



Department Of Commerce

Manipal Academy of Higher Education,
Manipal

Outcomes Based Education (OBE) Framework

Two Year full time Postgraduate Program

M.A. in Digital and Creative Marketing

1. NATURE AND EXTENT OF THE PROGRAM

As digital technologies continue to disrupt the competitive landscape, organizations are constantly innovating and implementing strategies to remain relevant, responsive, and profitable in changing market scenario. Marketers need to understand customers' multiple touchpoints and design a comprehensive digital media strategy that can produce customer delight and help organizations achieve their objectives. There is a genuine need of Digital marketers with hands on digital marketing skills.

M.A in Digital & Creative Marketing Program is a comprehensive two-year postgraduate program, which aims to provide hands-on experience to prepare industry-ready digital marketing professionals. The program consists of dedicated digital media modules like Social Media Marketing, Search Engine Optimization, Online Advertising, Marketing Analytics, Content Marketing, Website Designing, and Web-based Application Designing. This two year masters program majorly covers three specific areas such as Strategic marketing, marketing analytics and creative marketing.

M.A. in Digital & Creative Marketing postgraduate degree would welcome graduates from any discipline with an aggregate 50% mark in qualifying exam. Students after successfully completing the program will get career opportunities in Digital Marketing domain as follows: SEO Analyst, Social Media Manager, Digital Media Marketing Manager, Affiliate Marketer, Web Developer, Web Application Developers, Web Designer, Search Engine Marketing (SEM) or Pay-per-click experts (PPC), CRM Manager, Email Marketing Manager, E-Commerce Manager, and Analytics Manager.

2. PROGRAM EDUCATION OBJECTIVE (PEO)

The program education objectives of the Learning Outcomes-based Curriculum Framework (LOCF) for **M A in Digital and Creative Marketing program are as follows.**

PEO No	Education Objective
PEO 1	Students will be able to use their fundamental concepts and technical competence in digital marketing domain as and when required to achieve professional excellence.
PEO 2	Students will demonstrate strong and well defined practical knowledge in different areas of digital marketing space such as e-commerce, Google analytics, social media marketing etc.
PEO 3	Students will be able to practice the profession with highly professional and ethical attitude, strong communication skills, and effective professional skills to work in a team with multidisciplinary approval.
PEO 4	Students will be able to use interpersonal and collaborative skills to identify, assess and formulate problems and execute the solution in closely related issues in marketing domain.
PEO 5	Students will be able to imbibe the culture of research, innovation, entrepreneurship and incubation.
PEO 6	Students will be able to participate in lifelong learning process for a highly productive career and will be able to relate the concepts of digital marketing/marketing towards serving the cause of the society.

3. GRADUATE ATTRIBUTES:

S No.	Attribute	Description
1	Disciplinary Knowledge	Knowledge of Digital Marketing theories. Acquiring knowledge of different dimensions of Digital marketing domain, learning various tools of Digital marketing and other related areas of studies.
2	Understanding different subsets of digital marketing	Social media marketing, Search engine optimization, Digital media advertising, analytics, E-commerce marketing, Digital media strategy.
3	Measurable Skills and Industry-ready Professionals	Strengthening the abilities of a learner by skills, gaining knowledge of the present scenario of Digital Media industry and acquiring certification in the domain.
4	Effective and Influencing communication	Effective and Influencing communication ability to share thoughts, ideas and applied skills of communication in its various perspectives like written communication, speech communication etc.
5	Leadership readiness/Qualities	To make learners fluent in multiple facets of leadership. Creating the ability & enhancing the qualities to be an efficient leader. Cultivating key characteristics in learners, to be visionary leaders who can inspire the team to greatness.
6	Critical/ Reflective thinking & language efficiency	Critical/ Reflective thinking ability to employ critical and reflective thinking along with the ability to create the sense of awareness of one self and society.
7	Technologically Efficient Professional	Capability to use various communication technologies and ability to use various software for content creation, content editing for various forms of publishing platforms.
8	Ethical Awareness	As a Digital Media learner, one has to understand the importance of ethical values and its application in professional life.
9	Lifelong Learning	Every graduate to be converted into lifelong learner and consistently update himself or herself with current knowledge, skills and technologies. Acquiring Knowledge and creating the understanding in learners that learning will continue throughout life.
10	Research-related Skills	A sense of inquiry and investigation for raising relevant and contemporary questions, synthesizing and articulating.
11	Cooperation/ Team work	Building a team, motivating and inspiring the team members to work up with cooperation to their utmost efficiency.

