

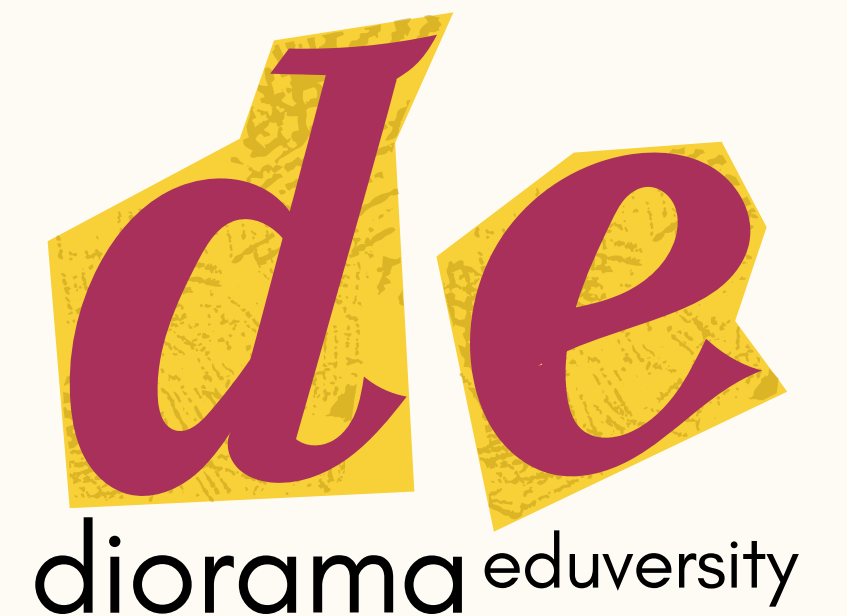
# BBA

## Digital Media Management & Marketing

Curriculum 2023

[www.dioramaediversity.com](http://www.dioramaediversity.com)

IN COLLABORATION WITH SAGE  
UNIVERSITY, INDORE



# B.B.A.

## Digital Media Management and Marketing

*The demand for effective retail management professionals has tremendously risen in the recent times as the retail sector is now spreading over to smaller cities. A number of Indian and International retail Chains have begun operations establishing hundreds of shopping malls, departmental stores, and supermarkets in India.*

### Core Focus Areas

- Business Ethics & Corporate Governance
- Business Communication & Professional Ethics
- Business Economics, Theories, and Applications
- Customer Relation Management and Customer
- E-Commerce
- Entrepreneurship & Small Business
- Fundamentals of Computing
- Human Resource Management
- IT in Retailing
- International Retailing
- International Trade Business
- Introduction to Financial Markets
- Introduction to Business Accounting
- Introduction to Materials Management & Production

### Course

This Study Program focuses on critical content creation and management skills. The students learn how to create effective social media posts and how to create a strong brand to help you build a social media presence. The Program further covers real-world application of your skills through a content management project. This Study Program is designed to prepare the students to head positions in the media and entertainment industry by enabling them to think critically, analyse data and use Digital Media effectively to achieve advertising, promotion, publicity and brand promotion or the desired marketing objectives.

### Employment Areas

- Digital Marketing Director
- Social Media Strategist
- Email Marketing Specialist
- Market Research Analyst
- Digital PR
- Product Managers
- Brand Managers
- Project Managers
- Corporate Communication strategists/Consultants
- Entrepreneurship and digital innovation
- E-Commerce Manager
- Digital media designers
- Analysts
- Media/Content Managers in Television
- Media/Content Managers Film
- Media/Content Managers in Radio
- Social Media Manager
- Digital Marketing Specialist

Companies hiring



# Semester 1

- Principles of Management & Practices
- Introduction to Media Management
- Basic Economics & Financial Management
- Media Management tools and software
- Media Structures and Systems

# Semester 2

- Public Relations & Corporate Communication
- Marketing and Sales Management in Media
- Content Marketing
- Open Elective 1 (anyone) :  
Business Economics, Theories, and Applications  
Managing People and Organizations
- Media Buying
- Media & Entertainment Laws

# Semester 3

- Design Thinking
- Content Development
- Social Media Marketing
- Statutory & Legal Compliances in Retail
- Content Management
- Open Elective (Anyone):  
Retail Sales Management  
Consumer Behaviour

# Semester 4

- Creating Content: Conventional, and Digital Media
- Using components of a digital production like audio, imaging and illustration, movie editing, and animation, Graphics
- Marketing Content Development
- Communicating Research
- Enterprise And Entrepreneurship
- Strategic Digital Marketing

# Semester 5

- Brand Management
- Digital Media Management
- Advertising, Publicity, Promotion
- Digital and Mobile Technologies
- Open Elective (Anyone):
  - International Political and Economic Systems
  - Start-Up Management
  - Organisation Skills

# Semester 6

- Entrepreneurship Development
- Digital Marketing
- Internship
- Artificial Intelligence and Digital Media Marketing
- Open Elective (Anyone):
  - Media Distribution and Sales
  - Content Production & Distribution