



**HIMT GROUP
OF INSTITUTIONS
GREATER NOIDA**

BACHELOR OF BUSINESS ADMINISTRATION **DIGITAL MARKETING**

BBA WITH DIGITAL MARKETING | DURATION - 3 YEARS

ADMISSIONS
**OPEN
2022**



Industry Powered Future Skill Degree for a
Rewarding Career in **Digital Marketing**

What is **Digital Marketing**?

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel. It is the concept that deals with unique objective of measuring a company's performance across channels. Digital marketing is at the forefront and is leading in this age of digital transformation. Digital marketing has seen an exponential growth in the last decade and promises a high-growth future in coming times.

Why should you pursue **BBA with Digital Marketing** from us?



Up To 10 Lakh
Average Annual Salary



Learn From 1250+ Corporate
Coaches



Live Project & Internship
Opportunities With 250+
Multinational Brands



3T Cohort Teaching
Model – Faculty, Mentors
& Corporate Coaches



Industry-Led Curriculum For
Enhanced Employability



Hands-On Learning



100% Placement Assistance



1000+ Companies Recruiting

BBA with **Digital Marketing** - An Overview

The Bachelor of Business Administration (BBA) in Digital Marketing is a three-year Under Graduate Degree Program. This program is designed to develop the skills required for careers in business and management. The value of the BBA is not limited strictly to the business world. A BBA graduate can also pursue a managerial career in the public sector, government, private industry, and other areas.

Through this course, students will be able to learn about various digital marketing techniques that are commonly used by multinational companies. These include social media marketing, search engine optimization, and online advertising. Industry-oriented curriculum makes the students job-ready and placement assistance ensures their employability. Students will be able to identify, research and analyze the digital marketing issues in the current business situations, bring in appropriate and well-justified solutions and generate & evaluate an effective digital marketing plan. This holistic education program is focused not only on classroom training & assignments but also on practical knowledge, industry projects, internships & industry exposure for overall student's managerial and technical development.



Learning Outcomes:

In this course students will be learning the skills to:

- ✔ Apply best practices to solve managerial issues.
- ✔ Integrate theories and practice to perform strategic analysis.
- ✔ Get prepared to demonstrate effective written forms of communication and oral business presentations.
- ✔ Analyse the confluence of marketing, operations, and human resources in real-time delivery.
- ✔ Demonstrate cognitive knowledge of the skills required in conducting online research and research on online markets, as well as in identifying, assessing, and selecting digital market opportunities.
- ✔ Explain emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks.
- ✔ Interpret the traditional marketing mix within the context of a changing and extended range of digital strategies and tactics.
- ✔ Comprehend the importance of conversion and working with digital relationship marketing
- ✔ Analyse cross-cultural and ethical issues in globalized digital markets.
- ✔ Identify and analyze ethical responsibilities of businesses.



BBA with Digital Marketing

Course Structure:

Semester 1

S. No.	Code	Topics
1.	BBA101	Fundamentals of Management
2	BBA102	Organizational Behavior
3	BBA103	Managerial Economics
4	BBA104	Accounting for Managers
5	BBA105	Business Law
6	BBA106	Business Organizational and Ethics
7	BBA107	Environmental Studies

Semester 2

S. No.	Code	Topics
1	BBA201	Quantitative Techniques for Business
2	BBA202	Business Communication
3	BBA203	Human Resource Management
4	BBA204	Marketing Management
5	BBA205	Business Environment
6	BBA206	Fundamentals of Computer
7	BBA207	Assessments on Soft Skills Based on Presentation /GD /Personality Traits

BBA with Digital Marketing

Course Structure:

Semester 3

S. No.	Code	Topics
1	BBA301	Advertising Management
2	BBA302	Team Building and Leadership
3	BBA303	Indian Economy
4	BBA304	Customer Relationship Management
5	BBA305	Management Information System
6	BBA306	Income Tax Law and Practice
7	IXPSPEC1	Introduction to Digital and Social Media Marketing
8	IXPSPEC2	Affiliate Marketing
9	IXPSPEC3	Search Engine Optimisation and Search Engine Marketing

Semester 4

S. No.	Code	Topics
1	BBA401	Consumer Behaviour
2	BBA402	Financial Management
3	BBA403	Production and Operation Management
4	BBA404	Sales and Distribution Management
5	BBA405	Research Methodology
6	BBA406	Entrepreneurship and Small Business Management
7	BBA407	Computer Oriented Practical and Viva - Voce
8	IXPSPEC4	Web Design and Lead Generation
9	IXPSPEC5	Web and Data Analytics
10	IXPSPEC6	Specialisation Project

BBA with Digital Marketing

Course Structure:

Semester 5

S. No.	Code	Topics
1	BBA501	Arithmetic Aptitude
2	BBA502	Aptitude Reasoning
3	BBA503	General Business Awareness
4	BBA504	General English
5	BBA505	Elective Paper M-1/F-1
6	BBA506	Elective Paper M-2/F-2
7	BBA507	Summer Training Project Report Based Viva-Voce

Semester 6

S. No.	Code	Topics
1	BBA601	Strategic Management and Business Policy
2	BBA602	Operations Research
3	BBA603	Fundamentals of E-Commerce
4	BBA604	Economics and Industrial Law
5	BBA605	Elective Paper M-3/F-3
6	BBA606	Elective Paper M-4/F-4
7	BBA607	Comprehensive Viva-Voce

