

## 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:

- B5-BS1-17: Business Mathematics & Statistics 1 (10)
- C5-IMO-20: Introduction to MS Office (10)
- D5-AWB-20: Academic Writing for Business (10)
- B5-LAB-20: Legal Aspects of Business (10)
- B5-PMK-20: Principles of Marketing (10)
- B5-BM1-20: Business Management 1 (10)
- A5-IFA-20 : Introduction to Financial Accounting (10)
- C5-PLD-20: Programming Logic & Design (10)
- B5-IPR-22: Introduction to Public Relations (10)
- B6-MIE-17: Microeconomics (10)
- B6-BM2-20: Business Management 2 (10)
- B6-OBE-20: Organisational Behaviour
- B7-DMS-22: Digital Marketing

- Software and Techniques (10)
- B6-DMF-22 : Digital Marketing Fundamentals (10)
- B6-MAE-17 : Macroeconomics (10)
- C6-GDP-22 : Graphic Design Principles (10)
- A6-FA1-17 : Financial Accounting 1 (10)
- B6-SMM-22: Social Media Marketing (10)
- B6-EMP-22: E -Marketing Practice (10)
- B7-CRM-20: Customer Relationship Management (10)
- B6-MKT-13: Marketing Management (20)
- C6-WDD-20: Web Design & Development (10)
- C6-WDP-20: Web Design Practice Lab (10)
- B7-EBS-20: E-Business (10)
- B7- SEO-20: Search Engine Optimisation (10)
- B7-RMB-20: Research Methods in Business (10)
- B7-IEM-20: Import and Export Management (10)
- A7-INF-20 : International Finance (10)
- B7-GAA-22 : Google Analytics and Adwords (10)
- B7-IBM-22: International Brand Management (10)
- C7-MEL-22 : Media Law (10)
- B7-DGM-22: Digital Marketing Strategy (10)
- B7-RP1-20: Research Project 1: Proposal Writing (10)
- B7-DMM-22: Digital Marketing Metrics and Analysis (10)
- B7-PPB-20: Professional Practice in Business (40)
- B7-RP2- 20 : Research Project 2: Dissertation (20)

### Elective Modules:

- D5-FRL-21: French (20)
- B5-MA1-22: Mandarin (20)

# FACULTY OF BUSINESS & ACCOUNTING

(CONTINUED)

- 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)
- B8-ENI-20 : Entrepreneurship and Innovation (20)
- B8-SOE-20 : Social Entrepreneurship ( 20)
- E8-ISD-18 : Innovation for Sustainable Development (20)

## 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-EBS-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

### Semester 8

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

- 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.



## Admissions Criteria

\*The programmes offered in this document are accredited by BQA and offered at Botho University at the time of print. Please refer to your offer letter from the admissions department for any changes in programme name or duration that may occur due to regulatory requirements.



## Program Version Course List

<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>
<b>BDM-8BO-22</b> Bachelor of Commerce in Digital Marketing				<b>Weeks :208.00</b>			
				<b>Credits :480.00</b>			
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					
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					
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 1 A5-FMT-15 - Financial Markets			
B6-MKT-13	Marketing Management	20.00		B5-BM1-13 - Business Management 1 B5-PMK-20 - Principles of Marketing			
B6-BM2-20	Business Management 2	10.00		B5-BM1-20 - Business Management 1			

<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>
B6-MAE-17	Macro Economics	10.00		B5-MIE-17 - Micro Economics B6-MIE-17 - Micro Economics B5-MIE-21 - Microeconomics B6-MIE-21 - Microeconomics			
B7-PPB-20	Professional Practice in Business	40.00		B6-SCR-21 - Supply Chain Relationship and Enterprise Planning B6-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			
B7-RP2-20	Research Project 2: Dissertation	20.00		B7-RP1-20 - Research Project 1: Proposal Writing B7-BRM-22 - Business Research Methods			
C6-WDP-20	Web Design Practice Lab	10.00		C6-PUC-20 - Programming using C++ C5-PLD-20 - Programming Logic and Design	C6-WDD-20 - Web Design and Development		
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		
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				
*ELEC*	Semester 8 Electives	20.00	E8-ISD-18 - Innovation for Sustainable Development, B8-ENI-20 - Entrepreneurship and Innovation, B8-SOE-21 - Social Entrepreneurship				
		<hr/>					
		39					
		<hr/>					
		39					
		<hr/>					
		480.00					
		<hr/>					
		480.00					
		<hr/>					