



**BBA  
DIGITAL MARKETING**

# BBA DIGITAL MARKETING

The media consumption pattern in Nepal is changing at an unprecedented rate as increasingly people are turning to digital technologies and channels for information. The use of internet is increasing by leaps and bounds thanks to thousands of smartphone users joining the fray of internet consumers every month. King's College, being a forerunner in world-class education promotes the entrepreneurial spirit in students on a continuous basis to bridge the gap between what the digital media industry needs and what we can offer.

Students will gain detailed understanding of the overall business landscape and concepts exclusive to digital marketing, for example, search engine optimization (SEO), social media marketing (SMM), web data analysis, digital analytics etc.

Opportunities for digital marketers is vast. With new innovations and avenues opening up, along with the government and regulatory push in Nepal, BBA in Digital Marketing graduates can choose to work in countless roles such as search engine optimization specialist, social media specialist, digital strategy specialist, content marketing manager and so forth.



## Course Structure

General Courses	(10 × 3) = 30 Credits
Business Courses	(20 × 3) = 60 Credits
Digital Marketing Majors	(10 × 3) = 30 Credits
Total	120 Credits
Course Duration	Four years

### General Courses

English Composition  
English Literature  
College Algebra  
Art History  
Sociology  
Psychology  
U.S. History  
Introduction to Communication  
Human Geography  
Introduction to Ecology

### Digital Marketing Majors

E-Commerce  
Applied Marketing Analytics  
Applied Search Marketing  
Customer Relationship Management  
Digital Marketing Strategy  
Integrated Marketing Communication  
Social Media Strategy  
Pop Culture  
Web Technology  
Introduction to Programming

### Business Courses

Foundations of Business  
Principles of Accounting  
Concepts of Microeconomics  
Concepts of Macroeconomics  
Introduction to Business Writing  
Introduction to Business Law  
Foundations of Statistics  
Introduction to Organizational Behavior  
Introduction to Leadership  
Principles of Marketing  
Essentials of Corporate Finance  
Introduction to Information Systems  
Fundamentals of Decision Making  
Intro to Operations Management  
Introduction to Sales Management  
The Essentials of Entrepreneurship  
The Necessities of International Marketing & Culture  
Principles of Advertising  
Introduction to Business Research  
Development of Business Strategy

*Students will also submit one of these papers as a part of the course*

Applied Research Report  
Internship Reflection Report