PROGRAM OBJECTIVES

The objective of the **BCA (Honours/ Research) specialization in Digital Marketing under AEDP** program is to combine foundational computer application skills with specialized knowledge in digital marketing, equipping students with the technical and strategic capabilities needed to thrive in today's digital economy.

Key Objectives:

- **Build a Strong Foundation in Computer Applications:**
- Develop proficiency in programming, databases, web development, and software engineering.
- **Provide In-Depth Knowledge of Digital Marketing Tools & Techniques:**
- Train students in SEO, SEM, content marketing, email marketing, social media marketing, influencer marketing, and mobile marketing.
- **Integrate Technology with Marketing Strategies:**
- Help students understand how to use analytics, automation tools, and customer relationship management (CRM) software to drive marketing decisions.
- **Enhance Practical Skills through Projects and Internships:**
- Offer hands-on experience through live projects, internships, and case studies to prepare students for real-world challenges.
- **Prepare Students for Industry-Ready Roles:**
- Equip graduates to pursue careers such as Digital Marketing Analyst, SEO Specialist, Social Media Manager, PPC Expert, or to work in e-commerce, digital agencies, and startups.