BBA with Digital Marketing

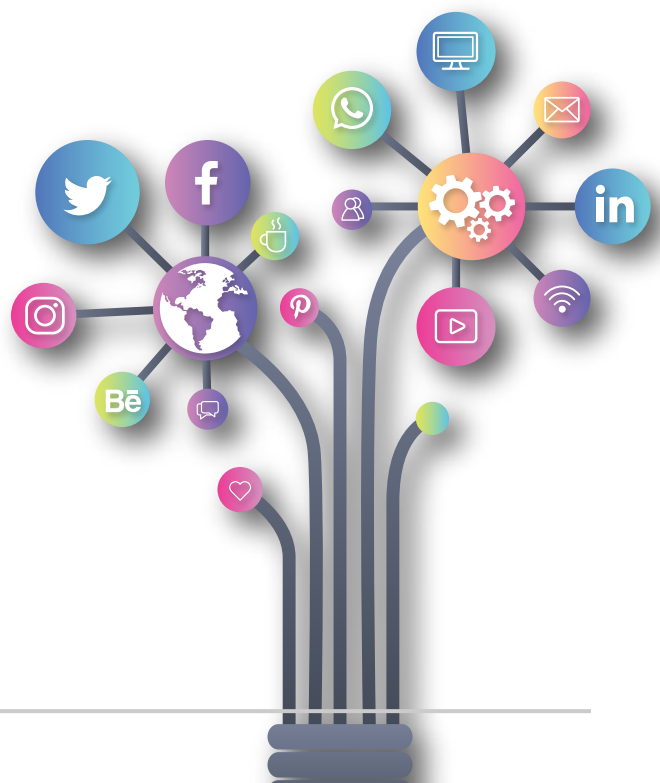
Course Structure:

Elective Papers: Marketing

S. No.	Code	Topics
1	M-1	Rural Marketing
2	M-2	Service Marketing
3	M-3	Retail Marketing
4	M-4	Digital marketing

Elective Papers: Finance

S. No.	Code	Topics
1	F-1	Corporate Direct Tax and Indirect Tax
2	F-2	Financial Institutions and Investment Management
3	F-3	Accounting for Managerial Decision and Analysis
4	F-4	Goods and Service Tax



Job Opportunities

After completing BBA with Digital Marketing, you can start your future oriented career in any of the fastest growing industries. Once you complete the course, you can explore various job opportunities such as:



CONTENT MANAGER



SOCIAL MEDIA MANAGER



SEM MANAGER



SEO SPECIALIST



DIGITAL BRAND MANAGER



CONTENT MARKETEEER

Companies Hiring At ImaginXP

 Microsoft		 Adobe		
 Building a better working world				
 Applying Thought				
				

About HIMT Group of Institutions

Established in 1998, HIMT Group of Institutions is one of the oldest and best management institutes in the region. The Institute is approved by the All India Council for Technical Education (AICTE), Ministry of HRD (MHRD), Government of India, Bar Council of India (BCI), NCTE, SCERT and Pharmacy Council of India and Affiliated to Dr. A.P.J. Abdul Kalam Technical University (AKTU), Lucknow, Chaudhary Charan Singh University, Meerut & Board of Technical Education, Lucknow. The ISO 9001:2008 Certification obtained by the Institute speaks loudly about the quality standards maintained by the Institute.

HIMT Group of Institutions is offering 10+ University affiliated programme under different Institutions. HIMT started on humble grounds, recognizing the importance and requirement of a rapidly changing domestic and global environment to create a niche in the education sector by imparting technical and professional education through state-of-the-art technology and teaching methodology. The basic philosophy of HIMT is based on the fabric of Eastern thinking and Western concepts. To achieve this goal, the group has targeted the imparting of a global perspective to the young students.



About ImaginXP



ImaginXP is India's leading Higher EdTech Organization in Future-Skills, offering Degrees & For-Credit Certification Programs for university aspirants, & Standalone Certification Programs for working professionals, both in Online & Offline mode. It has tie ups with 30+ universities across India, with more universities adding to the Ecosystem.

Headquartered in Pune - since its establishment in 2011, ImaginXP is seamlessly paving its path towards its mission of making India Future-Ready. Today with two more Offices in Jaipur & Gurgaon, ImaginXP is at the forefront of upskilling learning courses across all future-skill categories such as:

Design (UX, UI,
Communication design,
Industrial design)

Technology (Fintech,
Blockchain, Cybersecurity,
AI/ML, Data Science, RPA)

Business (Disruptive
Entrepreneurship, Management,
Finance, Digital Journalism,
Digital Banking, Fintech, Digital
Marketing, Health Management)

ImaginXP offers Degrees, Online Work-Integrated Degrees, and Subjects to universities under its brand name - DegreeKaro, which is embedded in the B2B model. Hence, successfully creating a bridge between Universities and Corporates.

As well as, ImaginXP's has its own Ed-Learning app - MY COACH, having over 1250+ Experienced & Skilled Coaches to provide Mentorship, & Over 75K registered user to date.

USPs OF IMAGINXP:

30+

Tie Ups with Renowned
Universities & institutions

50+

Corporate Partnerships

80+

Full-Time Faculty

150+

Design Workshops

80000+

Community Members

1250+

Corporate Coaches

2000+

Full-time Students

15000+

Strong Network of Alumni

1000+

Hours of Video Content