4. QUALIFICATIONS DESCRIPTORS

1. Demonstrate (i) a systematic, extensive and coherent knowledge and understanding of an academic field of study as a whole and its applications, and links to related disciplinary areas/subjects of study; including a critical understanding of the established theories, principles and concepts, and of a number of advanced and emerging issues in the field of Digital Marketing; (ii) Procedural knowledge that creates different types of professionals related to the Digital Media industry, including research and development, teaching and government and public service; (iii) Professional and communication skills in the domain of social media marketing, digital advertising, pay per click analysis, digital media marketing, web-design, app-design, integrated marketing communication, data analytics, including a critical understanding of the latest developments, and an ability to use established techniques in the domain of digital media.
2. Demonstrate comprehensive knowledge about materials, including current research, scholarly, and/or professional literature, relating to essential and advanced learning areas pertaining to the Digital Marketing field of study, and techniques and skills required for identifying problems and issues related.
3. Demonstrate skills in identifying information needs, collection of relevant quantitative and/or qualitative data drawing on a wide range of sources, analysis and interpretation of data using
4. methodologies as appropriate to the subject(s) for formulating evidence based solutions and arguments
5. Use knowledge, understanding and skills for critical assessment of a wide range of ideas and complex problems and issues relating to the chosen field of study.
6. Communicate the results of studies undertaken in an academic field accurately in a range of different contexts using the main concepts, constructs and techniques of the Digital Marketing studies.
7. Address one's own learning needs relating to current and emerging areas of study, making use of research, development and professional materials as appropriate, including those related to new frontiers of knowledge.
8. Apply one's disciplinary knowledge and transferable skills to new/unfamiliar contexts and to identify and analyse problems and issues and seek solutions to real-life problems.

5. **PROGRAM OUTCOMES:** After successful completion of M.A. in Digital & Creative Marketing program, Students will be able to:

Sl.No	Attribute	Competency
PO 1	Domain knowledge	Apply the fundamental knowledge of Digital and Social Media Marketing.
PO 2	Problem analysis	Identify, formulate, and analyse complex marketing problems reaching substantiated conclusions using principles of marketing.
PO 3	Design/develop solutions	Design solutions for complex marketing problems through marketing strategies and creative designs.
PO 4	Conduct investigations of complex problems	Use market research techniques and contemporary business knowledge including design of experiments, analysis and interpretation of business data, and synthesis of the information to provide valid conclusions.
PO 5	Modern tool usage	Create, select, and apply appropriate analytical techniques, resources, and IT tools.
PO 6	Business and society	Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to the professional management practice.
PO 7	Environment and sustainability	Understand the impact of the business solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
PO 8	Ethics	Apply ethical principles and commit to professional ethics and responsibilities and norms of the business practice.
PO 9	Individual / Team work	Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
PO 10	Communication	Communicate effectively on complex business activities and solutions with the community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions
PO 11	Project management and finance	Demonstrate knowledge and understanding of the financial management principles and apply these to evaluate new and existing projects for effective decision making.

PO 12	Life-long learning	Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.
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COURSE STRUCTURE

FIRST YEAR:

Semester: 1

Semester: 2

Subject Code	Subject Title	L	T	P	C	Subject Code	Subject Title	L	T	P	C	
MDMBC01	Principles of Management #	1	-	-	1	MDM502	Consumer Behaviour	3	-	-	3	
MDMBC02	Managerial Economics #	1	-	-	1	MDM504	Integrated Marketing Communication	2	1	-	3	
MDM501	Principles of Marketing Management	3	-	-	3	MDM506	Financial Management	3	-	-	3	
MDM503	Introduction to Digital Marketing	2	1	-	3	MDM508	Strategic Marketing	2	1	-	3	
MDM505	Organisational Behaviour	2	1	-	3	MDM510	Strategic Brand Management	2	1	-	3	
MDM507	Web & Application Designing	1	-	4	3	MDM512	Minor Project	-	-	6	3	
MDM509	Marketing Research	2	1	-	3			-	-	6	3	
MDM511	Open Elective*	2	1	-	3	MDM514	MOOC (Any TWO)** MDM514.1- Facebook Certified Media Planning Professional	-	-	-	2	
	MDM511.1 Creative & Critical Thinking MSCBA 607 Data Visualization		2	2								2
MDM513	MOOC (Any TWO)**	-	-	-	2			MDM514.2: Advanced Google Analytics	-	-	-	2
	MDM513.1 Facebook Certified Digital Marketing Associate	-	-	-								
	MDM513.2 Google Analyst for Beginners MDM513.3 Youtube Channel Growth	-	-	-								
Total					22+2	Total					22	

*Open electives of MOOC are Subject to availability. Additional Electives / Courses would be added to the list of electives from time to time as recommended by Academic Review Committee of the Department

**Students can choose any two MOOC courses in a semester (2 credits each)

#Bridge course credits are compulsory however they are not considered in calculation of GPA

SECOND YEAR (FINAL YEAR):

Semester: 3

Semester: 4

Subject Code	Subject Title	L	T	P	C	Subject Code	Subject Title	L	T	P	C
MDM601	Social Media Marketing	2	1	-	3	MDM602.1	Option 1: Internship (16 Weeks)				12
MDM603	Search Engine Optimization	2	1	-	3		OR				
MDM605	Online Advertising	2	1	-	3		MDM602.2	Option 2 : Study Abroad (12 credits)			
MDM607	Marketing Analytics	2	1	-	3	MDM604	MOOC (Any Two)** MDM604.1 Facebook Certified Ads Product Developer 1 MDM604.2 Getting Started with Google Analytics 360 MDM604.3 Web Applications Design	-	-	-	2
MDM609	Content Marketing	2	-	-	2			-	-	-	
MDM611	Open Elective*: (ANY ONE) MDM611.1 Personality Development MSCBA 603 Analytics Using R	1	1	-	2			-	-	-	
MDM613	MOOC (Any TWO)** MDM613.1 Facebook Certified Buying Professional	-	-	-	2						
	MDM613.2 Google Analytics for Power Users	-	-	-							
	MDM613.3 Youtube - Asset Monetization	-	-	-							
	Total				20		Total				16

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