



# **Bachelor of Business Administration in Digital Marketing With Job Assistance & Mentorship**

## **Degree Programme**



## About Pure Professional Skill Development Institute

Pure Professional Skill Development Institute, a registered trust under the Trust Registration Act, stands as a beacon of innovation and empowerment in the realm of education. Holding esteemed certifications including 10A, 12A, 80G, and a PG certificate with the Income Tax Department, we are committed to transparency and credibility in all our endeavors. Our ISO certification and approval by the UGC reflect our dedication to maintaining the highest standards of education excellence. Through our cutting-edge e-learning platform, we empower individuals with the practical skills needed to thrive in today's dynamic job market. Our comprehensive approach includes innovative courses, mentorship programs, and a robust job placement network, all aimed at reshaping employment opportunities and fostering entrepreneurship. Join us in this transformative journey towards a brighter, more skill-driven future.

# Recognitions & Certificates



UGC (University Grants Commission) approval signifies that our institution meets high standards for higher education in India. This recognition ensures credibility, quality education, access to funding, global recognition, and better career opportunities for our students. We are dedicated to providing education that empowers our students for success.



Membership in the Association of Commonwealth Universities (ACU) connects us with over 500 prestigious universities, enhancing our global standing. This affiliation offers opportunities for research collaboration, academic exchanges, and capacity building. Being part of ACU signifies our commitment to high educational standards and international partnerships, providing access to valuable resources and funding opportunities.



BCI (Bar Council of India) approval signifies that our institution meets high standards for legal education in India. This accreditation ensures credibility, quality assurance, global recognition, and better career opportunities for our law students. We are committed to providing comprehensive legal education that prepares our students for success in the field of law.



NCTE (National Council for Teacher Education) approval indicates that our institution meets high standards for teacher education in India. This accreditation ensures credibility, quality assurance, global recognition, and better career opportunities for our teaching students. We are dedicated to providing exemplary education that equips our students with the skills and knowledge to excel in the field of teaching.



The Atal Ranking of Institutions on Innovation Achievements (ARIIA) by the Ministry of Education ranks Indian higher education institutions based on innovation and entrepreneurship. ARIIA recognition signifies our commitment to fostering innovation, promoting research, and supporting startups. This enhances our reputation, encourages industry-academia collaboration, and highlights our dedication to producing graduates ready for technological and entrepreneurial success.



Affiliation with MGNCRE shows our commitment to rural education and development. Working under the Ministry of Education, it promotes rural initiatives. Partnering with MGNCRE, we focus on sustainable development, entrepreneurship, and community engagement. This reflects our dedication to impactful education, empowering students for rural upliftment and national progress.



Receiving the "Excellence in Education" award from Open The Magazine showcases our institution's commitment to high standards and innovative education. It validates our exceptional faculty, infrastructure, and holistic student development approach. This honor boosts our reputation and underscores our dedication to excellence.



ISO 9001:2015 certification demonstrates our commitment to quality management and customer satisfaction. It signifies our implementation of effective processes and continuous improvement, enhancing our credibility and competitiveness.



Being a member of AIU reflects our commitment to higher education standards and collaboration in India. It facilitates networking, sharing best practices, and addressing common challenges. AIU membership strengthens our credibility, fosters academic exchange, and shapes the future of Indian higher education.



As an IIC member (Institution's Innovation Council), we foster innovation and entrepreneurship among students and faculty. Through workshops and initiatives, we encourage creative problem-solving and societal contribution, enhancing industry collaboration and preparing students for leadership roles in innovation.



# WHY CHOOSE US?

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1

## **Regional Languages:**

Implementing a wide range of regional language subtitles for our educational videos and courses.

2

## **Artificial Intelligence:**

Discover personalized AI-powered learning, offering intuitive interactions tailored to your needs, exclusively on our online education platform.

3

## **Report Card:**

Pure Professional Skill Development Institute report cards are easily accessible to parents and guardians

4

## **Job Assistance:**

Pure Professional Skill Development Institute is an educational app that offers career guidance, networking opportunities, and practical skills for students to succeed in their academic & professional lives

5

## **Highly Qualified Teachers:**

Pure Professional Skill Development Institute boasts a faculty comprising highly qualified professionals such as Chartered Accountants and Lawyers, ensuring top-tier expertise in every course.

6

## **In House Job Portal:**

our in-house job portal connects you directly with top employers, offering exclusive, tailored job opportunities that perfectly match your skills and career goals, ensuring a seamless transition from learning to earning.

