



FOUNDATION For Your Future



Master of Business Administration (MBA)

with an Elective in
Digital Marketing and E-commerce



2 Years | UGC Entitled Online Degree Program

Live Sessions

Self Learning Material

Discussion Forums

Online Exams



About the Elective

The digital advertising market spend is estimated to be more than Rs.12,000 Crore and is the backbone of all 21st-century companies. In this era, companies value managers who are equipped with both a holistic understanding of business and a comprehensive understanding of how digital tools and platforms can be harnessed for business success. Nearly two-thirds of companies plan to add people in digital marketing roles in the coming year, and there are an estimated 20 Lakh jobs in Digital Marketing in India alone.

This elective will position you to make the most of this opportunity. The elective first build your foundations with a comprehensive general management curriculum and adds a deep dive into the world of digital marketing and how it can be leveraged effectively to drive maximum business value.

Elective Highlights

- + Master all the important digital marketing tools and platforms such as Google and Facebook Ads, WordPress, HubSpot, MailChimp, etc.
- + Earn the top digital marketing certifications – such as those from Google and Facebook – as part of the program
- + Get a shareable e-portfolio with all the projects you have completed to showcase your expertise
- + Learn to crack the case and behavioral interviews
- + Learn the “Tricks of the Trade” through a series of sessions delivered by practicing digital marketers who tell you how things are done on the job
- + A plethora of timely, up-to-date career-specific content including industry reports, interview guides, resume guides, practice questions and masterclasses

Eligibility

Pass in an Undergraduate (Bachelor) Program of a minimum duration of three (3) years in any stream from a UGC recognized University, with a minimum aggregate of 50% or an equivalent letter/numerical grade. A relaxation of 5% shall be given to SC/ST candidates.

Candidates who are in the final semester of the Bachelor Program are also eligible to apply.

Duration

2 Years (4 Semesters)

Fee Structure

Tuition Fee						One Time University Registration Fee		Annual Examination Fee	
Domestic			International			Domestic	International	Domestic	International
Semester	Yearly	Total	Semester	Yearly	Total				
₹ 50,000	₹ 1,00,000	₹ 2,00,000	\$1,050	\$2,100	\$4,200	₹ 2,500	\$150	₹ 3,000	\$50

Admission Process

- + Visit our website <https://onlinejain.com>
- + Enquire now
- + Talk to our counsellors for more details
- + Apply for the right program
- + Provisional confirmation of admission
- + Document verification
- + Pay tuition/program fee
- + Confirmation of admission
- + Lms activation & issue of digital identity card
- + Start your pre-semester program
- + Commencement of live online sessions

Syllabus

Semester 1	Semester 2	Semester 3	Semester 4
Principles of Economics & Markets	Entrepreneurship	Business Environment & Strategy	Web & Social Media Analytics
Managerial Effectiveness & Ethics	Marketing Management & Research	Operations Management	Digital Product Management
Accounting & Finance	Digital Marketing and E-Commerce Fundamentals	Growth Marketing	Marketing Analytics
Organizational Behaviour and Human Resources Management	Inbound Marketing: Content and Search Marketing	Outbound Marketing: Digital Ads and Social Media Marketing	Integrated Marketing Strategy
Quantitative Techniques & Analytics	Services Marketing and CRM	Brand Management for E-Commerce	Cross-Functional Elective - Analytical Problem Solving for Business
		Open Elective Course	Master Thesis / Project *

How #ItAllAddsUp to a successful career!



UGC Entitled Online Degree Programs



Collaborations with Global Professional Bodies



A Wide Range of Cross-functional
and Open Elective Courses



Learning Hours and Credits at Par
with On-Campus Programs



Global Faculties



Learn Anytime, Anywhere and on Any Device



Diversity - Learners from 43 + Countries



Innovative Learning Methodology



Access to 20,000 + LinkedIn Learning Courses



Additional Live Sessions Imparting
25 Key Skills for Success



Personalized Support Through Dedicated
Program Managers



High Quality Global Standard Education
with Flexible Fee Payments



Career Advancement Services



2000+ Global Hiring Corporates



 www.onlinejain.com

