

Curriculum Contents

Semester 1

Modules	Credits	
	Theory	Practical
Introduction to Information Technology	3	1
Algorithm and Programming	2	1
Relational Database Design	2	0
Implementing Database Design on MS SQL Server	3	1
Tools and Technique for Analyzing Data	3	1
Operating System	2	0
Total Credits	15	4

Semester 2

Modules	Credits	
	Theory	Practical
Marketing Concept (Traditional Marketing and Digital Marketing)	3	1
Fundamentals of Customer	3	0
Marketing Psyschology	3	0
Law and Cyber Ethics	3	0
Marketing Analytics	3	0
Social Media Management	3	1
Digital Marketing Project 1	3	1
Total Credits	21	3

Semester 3

Modules	Credits	
	Theory	Practical
Fundamental of Advertising	3	0
Video and Photography Advertising	3	1
Design for Digital Creative	3	1
E-Commerce	3	1
Customer Relationship Management	3	0
Digital Marketing Project 2	3	1
Total Credits	18	4

Semester 4

Modules	Credits	
	Theory	Practical
Internship	0	12
Total Credits	0	12