MKT4112	Digital Marketing: Strategy, Tools and Trends	2	1	2	4
4	PC	FIN4112	Financial Modelling and Corporate Finance	2	1	2	4
5	PC	OBH4112	People, Performance and HR Strategy	2	1	0	3
6	STC1	DMT5111	E-Mail Marketing Campaign	3	1	0	4
7	STC2	DMT5112	Website Design and Development	3	0	2	4
			Total Credits (7 Courses)				**26**
S.NO	**BASKET**	**COURSE CODE**	**SEMESTER III**	**L**	**T**	**P**	**C**
1	PC	GMM4113	Business Strategy and Corporate Transformation	2	1	0	3
2	PC	GMM4114	Business Law and Regulatory Compliance	3	0	0	3
3	STC3	DMT5113	Social Media Advertising	3	1	0	4
4	STC4	DMT5114	E-Commerce and Digital Payment	3	1	0	4
5	STE		STE 1	2	1	0	3
6	STE		STE 2	2	1	0	3
7	STE		STE 3	2	1	0	3
8	STE		STE 4	2	1	0	3
9	PR	INT7111	Summer Internship Project	-	-	-	4
			Total Credits (9 Courses)				**30**

S.NO	BASKET	COURSE CODE	SEMESTER IV	L	T	P	C
1	PC	GMM4115	Corporate Governance, Ethics and Social Responsibility	2	1	0	3
2	PC	GMM4116	Entrepreneurship and Innovation Management	1	0	4	3
3	STE		STE 5	2	1	0	3
4	STE		STE 6	2	1	0	3
5	STE		STE 7	2	1	0	3
6	STE		STE 8	2	1	0	3
7	PR	CRP7111	Capstone Research Project	-	-	-	6
			Total Credits (7 Courses)				**24**
			Grand Total			102 Credits	