



BRAINWARE UNIVERSITY
DEPARTMENT OF MANAGEMENT
Programme Structure: Bachelor of Business Administration in Digital Marketing, 2021
(As Per UGC CBCS Template)

SEMESTER – I

Course Code	Course Name	Course Type	L - T - P	Credits	Total Marks
HU101	English Communication	AECC-1	3-0-0	3	100
HU191	English Communication Lab		0-0-2	1	100
BBADMC101	Fundamentals of Management & Organizational Behaviour	CC-1	5-1-0	6	100
BBADMC102	Statistics for Business Decisions	CC-2	5-1-0	6	100
GE**	Generic Elective – I(Any one from the list of Generic Elective /Interdisciplinary Courses)	GE-1	4-0-0/5-0-0	4/5	200/100
GE**	Generic Elective – I-(Practical/Tutorial)		0-0-4/0-1-0	2/1	
	Total			22	600/500

SEMESTER – II

Course Code	Course Name	Course Type	L - T - P	Credits	Total Marks
ENV201	Environmental Studies	AECC-2	3-1-0	4	100
BBADMC201	Introduction to Marketing Management	CC-3	5-1-0	6	100
BBADMC202	Digital Media Laws	CC-4	5-1-0	6	100
GE**	Generic Elective-2 (Any one from the List of Generic Elective / Interdisciplinary Courses from other Subjects)	GE-2	4-0-0/5-0-0	4/5	200/100
GE**	Generic Elective -2 (Practical/Tutorial)		0-0-4/0-1-0	2/1	
	Total			22	500/400



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SEMESTER – III

Course Code	Course Name	Course Type	L - T - P	Credits	Total Marks
BBADMC301	Web Design & Development	CC-5	5-1-0	6	100
BBADMC302	Consumer Behavior in Digital Era	CC-6	5-1-0	6	100
BBADMC303	Advertising and Brand Management in Digital Era	CC-7	5-1-0	6	100
BBADMS301	Digital Entrepreneurship	SEC-1	2-0-0	2	100
GE**	Generic Elective-3 (Any one from the List of Generic Elective / Interdisciplinary Courses from other Subjects)	GE-3	4-0-0/5-0-0	4/5	200/100
GE**	Generic Elective -3 (Practical/Tutorial)		0-0-4/0-1-0	2/1	
	Total			26	600/500

SEMESTER – IV

Course Code	Course Name	Course Type	L - T - P	Credits	Total Marks
BBADMC401	Digital Ad words and PPC Advertising	CC-8	5-1-0	6	100
BBADMC402	Sales & Marketing in Digital Era	CC-9	5-1-0	6	100
BBADMC403	Market Research	CC-10	5-1-0	6	100
BBADMS401	Web Analytics and Webmaster Tools	SEC-2	3-1-0	4	100
GE**	Generic Elective-4 (Any one from the List of Generic Elective / Interdisciplinary Courses from other Subjects)	GE-4	4-0-0/5-0-0	4/5	200/100
GE**	Generic Elective -4 (Practical/Tutorial)		0-0-4/0-1-0	2/1	
	Total			28	600/500



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SEMESTER – V

Course Code	Course Name	Course Type	L - T - P	Credits	Total Marks
BBADMC501	Content Marketing	CC-11	5-1-0	6	100
BBADMC502	Affiliate Marketing	CC-12	5-1-0	6	100
BBADMD501	Search Engine Optimization - I	DSE-1	3-1-0	4	100
BBADMD502	Social Media Marketing - I	DSE-2	3-1-0	4	100
BBADMC581	Summer Training (2 months)		0-0-8	4	100
	Total			24	500

SEMESTER – VI

Course Code	Course Name	Course Type	L - T - P	Credits	Total Marks
BBADMC601	Mobile & e-mail marketing	CC-13	5-1-0	6	100
BBADMC602	Lead Generation & E-Marketing	CC-14	5-1-0	6	100
BBADMD601	Search Engine Optimization - II	DSE-3	3-1-0	4	100
BBADMD602	Social Media Marketing - II	DSE-4	3-1-0	4	100
BBADMC681	Major Project on Specialized area (with 3 months internship)		0-0-12	6	100
	Total			26	500

Total Credit: 148; Total Marks: 2900-3300