

# MBA IN DIGITAL MARKETING

Get a comprehensive perspective of the digital marketing ecosystem along with an MBA degree



24 months

Global  
Accreditation

Global Faculty

Certification from



ONLINE

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# ABOUT AMITY UNIVERSITY ONLINE

Amity University Online is a value-based institution with an innovative bent towards education that impacts lives across boundaries. Through immersive technology, ground-breaking methodology and a worldwide community, we constantly endeavour to expand the horizons of minds in a virtual space around the globe. We are also home to a range of University Grants Commission (UGC) recognized programmes at Masters, Bachelors, Post Graduate Diploma level for nurturing young professionals. With 225000 students spread across countries with diverse backgrounds and a strong force of highly accomplished faculty, we create an ecosystem buzzing with new ideas and innovations.

With our eyes on the future, we keep on pushing the limits, breaking barriers, overcoming obstacles, and forging new connections. Our vision fuels our success and our consistent progress in global rankings assures us that more is yet to come.

## PRESTIGIOUS RANKING AND ACCREDITATIONS



Amity's Online MBA  
has been ranked  
#37 worldwide in  
2021 ranking by QS



US



UK



CANADA



INDIA





# MBA IN DIGITAL MARKETING

Master foundations of digital marketing, SEM, SEO, SMM, marketing analytics with a specialized MBA degree.

Become a modern professional who understands the need to stay updated with the latest skills and is on the lookout for high-quality learning with a flexible and convenient schedule.

**DIGITAL MARKETING**

2/3<sup>rd</sup>

Nearly two-thirds of companies plan to add people in digital marketing roles in the coming year

20L

Estimated 20 lakh jobs in digital marketing in India alone

## INDUSTRY INSIGHTS

THE DEMAND FOR DIGITAL MARKETING PROFESSIONALS HAS INCREASED BY 48% IN LAST ONE YEAR.

30,000 + jobs available currently in the industry and it is expected to grow at 25% Y-O-Y

A holistic digital marketer should have a panoramic view of various digital marketing mediums that business can use for escalating growth

### WHY PURSUE AN MBA IN DIGITAL MARKETING FROM **AMITY UNIVERSITY ONLINE**?

Amity University Online India's leading professional learning and higher education platform. When you choose this program, you also get access to our extensive pool of industry experts and dedicated career assistance.

- Become a globe-trotting professional in a Digital Marketing
- Gain the recognition of an MBA in Digital Marketing from a reputed institute
- Daily live classes by global faculty
- Gain practical skills through case study-based learning
- Become industry-ready with mentorship from experts
- Get dedicated career support from mentors
- Build your skills with a curriculum designed by leading academicians & industry experts
- Learn alongside a diverse batch of pees from 80+ countries

# PROGRAM HIGHLIGHTS

This is a super specialised program for ambitious professionals looking forward to make a career in Digital Marketing. Business growth is determined by the proliferation of digital technologies and thus the requirements and expectations from the traditional management degree have now changed.

## Pedagogy for Course Delivery

The class will be taught using recorded video lecture, live online sessions, and case-based methods. In addition to assigning the case studies, the course instructor will spend considerable time in Understanding the concept of innovation through the eyes of the student. The instructor will cover the ways think innovatively liberally using thinking techniques.



“ You will build intellectual muscle by engaging with some of Wharton’s most highly trained and experienced faculty whose research and teaching prowess will capture your imagination, and cause you to think about your career and organization in new ways. ”

-DEAN ERIKA JAMES,  
PHD at The Wharton School

## MBA in Digital Marketing Management will help you to



On-the-go-learning's and 24/7 access to study material & video lectures



Deep Dive into concepts, tools and strategies for digital channels trending in the industry



Stay on track and get the most out of the program through dedicated student mentors



100% Career support

## Unique Program Features



Renowned faculties from industry bring in real-world expertise



Live doubt-solving sessions with industry experts and mentors



Learn how to use new media to spread your message and grow your business.



