

# Specialisation in Digital Marketing & Social Media

## Curriculum

The Course will be delivered over a period of 1 year. The academic year is divided into 2 Semesters. The final semester will include an Internship with industry. Thus, by the time students pass out, apart from a sound theoretical and practical base, the students would have already acquired an industry experience.

This Course will also prepare students for Certification Examinations for Google Adwords and Google Analytics. Interested students can appear for the above Certification Examinations separately.

## Subjects Covered

### Semester 1

- Business Economics & Basic Accounting for Managers
- Business Organisation & Management
- Marketing Management
- Brand Management
- Media & Communication Research Methodologies
- Culture & Communication
- Fundamentals of Digital Marketing & Website Design
- Search Marketing
- Advertising & Creative Development

### Semester 2

- Event Management
- Internship & Project writing
- Online PR & Reputation Management
- Digital Media Analytics
- Brand / Account Planning for Digital Marketing
- Integrated Media Planning & Buying
- Online Display & Video Marketing
- Social Media Marketing
- Mobile App & Media Marketing

## Faculty

The faculty comprises eminent academicians and leading industry professionals, who have also consulted with major companies like ABP Group, Asian Paints, ITC, CESC, National Insurance, Emami Group and various Government bodies.

### Core Faculty

Sandip Chaudhuri.

Atanu Ghosh.

Samrat Mukherjee.

## Future

Staffing Industry Analyst Report predicts a requirement of over 1, 60, 000 Digital Marketing Professionals in India.

The career opportunities of a Digital Marketing Professional are in

- Advertising and Media Agencies - Most large and reputed agencies today have a significant digital division
- Digital Media Agencies – They are Agencies specializing in Digital Media. At present there are more than 250 Digital Agencies in India alone. They account for more than Rs. 2,000 crore in revenue
- Analytics Companies – Analytics companies require Digital Marketing professionals for analyzing digital campaigns for their clients as well as for analytics on their websites
- Marketing Department of Companies – Marketing departments of almost all companies across all verticals are now having Digital Marketing Professionals in their teams either to do digital marketing internally or to manage the digital agencies
- Software Companies – Software companies engaged in development of web portals, e-commerce portals, mobile apps, etc. for their clients, require Digital Marketing Professionals to make their software aligned to the requirements of the digital agencies.
- Freelance – Digital Marketing provides almost infinite scope of freelancing working from home, serving clients globally and getting remunerated in international currencies.