



**SANDIP FOUNDATION'S
SANDIP INSTITUTE OF TECHNOLOGY AND
RESEARCH CENTRE, NASHIK**

**(An Autonomous Institute Permanently Affiliated to Savitribai Phule
Pune University, Pune and Accredited by NAAC with 'A' Grade)**

**National Education Policy (NEP) - 2020 Compliant
Curriculum/ Syllabus**

For

**MASTER OF BUSINESS ADMINISTRATION
(M. B. A. - DIGITAL MARKETING)**

**Board of Studies: Department of Management Studies
(With Effect from Academic Year: 2025-26)**



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This is to certify that the **Syllabus Handbook** for the MBA Digital Marketing, has been reviewed and endorsed by the **Board of Studies, Academic Council and Governing Body**.

The syllabus has been thoroughly examined and is in alignment with the academic and professional standards set forth by the institution and relevant regulatory bodies. It is hereby recommended for implementation with effect from the academic year 2025-26.

This certificate serves as formal approval of the contents of the handbook and authorizes its distribution to students and faculty.

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Master of Business Administration (MBA)

CURRICULA FOR MBA DIGITAL MARKETING PROGRAM (2521)

Table 1: Coding for Courses Used in M.B.A. Digital Marketing Curriculum

Course Code XXYYZSTTU	Definitions
XX	Year of curriculum implementation (25)
YY	Branch code (21) Master of Business Administration (M.B.A.)
Z	Level of Program & Course No. 5: First Year (PG) 6: Second Year (PG)
S	Semester (1,2,3,4)
TT	Course Code (01, 02.....)
U	Suffix only for other Courses
VAC	Value Added Course
EL	Experiential Learning
SDC	Skill Development Courses
P/Q	Elective Courses

Table 2: Distribution of Credits and Marks for M.B.A. Digital Marketing Program

Part I: Program Courses					
	Semester				Total
	I	II	III	IV	
Credits	25	26	29	16	96
Marks	850	875	1050	400	3175
Part II: Value Added Courses					
Credits	02	02	02	--	06
Marks	50	50	50	--	150
Total Marks	900	925	1100	400	3325
Total Minimum Credits to Earn (Part I + II)				96 + 06 = 102	

Department of Management Studies Abbreviations

CIA	Continuous Internal Assessment	GC	Generic Core
L	Theory Lecture	GE	Generic Elective
T	Tutorial	SC	Specialization Core
P	Practice/ Practical	SE	Specialization Elective
CO	Course Outcome	VAC	Value Added Course
PO	Program Outcome	SDC	Skill Development Course
PSO	Program Specific Outcome	EL	Experiential Learning
TA	Teacher's Assessment	TW	Term Work
MTE	Mid Term Examination	ESE	End Semester Examination

Evaluation Pattern from A. Y. 2025-26

Head of Evaluation	Continuous Internal Assessment (CIA)		End Semester Exam (ESE)	Components of Teacher's Assessments (TA)
Theory	Teacher's Assessment (TA)	Mid Term Exam (MTE)		
(CIA: 40% + ESE: 60%)	25%	15%	60%	1. Home Assignments (10%). 2. Activity/ Topic Based Presentation (10%) 3. Attendance (5%)
Term work	100%	--	--	1. Quality of Content 2. Presentations/ Viva-voce. 3. Punctuality/ Timely submission. 4. Attendance
Viva-Voce (Project/ Internship/ OJT)	50%	--	50%	1. Project/ OJT performance. 2. Viva-voce. 3. Report Submission 4. Paper publication or IPR. 5. Participation at National or International level competitions

