

Bachelor of Commerce in Digital Marketing

Programme details:

Digital marketing is one of the fastest-growing and in-demand skills in industry. The Bachelor of Commerce in Digital Marketing degree program will equip learners with skills required to identify the right message and the right digital platforms to deliver this message for maximum impact. Digital marketing also helps in the understanding of conventional marketing approaches and how technology is used in areas such as Digital Marketing, Social Media Marketing, Search Engine Marketing, Mobile Marketing, E-Mail Marketing and Affiliate Marketing through the development and implementation of Digital Marketing Strategy.

Core modules:

- Business Mathematics & Statistics 1 (10)
- Introduction to MS Office(10)
- Academic Writing for Business(10)
- Legal Aspects of Business(10)
- Principles of Marketing (10)
- Business Management 1(10)
- Introduction to Financial Accounting(10)
- Programming Logic & Design(10)
- Introduction to Public Relations(10)
- Microeconomics (10)
- Business Management (2)
- Organisational Behaviour (10)
- Digital Marketing Software and Techniques (10)
- Digital Marketing Fundamentals (10)
- Macroeconomics (10)
- Graphic Design Principles (10)
- Financial Accounting 1(10)
- Social Media Marketing(10)
- E -Marketing Practice (10)
- Customer Relationship Management(10)
- Marketing Management (20)
- Web Design & Development (10)
- Web Design Practice Lab (10)
- E-Business(10)
- Search Engine Optimisation (10)
- Research Methods in Business(10)
- Import and Export Management(10)
- International Finance (10)

- Google Analytics and Adwords(10)
- International Brand Management(10)
- Media Law(10)
- Digital Marketing Strategy (10)
- Entrepreneurship and Innovation(20)
- Research Project 1: Proposal Writing(10)
- Digital Marketing Metrics and Analysis (10)

Elective Modules

- D5-FRL-21 French (20)
- B5-MA1-22 Mandarin(20)
- B7-GEM-22 Globalization and Emerging Markets (20)
- C7-CP1-11 Creative Publications(20)
- C7-VIP-22 Video Production(10)
- B7-SLE-22 Social, Legal and Ethical issues in Digital Data(10)
- B7-ISM-22 International Service Marketing (10)

Recommended full-time study path: 3 Years

Semester 1:

- B5-BS1-17, C5-IMO-20, D5-AWB-20, B5-LAB-20, B5-PMK-20, B5-BM1-20

Semester 2:

- A5-IFA-20, C5-PLD-20, B5-IPR-22, B6-MIE-17, B6-BM2-20, B6-OBE-20

Semester 3:

- B7-DMS-22, B6-DMF-22, B6-MAE-17, C6-GDP-22, A6-FA1-17, B6-SMM-22

Semester 4:

- B6-EMP-22, B7-CRM-20, B6-MKT-13, C6-WDD-20, C6-WDP-20

Semester 5:

- B7-EB5-20, B7-SEO-20 Select any two (D5-FRL-21, B5-MA1-22, B7-GEM-22, C7-CP1-11)

Semester 6:

- B7-RMB-20, B7-IEM-20, A7-INF-20, B7-GAA-22, B7-IBM-22

Select any one (C7-VIP-22, B7-SLE 22, B7-ISM-22)

Semester 7:

- C7-MEL-22, B7-DGM-22, B8-ENI-20, B7-RP1-20, B7-DMM-22

FACULTY OF BUSINESS & ACCOUNTING (CONTINUED)

Semester 8:

- B7-PPB-20, B7-RP2- 20

Admissions Criteria

- BGCSE / equivalent with minimum Pass (D) in 5 subjects including English and Minimum Credit (C) in Mathematics.
- Recognition of Prior Learning (RPL): Access through Recognition of Prior Learning (RPL) and Credit Accumulation and Transfer (CAT) in accordance with the RPL and CAT National Policies.