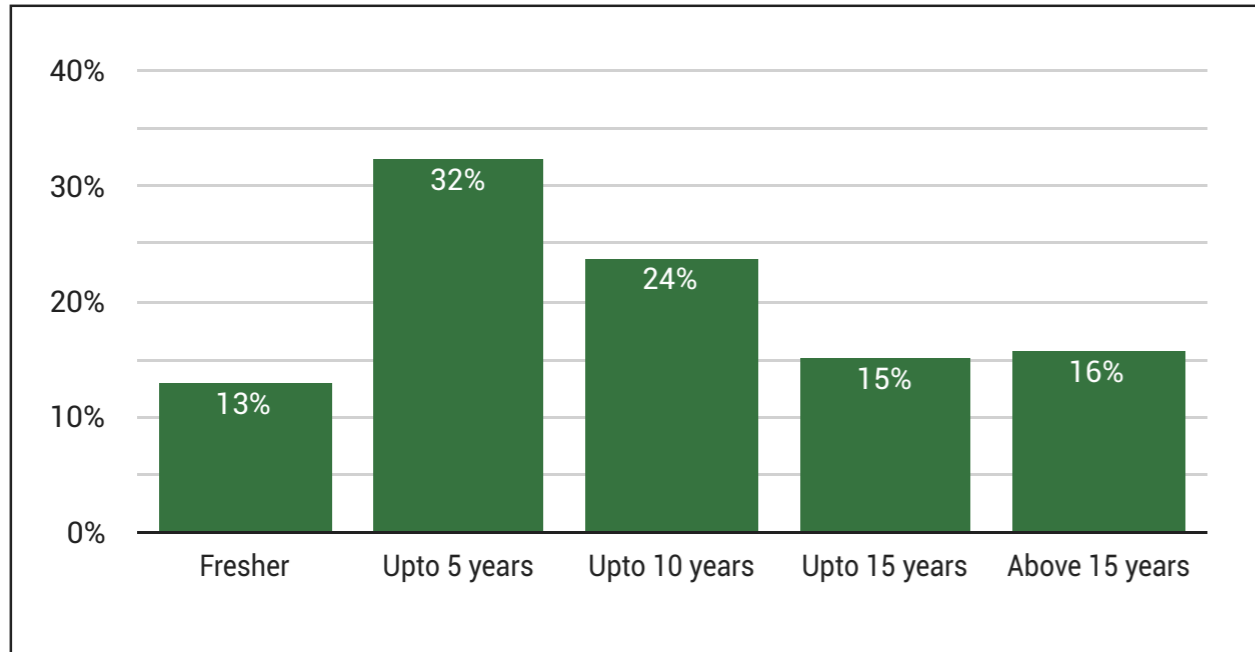
Comprehensive study material for reference Online coursework with quizzes, case studies, assignments and projects