Curriculum Structure for MBA (Digital Marketing) w.e.f. 2025-26

Semester – I

Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Evaluation Scheme				Total Marks
				L	T	P	C	Formative Assessment CIA		Summative Assessment ESE		
								Course	TW	Course	TW	
1	GC	25165101	Principles of Marketing	2	1	--	3	40	--	60	--	100
2	GC	25165102	Accounting for Managers	2	--	2	3	40	--	60	--	100
3	GC	25165103	Organizational Behaviour	2	1	--	3	40	--	60	--	100
4	GC	25165104	Business Research Methods	2	1	--	3	40	--	60	--	100
5	GC	25165105	Managerial Economics	2	1	--	3	40	--	60	--	100
6	GE	25165106P/	Start-up and New Venture Management	1	1	--	2	40	--	60	--	100
		25165106Q	Principles and Practices of Management	2	--	--						
7	GE	25165107P/	Digital Business	1	--	2	2	40	--	60	--	100
		25165107Q	Legal Aspects of Business	1	1	--						
8	ELC	251651ELC	Enterprise Analysis and Desk Research	--	--	4	2	--	50	--	--	50
9	SDC	251651SDC	Communication Skills-I	1	--	2	2	--	50	--	--	50
10	VAC	251651VAC	Human Rights	2	--	--	2	--	50	--	--	50
11	AEC	251651AEC	Introduction to Cyber Security-I	1	--	2	2	--	50	--	--	50
TOTAL				19	6	12	27	280	200	420	--	900

Semester – II

Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Evaluation Scheme				Total Marks
				L	T	P	C	Formative Assessment CIA		Summative Assessment ESE		
								Course	TW	Course	TW	
1	GC	25165201	Marketing Management	2	1	--	3	40	--	60	--	100
2	GC	25165202	Financial Management	2	--	2	3	40	--	60	--	100
3	GC	25165203	Human Resource Management	2	1	--	3	40	--	60	--	100
4	GC	25215204	Fundamentals of Digital Marketing	1	1	--	3	40	--	60	--	100
5	GC	25165205	Business Analytics	2	--	2	3	40	--	60	--	100
6	GE	25215206P	Marketing Analytics	1	1	--	2	40	--	60	--	100
		25165206Q	Corporate Social Responsibility and Sustainability	1	1	--						
7	GE	25165207P	Business Ethics	1	1	--	2	40	--	60	--	100
		25165207Q	International Business Environment	1	1	--						
8	EL	251652EL	Industry Analysis and Desk Research	--	--	4	2	--	50	--	--	50
9	SDC	251652SDC	Communication Skills-II	1	--	2	2	--	50	--	--	50
10	VAC	251651VAC	Introduction to Constitution	2	--	--	2	--	50	--	--	50
11	AEC	251652AEC	Introduction to Cyber Security-II	1	--	2	2	--	50	--	--	50
12	EEC	251652EEC	Advanced Excel	--	--	2	1	--	25	--	--	25
Total				17	7	14	28	280	225	420	--	925

Semester – III

Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Evaluation Scheme				Total Marks
				L	T	P	C	Formative Assessment CIA		Summative Assessment ESE		
								Course	TW	Course	TW	
1	GC	25166301	Strategic Management	2	1	--	3	40	--	60	--	100
2	GC	25166302	Decision Science	2	1	--	3	40	--	60	--	100
3	EL	251661EL	Research Project	--	6	--	6	--	100	--	100	200
4	SC	25216303	Social Media Marketing	2	--	2	3	40	--	60	--	100
5	SC	25166304M	Marketing Research	2	--	2	3	40	--	60	--	100
6	SC	25216305	E-Commerce Marketing	2	--	2	3	40	--	60	--	100
7	SE	25216306	Search Engine Marketing	1	--	2	2	40	--	60	--	100
		25216307	Mobile and Email Marketing	1	--	2						
8	SE	25216308	Content Marketing	1	--	2	2	40	--	60	--	100
		25216309	Affiliate Marketing	2	--	--						
9	SE	25216310	Influential Marketing	2	--	--	2	40	--	60	--	100
		25166311M	Marketing 4.0	1	1	--						
10	VAC	251661VAC	Indian Knowledge System	2	--	--	2	--	50	--	--	50
11	SDC	251661SDC	Soft Skills	1	--	2	2	--	50	--	--	50
Total				21	9	14	31	320	200	480	100	1100

Semester IV

Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Evaluation Scheme				Total Marks
				L	T	P	C	Formative Assessment CIA		Summative Assessment ESE		
								Course	TW	Course	TW	
1	EL	251662EL	Industry Internship and On-the Job-Training	--	--	--	12	--	150	--	150	300
2	SE	25216401	Specialization Elective*	--	--	--	2	--	50	--	--	50
3	SDC	251662SDC	Customer Analytics	--	--	--	2	--	50	--	--	50
TOTAL				--	--	--	16	--	250	--	150	400

* To be completed through MOOC/ Department Evaluation