ACHARYA INSTITUTE OF GRADUATE STUDIES

ACHARYA

Affiliated to BCU

NAAC A+ ACCREDITED

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Acharya Institute of Graduate Studies (AIGS), established in 2005, is one of Bengaluru's leading graduate colleges, committed to delivering industry-aligned undergraduate and postgraduate education. With innovative programs across sciences, technology, commerce, management, design, and languages, AIGS focuses on practical learning, career readiness, and holistic student development.



- Learn from experienced faculty with strong academic and industry exposure.
- Gain practical advantage through certifications such as AWS, ACCA, and other skill-based programs.
- Access global exposure through international immersion and collaborative learning opportunities.
- Benefit from personalized mentorship and a digitally rich library ecosystem.
- Achieve strong career outcomes with 550+ recruiters visiting annually for placements.

B.B.A
DIGITAL MARKETING

Powered by Microsoft

About

The BBA Digital Marketing undergraduate program is designed to impart knowledge and skills essential for effective product and service marketing using digital technology and media. This comprehensive program trains students in various facets including SEO (Search Engine Optimization), SEM (Search Engine Marketing), Display Advertisement, Content Marketing, Data Analysis, E-commerce, Social Media Marketing, Email Marketing, and more. Additionally, the program awards a Microsoft certification in Digital Marketing on Cloud, enhancing students' proficiency in this dynamic field. This partnership with Microsoft also provides internships and job placement aid, facilitating students in acquiring work experience and transitioning seamlessly into the workforce post-training.

- **Comprehensive digital marketing curriculum** covering SEO, SEM, social media marketing, content marketing, email marketing, e-commerce and data analytics.
- **Microsoft Digital Marketing on Cloud certification,** building specialised skills with industry recognition.
- **Learning guided by Microsoft trainers and industry practitioners** with real-world insights and professional exposure.
- **20+ industry projects and case studies** integrated into the programme to strengthen practical experience.
- **Soft skills training and professional networking opportunities** to enhance communication and workplace readiness.

Career Scope

- **Digital marketing roles** such as **Digital Marketing Strategist, Digital Marketing Analyst, and Digital Marketing Specialist** across sectors.
- **SEO & social media careers** including **SEO Executive/Expert** and **Social Media Specialist** with brand and audience engagement focus.
- **Marketing & business development pathways** in online advertising, content strategy, campaign management and analytics with digital agencies, startups and corporate marketing teams.

Eligibility

10+2 in any stream

Duration

3 years

COURSE CONTENT

Semester 1

- Financial Accounting
- Principles of Management
- Corporate Administration
- Production and Operation Management
- Indian Constitution and Human rights
- Industrial Visit
- Introduction To Materials Management
- Production Planning System
- Master Scheduling
- Introduction to Marketing & Digital Marketing
- Strategies & Core Concepts of marketing,7 C
- Branding
- Concepts & Strategies of Product & Service Marketing
- Product Pricing
- Fundamentals of Digital Marketing & Digital Markets
- Content Marketing (Blogging/Vlogging/Podcast)
- Email Marketing
- Digital & social media Marketing
- Google Adword & AdSense
- Ethical & Social Responsibilities in Digital Marketing
- Cyber Law
- Review & Test

Semester 2

- Corporate Accounting
- Quantitative Analysis
- Organisational Behaviour
- Marketing Management
- Environmental Science
- Community Services
- Material Requirements
- Planning
- Capacity Management
- Production Activity Control
- Introduction to strategies of Digital Marketing
- Content Marketing (Blogging/Vlogging/Podcast)
- Email Marketing
- Digital & social media Marketing
- Event Marketing
- Search Engine Optimization tools and techniques
- SEM Affiliate Marketing
- Google Adword & Adsense
- YouTube Advertising & Conversions
- Basket Analysis & Predictive Analysis
- SEM Affiliate Marketing
- Review and Test