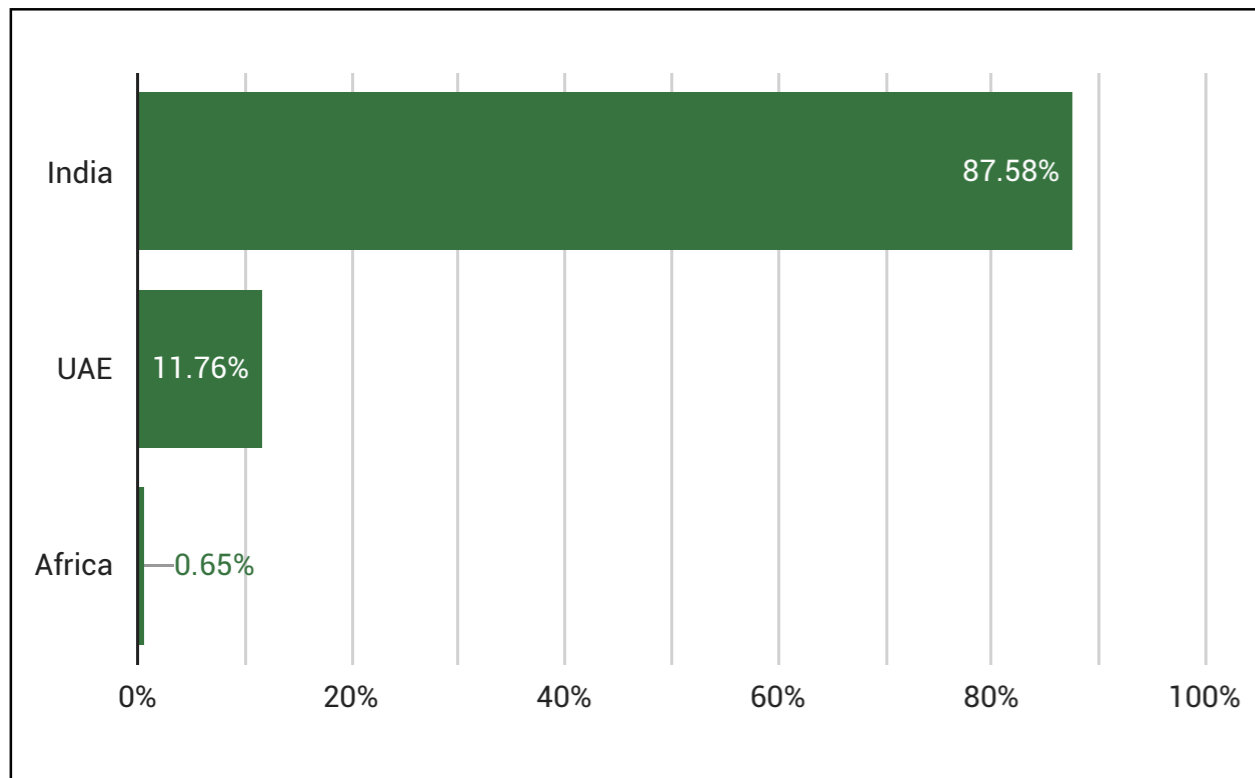
Hand-on experience in Digital Marketing Tools & Platforms