Program Version Course List



14-07-2022

<u>Course Code</u>	<u>Course Description</u>	<u>Credits</u>	<u>Elective List</u>	<u>Pre-Requisite List</u>	<u>Co-Requisite List</u>	<u>PreElect</u>	<u>ResourceList</u>
BDM-8BO-22	Bachelor of Commerce in Digital Marketing			Weeks:208.00 Credits: 480.00			
Core							
A5-IFA-20	Introduction to Financial Accounting	10.00					
B5-BM1-20	Business Management 1	10.00					
B5-BS1-17	Business Mathematics and Statistics 1	10.00					
B5-IPR-22	Introduction to Public Relations	10.00					
B5-LAB-20	Legal Aspects of Business	10.00					
B5-PMK-20	Principles of Marketing	10.00					
B6-DMF-22	Digital Marketing Fundamentals	10.00					
B6-EMP-22	E -Marketing Practice	10.00					
B6-MIE-17	Micro Economics	10.00					
B6-OBE-20	Organisational Behaviour	10.00					
B6-SMM-22	Social Media Marketing	10.00					
B7-CRM-20	Customer Relationship Management	10.00					
B7-DGM-22	Digital Marketing Strategy	10.00					
B7-DMM-22	Digital Marketing Metrics and Analysis	10.00					
B7-DMS-22	Digital Marketing Software and Techniques	10.00					
B7-EBS-20	E-Business	10.00					
B7-GAA-22	Google Analytics and Adwords	10.00					
B7-IBM-22	International Brand Management	10.00					
B7-IEM-20	Import and Export Management	10.00					
B7-RMB-20	Research Methods in Business	10.00					
B7-SEO-22	Search Engine Optimisation	10.00					
B8-ENI-20	Entrepreneurship and Innovation	20.00					
C5-IMO-20	Introduction to MS Office	10.00					
C5-PLD-20	Programming Logic and Design	10.00					
C6-GDP-22	Graphic Design Principles	10.00					

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C7-MEL-22	Media Law	10.00					
D5-AWB-20	Academic Writing for Business	10.00					
A6-FA1-17	Financial Accounting 1	10.00		A5-IFA-13 - Introduction to Financial Accounting A6-IFA-17 - Introduction to Financial Accounting A5-IFA-20 - Introduction to Financial Accounting			
A7-INF-20	International Finance	10.00		A6-FM1-20 - Financial Management 1A5-FMT-15 - Financial Markets			
B6-MKT-13	Marketing Management	20.00		B5-BM1-13 - Business Management 1B5-PMK-20 - Principles of Marketing			
B6-BM2-20	Business Management 2	10.00		B5-BM1-20 - Business Management 1			
B6-MAE-17	Macro Economics	10.00		B5-MIE-17 - Micro Economics B6-MIE-17 - Micro Economics B5-MIE-21 - Microeconomics			
B7-PPB-20	Professional Practice in Business	40.00		B6-SCR-21 - Supply Chain Relationship and Enterprise Planning B7-SCT-21 - Supply Chain Technology B6-RK2-21 - Retail Marketing 2B6-RBM-21 - Retail Buying & Merchandising B6-BM2-20 - Business Management 2B6-MKT-20 - Marketing Management			
B7-RP1-20	Research Project 1: Proposal Writing	10.00		B7-RMB-20 - Research Methods in Business			

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B7-RP2-20	Research Project 2: Dissertation	20.00		B7-RP1-20 - Research Project 1: Proposal Writing			
C6-WDD-20	Web Design and Development	10.00		C6-PUC-20 - Programming using C++ C5-PLD-20 - Programming Logic and Design			
C6-WDP-20	Web Design Practice Lab	10.00		C6-PUC-20 - Programming using C++ C5-PLD-20 - Programming Logic and Design			
37		430.00					
Elective							
ELEC	Semester 5 Electives	40.00	C7-CP1-11 - Designing Creative Publications 1, D5-FRL-21 - French Language, B5-MAI-22 - Mandarin, B7-GEM-22 - Globalization and Emerging Markets				
ELEC	Semester 6 Electives	10.00	B7-SLE-22 - Social, Legal and Ethical issues in Digital Data, B7-ISM-22 - International Service Marketing				
2		50.00					
39		480.00					