Semester 3

- Corporate Communication Skills 1
- Cost Accounting
- Human Resources Management
- Business Data Analysis
- Corporate Financial Management
- Personality Development
- Case Study
- Purchasing
- Forecasting And Demand Management
- Inventory Fundamentals
- Introduction to Dynamics 365 Marketing
- Configure Dynamics 365 Marketing
- Financial Market and Services
- Configure Marketing Settings
- Domain authentication, Email Best Practices & GDPR
- Manage Assets & Content Settings
- Manage Customers, Accounts & Lead
- Manage Marketing Forms & Marketing Pages
- Create & Manage Segments
- Create & Manage Subscriptions
- Review & Test

Semester 4

- Corporate Communication Skills 2
- Business Research Methods
- Business Law & Operation
- Entrepreneurship Development
- Management Accounting
- Customer Relationship Management
- Order Quantities
- Science and Society
- Business Plan for Start ups
- Independent Demand Ordering Systems
- Physical Inventory and Warehouse Management
- Creating Marketing Emails
- Create Customer Journey
- Introduction to Event Marketing in D365 Marketing App
- Create Onsite & Webinar Event
- Promote & Manage Events
- Advanced Event Management Features
- Review and Test

Semester 5

- Income Tax 1
- Business Regulation
- Indirect Taxes
- Information Technology for Business 1
- Advance Corporate Financial Management
- Security Analysis and Portfolio Management
- Industrial Relation and Employee Legislation
- Compensation and Performance Management
- Culture Diversity and Society
- Consumer Behavior
- Integrated Marketing Communication
- Business Analytics
- Marketing Analytics
- Employability Skills Training
- Introduction to Quality
- Introduction to Process
- Introduction to Real time Marketing in D365 Marketing
- Application
- Create Event Triggers in Realtime Marketing
- Manage Website Visits, redirect URLS & Social Postings
- Importance of Customer Survey in Digital Marketing
- Create & send Surveys with Dynamics 365 Customer Voice
- Evaluate Marketing Initiatives with Analytics
- Review Marketing Calendar



Semester 6

- Income Tax 2
- Strategic Management
- International Business
- Information Technology for Business 2
- Risk Management and Derivates
- International Finance
- Digital Marketing
- Supply Chain and Logistics Management
- Organizational Development and Change Management
- Creativity and Innovation
- International Hrm
- Financial Analytics
- Hr. Analytics
- Placement Training
- Total Quality Management
- Lean Production

ENRICHMENT PROGRAM CONTENT

- **1st Sem** : Introduction to Marketing & its concepts
- **2nd Sem** : Core Concepts of Digital Marketing
- **3rd Sem** : MB220 Microsoft Dynamics Marketing Part-1
- **4th Sem** : MB220 Microsoft Dynamics Marketing Part-2
- **5th Sem** : MB220 Microsoft Dynamics Marketing Part-3
- **6th Sem** : Projects / Presentations / Case Studies

FEE STRUCTURE

Refer offer letter for the actuals.

Inclusions : Tuition Fee, University Registration, Eligibility Fee, Miscellaneous Fee, Laboratory Fee, Library Fee and Sports Fee.

Exclusions : Uniform & Stationery.
Examination fee as prescribed by the University / Board.

Students are offered complimentary Tab, Cocube (one time), Domain Skills, OBT, Softskills, Global Immersion Program, Toast master & Linkedin Learning Licence.



Acharya Legacy

Founded in 1990, Acharya aims to revolutionize education. With over 12,000 students and 100+ academic programs annually, it stands among the global education elite. Located in India's technical hub, Bangalore, Acharya prioritizes innovation and knowledge. The institution fosters experiential and collaborative learning, shaping well-rounded individuals, evident in its diverse student population from 75+ countries.

11 Institutions

15 Research Centers

100+ Programmes

75+ Nationalities

12000+ Students

1000+ Eminent Faculty

120 Acres State-of-the-Art Campus



B Premnath Reddy
Founder Chairman
Acharya Group

Acharya Offerings - click on each to know more... »

Academic Studio



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Center of Excellence



Clubs



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Laboratories



Research



Sports



Hostels



Habba



PROGRAMS OFFERED

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Acharya Dr. S. Radhakrishnan Road,
Acharya P.O, Soladevanahalli,
Bangalore-560107,
Karnataka, India

www.acharya.ac.in

Domestic Admissions

admissions@acharya.ac.in

+91 74066 44449

+91 97317 97677

International Admissions

international@acharya.ac.in

+91 97317 79233