# BATCH PROFILE

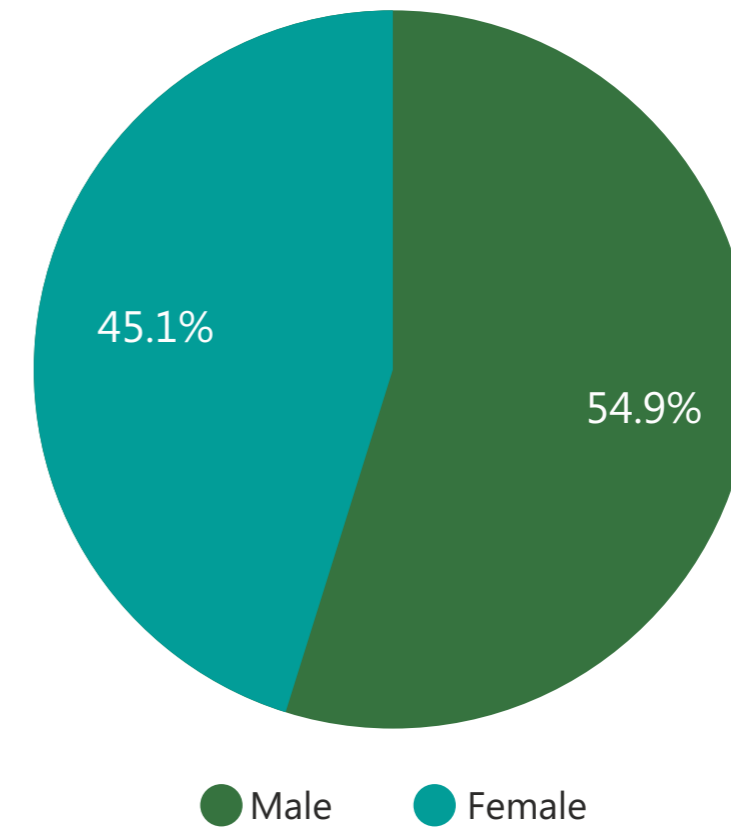
Experience wise batch profile



Country wise profile



Gender wise profile



Industry wise profile

Sector	%
1. Marketing & Advertising	20%
2. Manufacturing & Service	13%
3. Healthcare & Consulting	12%
4. Banking & Finance	12%
5. Information Technology	11%
6. Fashion	6%
7. Ecommerce	4%
8. Real Estate	4%
9. Education	4%
10. Automobile	4%
11. Tourism	4%
12. Food and Beverages	3%
13. Others	2%
14. Analytics	1%
15. Govt & public sector	1%
16. Agriculture	1%



# COURSE CURRICULUM

	Subject	Credits
<b>Semester 1</b>		
Course I	Accounting for Managers	5
Course II	Marketing Management	4
Course III	Managerial Economics	4
Course IV	Statistics for Management	5
Course V	Professional Communication	4
<b>Semester 2</b>		
Course I	Accounting for Managers	5
Course II	Marketing Management	5
Course III	Managerial Economics	5
Course IV	Statistics for Management	4
Course V	Professional Communication	4
<b>Semester 3</b>		
Course I	Strategic Management	4
Course II	Minor Project	3
Course III	Professional Ethics	2
Course IV	Specialization I *	5
Course V	Specialization II *	5
Course VI	Specialization III *	5
Course VII	Specialization IV *	5
<b>Semester 4</b>		
Course I	Strategic Management	4
Course II	Minor Project	3
Course III	Professional Ethics	2
Course IV	Specialization V *	6
Course V	Specialization VI *	6

**Duration: 2 Years • Semesters: 4 • Credits: 99**

# CORE SPECIALIZATIONS



## Specialization I

Digital journey with Brand Management  
Credits: 5



## Specialization II

Social Media Optimization  
Credits: 5



## Specialization III

Performance Marketing  
Credits: 5



## Specialization IV

Managing The Value of Customer Relationship  
Credits: 5



## Specialization V

Marketing Analytics - Data Tools and Techniques  
Credits: 6



## Specialization VI

Selling Ideas-How to Influence Others  
Credits: 6





# SPECIALISATIONS

SUBJECTS		WEIGHTAGE
<b>SPECIALISATION 1: Digital Journey With Brand Management</b>		
Module 1	Marketing & Marketing Management	10
Module 2	How is Digital Marketing different from Marketing?	20
Module 3	Digital Marketing Channels	20
Module 4	Websites and Apps	25
Module 5	What is an Online Product?	25
<b>SPECIALISATION 2: Social Media Optimization</b>		
Module 1	Social Media Introduction	15
Module 2	Key components of E-mail marketing	20
Module 3	AdTech & MarTech	25
Module 4	Platforms & Data Ecosystems	25
Module 5	Mobile App Marketing	15
<b>SPECIALISATION 3: Performance Marketing</b>		
Module 1	SEO	10
Module 2	SEM	20
Module 3	GDN	20
Module 4	Display Advertising	25
Module 5	Content Marketing	25

