

TABLE 2: COURSE DISTRIBUTION PER SEMESTER

A/A	Course type	Course title	Course code	Periods per week	Period duration	Number of weeks/ Semester	Total periods/ Semester	Number of ECTS
SEMESTER 1								
1.	General Education Compulsory	Business Communications	BUS 102	3	55 minutes	13	39	6
2.	General Education Compulsory	ICT I	CSC 101	3	55 minutes	13	39	6
3.	Core Requirement Compulsory	Social Media Fundamentals	MKT 111	3	55 minutes	13	39	6
4.	Core Requirement Compulsory	Fundamentals of Marketing	MKT 121	3	55 minutes	13	39	6
5.	General Education Compulsory	Writing Skills	ENG 104	3	55 minutes	13	39	6
SEMESTER 2								
1.	Core Requirement Compulsory	Advanced Social Media	MKT 122	3	55 minutes	13	39	6
2.	Core Requirement Compulsory	Design & Digital Publishing Fundamentals	MKT 123	3	55 minutes	13	39	6
3.	Core Requirement Compulsory	Copywriting Essentials	MKT 229	3	55 minutes	13	39	6
4.	Core Requirement Compulsory	Market Research	MKT 222	3	55 minutes	13	39	6
5.	Core Requirement Compulsory	Digital Marketing	MKT 224	3	55 minutes	13	39	6

SEMESTER 3

1.	Core Requirement Compulsory	Public Relations	MKT 120	3	55 minutes	13	39	6
2.	Core Requirement Compulsory	Digital Consumer Behaviour	MKT 124	3	55 minutes	13	39	6
3.	Core Requirement Compulsory	Digital Marketing Strategy	MKT 322	3	55 minutes	13	39	6
4.	Core Requirement Compulsory	Content Marketing	MKT 120	3	55 minutes	13	39	6
5.	Core Requirement Compulsory	Photo & Video Editing	MKT 230	3	55 minutes	13	39	6

SEMESTER 4

1.	Core Requirement Compulsory	Integrated Marketing Communication	MKT 212	3	55 minutes	13	39	6
2.	Core Requirement Compulsory	E-Commerce	MKT 228	3	55 minutes	13	39	6
3.	Core Requirement Compulsory	Digital Marketing Analytics	MKT 227	3	55 minutes	13	39	6
4.	Core Requirement Compulsory	Marketing Management	MGT 226	3	55 minutes	13	39	6
5.	Core Requirement Optional	One Optional from Table A						6

TABLE A General Education Requirements Optional courses

	Code		ECTS
1	PRO DMKT	Final Project	6
2	IND DMKT	Industrial Placement	6