LPU DISTANCE EDUCATION
Bridging the Distance in Education
Recognized/Entitled by UGC

NAAC GRADE A++



MBA (DIGITAL MARKETING)

Distance MBA in Digital Marketing program combines various digital marketing strategies with the most recent technology tools for data interpretation. This cutting-edge program takes classic marketing principles and applies them to the digital realm and equip learners with the specialized skills needed to excel in digital landscape.

Plan your learning schedule as per your convenience and get your dream degree.

Duration	Eligibility Criteria
2 years (Maximum 4 years)	Bachelor's degree (any discipline) or equivalent **OR** Completed Company Secretary (CS) from Institute of Company Secretaries of India (ICSI) **OR** Completed Chartered Accountancy (CA) from Institute of Chartered Accountants of India (ICAI) or Completed Cost & Management Accountancy (CMA) from Institute of Cost Accountants of India (ICAI)

*Fee Details	*Fee (if paid per semester)	*Fee (if paid annually)	*Fee (if paid lumpsum)
	Programme Fee : Rs.15000 Examination Fee : Rs. 1500 Total Fee Amount : Rs.16500	Programme Fee : Rs.28000 Examination Fee : Rs. 3000 Total Fee Amount : Rs.31000 **Note:** Which comes out to be Rs. 14000/- per semester	Programme Fee : Rs.52000 Examination Fee : Rs. 6000 Total Fee Amount : Rs.58000 **Note:** Which comes out to be Rs. 13000/- per semester

*Exclusive of one time Application Fee of Rs. 600/- to be paid at the time of admission/ enquiry.
If a student wants to take printed Study Material, then he/ she is required to pay the Study Material fee Rs. 1200/ per semester separately at the time of receiving Study Material.

PROGRAMME SCHEME

FIRST SEMESTER	SECOND SEMESTER	THIRD SEMESTER	FOURTH SEMESTER
FINANCIAL REPORTING STATEMENTS AND ANALYSIS	CORPORATE FINANCE	FOUNDATION OF DIGITAL MARKETING	ONLINE ADVERTISING
MANAGERIAL ECONOMICS	OPERATIONS MANAGEMENT & RESEARCH	SOCIAL MEDIA MARKETING	WEB AND SOCIAL MEDIA ANALYTICS
INTERNATIONAL BUSINESS ENVIRONMENT	BUSINESS ANALYTICS	SEARCH ENGINE OPTIMIZATION	DIGITAL MARKETING STRATEGY
MARKETING MANAGEMENT	RESEARCH METHODOLOGY	CORPORATE STRATEGY AND ENTREPRENEURSHIP	GENERIC ELECTIVE - II
ORGANISATIONAL BEHAVIOUR & HUMAN RESOURCE DYNAMICS	LEGAL ASPECTS OF BUSINESS	GENERIC ELECTIVE - I	CAPSTONE PROJECT
	COMMUNICATION FOR LEADERS	SEMINAR ON SUMMER TRAINING / GENERIC ELECTIVE*	

* SEMINAR ON SUMMER TRAINING OR COURSE FROM THE GE BASKET 1 WHICH IS NOT CHOSEN AS GENERIC ELECTIVE (GE).

NOTE: LPU DISTANCE EDUCATION OFFERS BOTH SINGLE AND DUAL SPECIALIZATION OPTIONS IN MBA

FOR COMPLETE DETAILS, PLEASE REFER PROGRAM GUIDE AVAILABLE ON WEBSITE (WWW.LPUDE.IN).

WHY LPU DISTANCE EDUCATION?

★ UGC Recognized Degree

Our MBA Distance Education Degree is recognised by the University Grants Commission - Distance Education Bureau (UGC DEB) and is treated at par with regular degrees as per UGC notification no. (Reference no: F.NO.1-9 / 2018 (DEB-1). A recognised degree makes you eligible for higher education, education abroad and State /Central Government jobs.

★ Affordable Fee Structure

Quality education at your doorstep, at an affordable fee.

★ Flexibility to learn anywhere, anytime through an exceptionally user-friendly online platform - LPU e-Connect

- 24x7 Online accessibility.
- One-stop solution to all your Study requirements, Self learning material, e-Books, Assignments, Date sheet, Academic calendar and much more.

★ Personal Contact Programme

PCP Classes provide opportunity for conceptual understanding of the courses and also for learning by interacting with university faculty and fellow students.

★ Opportunities to participate in events @ LPU

LPU Distance Education students are given equal opportunities to witness and participate in various mega events in the fields of Academics, Professional Enhancement, Sports and Cultural activities.

★ Career Support Services

Students are equipped with versatile traits to match the core needs of the corporate world and various Placement opportunities to kick start or rise in their career.

nirf | UGC CATEGORY 1 | UGC Recognized/ Entitled | Approved MBA & MCA | THE Times Higher Education | QS | WES Recognised

Centre for Distance and Online Education

Jalandhar - Delhi G.T. Road, Phagwara, Punjab - 144411

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www.lpude.in

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