SUBJECTS		WEIGHTAGE
<b>SPECIALISATION 4: Managing the Value of Customer Relationship (Wharton)</b>		
Module 1	Customer Centricity	15
Module 2	Managing Customers According to Lifetime Value in Contractual and Non-Contractual Setting	15
Module 3	Donor Behaviour	20
Module 4	Acquiring Customers and Creating and Measuring their Value	25
Module 5	Retention, Attrition and Development	25
<b>SPECIALISATION 5: Marketing Analytics- Data Tools and Techniques (Wharton)</b>		
Module 1	Introduction to data collection, market research and analysis	15
Module 2	Regression analysis: modelling cause and effect	20
Module 3	Conjoint analysis: valuing attributes and measuring preference	25
Module 4	Social media analytics	25
Module 5	Viral Marketing Assumptions, Viral Marketing	15
<b>SPECIALISATION 6: Selling Ideas - How to influence others (Wharton)</b>		
Module 1	Consumer Psychology: Exposure, Perception, Memory	15
Module 2	What Makes Ideas Sticky	15
Module 3	How Social Influence Shapes Behavior	20
Module 4	The Power of Word of Mouth (STEPPS)	25
Module 5	Social Networks	25



# FACULTY

FACULTY FROM



## Mr. VIVEK CHARDE

He has 11+ years of experience in Marketing, Communications and Digital Marketing.



## Mrs. SUMEDHA CHATTERJEE

She has 10+ Years of experience in handling marketing portfolio for a diverse set of online products.



## JONAH BERGER

Marketing Professor at the Wharton School at the University of Pennsylvania



## Mr. DIPTARUP CHAKRABORTI

He has 18+ years of experience in the technology industry with IT majors like IBM, Gartner, Capgemini & Mastek.



## Dr. ANJU GULLA

She has 7+ Years of experience in teaching, training and industry experience in Marketing & Digital Marketing.



## RAGHU IYENGAR

Associate Professor at The Wharton School of the University of Pennsylvania



## Mr. KARAN BHATIA

He has 13+ years of hands-on experience in Multi-channel ROI driven digital campaigns, and specializes in Content and SEO strategy and product road-map and conversion optimization.



## Mr. ANKIT GARG

He has expertise in scaling content driven consumer web products for India and Global audiences and has hands-on experience of managing web-product lifecycle.



## PETE FADER

Frances and Pei-Yuan Chia Professor of Marketing at The Wharton School and the co-founder of Zodiac (zodiacmetrics.com)



## Mr. SIDDHARTH SAXENA

He has 9+ years of experience in product development & technical management of web teams.



## Mr. SACHIN JAIN

He has 11 years of online marketing and advertising, ecommerce, social media marketing, client servicing, and account management experience of working with Google.



# CAREER PATHWAYS



- Enhance your career aspirations with assistance from our Virtual Job Fair, existing Corporate and Alumni network
- Get connected with our Career Counsellor towards the end of the program to be interview-ready as per the current industry requirements

## DIGITAL MARKETING ROLES

### Entry Level

- Content Creator
- Content Strategist
- Creative Assistant
- Social Media Coordinator
- Social Media Strategist
- SEO Specialist
- SEO Strategist
- Email Marketing Specialist
- SEM Specialist

### Mid Level

- Marketing Data Analyst
- Community Manager Content
- Marketing Manager
- Conversion Rate Optimizer
- Inbound Marketing Manager
- Analytics Manager

### Advanced Level

- Digital Brand Manager
- Creative Director
- Digital Marketing Manager
- SEO/Marketing Manager
- Social Media Marketing Expert
- Chief Marketing Officer
- AVP Marketing
- Head of Marketing

## WHAT OUR STUDENTS SAY?

“ It was really great experience. Especially the Wharton part of the course. I am glad I opted for this course to add to my learning and capabilities. ”

### Yola Singh

MBA in Digital Marketing,  
Senior Executive Marketing, Fingerprint Publishing

“ The range of course offered at Careers of Tomorrow makes it possible for working professionals like myself to gain extra skills and knowledge while working full time. ”

### Janmejai Bhargava

MBA in Digital Marketing,  
Partner, The chimney Cone Company

## APPLICATION PROCESS AND ELIGIBILITY

### READY TO ADVANCE YOUR CAREER?

APPLICATION PROCESS: Apply Now

Call: 18001023434  
to book free counselling session.

### Eligibility

- Candidates must have completed Graduation Degree
- Applicant must possess sufficient knowledge and understanding of English Language.