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BBA DIGITAL MARKETING (honors)

BBA Digital Marketing (Honors) is a specialized undergraduate degree program that focuses on the field of digital marketing. This program combines the core business knowledge of a Bachelor of Business Administration (BBA) degree with a strong emphasis on digital marketing strategies, techniques, and tools.

The specific subjects or courses included in a BBA Digital Marketing program can vary depending on the university or institution offering the degree. However, here are some common subjects you may find in a BBA Digital Marketing curriculum:

1. **Principles of Marketing:** An introduction to marketing concepts, theories, and strategies, including an overview of traditional and digital marketing principles.
2. **Digital Marketing Fundamentals:** An exploration of the core concepts and techniques of digital marketing, including digital advertising, search engine optimization (SEO), content marketing, social media marketing, email marketing, and analytics.
3. **Consumer Behavior:** A study of consumer psychology, motivations, and decision-making processes to understand how consumers interact with digital marketing campaigns and make purchasing decisions.
4. **Brand Management:** A focus on building and managing brands in the digital era, including brand positioning, brand identity, brand equity, and brand communication strategies.
5. **Social Media Marketing:** An in-depth exploration of social media platforms, their algorithms, and best practices for creating engaging content, managing communities, and leveraging social media for marketing purposes.
6. **Digital Advertising and Campaign Management:** An overview of digital advertising channels, ad formats, targeting techniques, and campaign optimization strategies to create and manage effective digital advertising campaigns.
7. **Content Marketing:** An examination of content creation, distribution, and promotion strategies, including storytelling, content planning, copywriting, and content optimization for search engines and social media platforms.
8. **E-commerce:** An introduction to the principles and practices of conducting business online, including e-commerce platforms, payment gateways, logistics, and customer relationship management in the digital realm.
9. **Web Analytics and Data Interpretation:** An exploration of web analytics tools and techniques for tracking and measuring the performance of digital marketing campaigns, analyzing data, and making data-driven marketing decisions.
10. **Mobile Marketing:** An overview of mobile marketing strategies, including mobile advertising, mobile app marketing, mobile website optimization, and location-based marketing.

JOBS OF DIGITAL MARKETING

A BBA Digital Marketing degree opens up a wide range of job opportunities in the private sector. Here are some private job roles where BBA Digital Marketing graduates can find employment:

1. **Digital Marketing Executive/Manager:** Many companies across various industries hire digital marketing professionals to manage their online marketing efforts. This role involves developing and implementing digital marketing strategies, managing social media accounts, optimizing websites for search engines, running digital advertising campaigns, and analyzing data to measure campaign performance.
2. **Social Media Manager/Specialist:** Social media has become a crucial platform for businesses to connect with their target audience. Social media managers or specialists are responsible for creating and executing social media strategies, managing social media accounts, engaging with followers, creating compelling content, and monitoring social media trends and analytics.
3. **SEO Specialist/Analyst:** Search Engine Optimization (SEO) is essential for improving a website's visibility in search engine results. SEO specialists focus on optimizing websites, conducting keyword research, implementing on-page and off-page SEO techniques, monitoring website traffic and rankings, and making data-driven decisions to improve search engine performance.
4. **Content Marketer/Strategist:** Content plays a vital role in digital marketing. Content marketers or strategists create engaging and relevant content to attract and retain customers. They develop content strategies, write blog posts, create website content, produce videos, and manage content distribution across various digital channels.
5. **E-commerce Specialist:** E-commerce is a rapidly growing field, and businesses require professionals with expertise in managing online stores and optimizing the customer journey. E-commerce specialists handle tasks such as managing product listings, optimizing user experience, analyzing customer behavior, and implementing marketing strategies to drive sales.
6. **Web Analytics Manager/Consultant:** Web analytics professionals help companies understand the effectiveness of their digital marketing efforts. They analyze website data, track user behavior, measure key performance indicators (KPIs), provide insights and recommendations, and contribute to data-driven decision-making.
7. **Market Research Analyst:** Market research analysts collect and analyze data to provide insights into market trends, customer behavior, and competitor analysis. They help companies make informed decisions about their marketing strategies and identify opportunities for growth.

MASTER'S ELIGIBILITY

After completing a BBA in Digital Marketing, there are several Master's degree options that are relevant and eligible for BBA Digital Marketing graduates. Here are some common MBA programs that you can consider:

1. **MBA Marketing Management:** This specialization focuses on developing skills in market research, consumer behavior, brand management, advertising, sales, and digital marketing.
2. **MBA Finance Management:** This specialization concentrates on financial analysis, investment management, corporate finance, financial planning, risk management, and banking operations.
3. **MBA Human Resource Management:** HRM specialization covers topics like talent acquisition, training and development, performance management, employee relations, organizational behavior, and HR strategies.
4. **MBA Operations Management:** This specialization is geared towards supply chain management, logistics, quality control, project management, operations strategy, and process optimization.
5. **MBA Information Technology Management:** This specialization combines business management principles with technology-focused subjects such as IT strategy, IT project management, database management, cybersecurity, and business analytics.
6. **MBA International Business:** This specialization prepares students for global business environments, focusing on international marketing, global trade, cross-cultural management, international finance, and global supply chain management.
7. **MBA Entrepreneurship:** This specialization is designed for aspiring entrepreneurs and covers topics like business plan development, startup management, innovation, venture capital, and entrepreneurial finance.
8. **MBA Rural Management:** This specialization focuses on understanding and managing rural markets and development, rural marketing strategies, agricultural supply chains, rural finance, and rural entrepreneurship.