**7**

### **80-C:**

Benefit from tax deductions under section 80-C when you enroll your child with us, making quality education more affordable for families

**8**

### **ISO Certified:**

Rest assured with our ISO certification, ensuring the highest standards of quality and reliability in every aspect of our education services.

**9**

### **MOU Approved:**

Authorized by universities through Memorandums of Understanding (MoUs), guaranteeing the credibility and recognition of our educational offerings.

**10**

### **Mentorship:**

Pure Professional Skill Development Institute offers a 6-month mentorship program during job. If you face any problem in these 6 months we'll help you to resolve.

**11**

### **EMI Option:**

Pure Professional Skill Development Institute offers EMI options for needy students on all courses, ensuring affordable and accessible quality education.

Compare our unique selling points (USPs) with those of other institutions. No other platform across India offers all these USPs combined.

## Why Bachelor of Business Administration in Digital Marketing?

Choosing a Bachelor of Business Administration (BBA) in Digital Marketing offers a comprehensive education in one of the fastest-growing fields in business. This program equips you with essential skills in online marketing strategies, social media management, search engine optimization (SEO), content marketing, and data analytics. With a strong emphasis on practical experience and industry relevance, you'll engage in real-world projects and internships that prepare you for the job market. The degree opens up diverse career opportunities in digital marketing agencies, corporate marketing departments, e-commerce companies, and startups, ensuring a dynamic and promising career path with significant growth potential.



### Career Avenues :

- SEO Specialist
- Brand Manager
- Digital PR Specialist
- E-commerce Analyst
- Marketing Consultant
- Digital Marketing Manager
- Social Media Manager
- Content Marketing Manager
- PPC (Pay-Per-Click) Specialist
- Email Marketing Specialist

# Eligibility

**Passed in 10+2 or equivalent in any stream from a recognized Board/  
Council/ University.**

# Duration

**3 Years (6 Semesters)**

# Registration Fee

**2000 (One Time)**

# Academic Fee

**50,000 per year**

**25,000 per semester payable annually**

**EMI Option  
Available**

# Examination Fee

**2000 per semester**



# Program Structure – (First Semester)

Subject code	Subject Name	Credits
FM101	Fundamentals of Management	4
BM102	Business Accounting	4
BL103	Business Law	4
ED104	Entrepreneurship Development	4
BC105	Business Communication	4
ES106	Environmental Science	4
IWD107	Introduction to Web Design	6
	<b>Total Credits</b>	<b>30</b>

## Second Semester

Subject code	Subject Name	Credits
ME201	Managerial Economics	4
SBD202	Statistics for Business Decision	4
OB203	Organizational Behavior	4
HRM204	Human Resource Management	4
PM205	Principles of Marketing	4
BA206	Business Analytics	4
IDM207	Introduction to Digital Marketing	6
	<b>Total Credits</b>	<b>30</b>

# Third Semester

Subject code	Subject Name	Credits
MFM301	Macroeconomics for Managers	4
BE302	Business Environment	4
SAD303	System Analysis and Design	4
BECSR304	Business Ethics and Corporate Social Responsibility	4
BPSM305	Business Policy and Strategic Management	4
AD306	Advertising	5
AM307	Affiliate Marketing	5
	<b>Total Credits</b>	<b>30</b>

# Fourth Semester

Subject code	Subject Name	Credits
BRM401	Business Research Methods	4
OR402	Operations Research	4
SSS403	Social Skills for Success	4
CCL404	Cyber Crimes and Law	4
IB405	International Business	4
SEM406	Search Engine Marketing	5
SMM407	Social Media Marketing	5
	<b>Total Credits</b>	<b>30</b>

## Fifth Semester

Subject code	Subject Name	Credits
QT501	Qualitative Techniques	4
POM502	Production and Operation Management	4
ERP503	Enterprise Resource Planning	4
TQM504	Total Quality Management	4
IKS505	Indian Knowledge System	4
SEO506	Search Engine Optimization	5
WA507	Web Analytics	5
	<b>Total Credits</b>	<b>30</b>

## Sixth Semester

Subject code	Subject Name	Credits
RP601	Research Project	4
PM602	Project Management	4
EC603	E-Commerce	4
UHV604	Universal Human Values	4
FRI605	Financial Reporting & IFRS	4
CS606	Content Strategy	5
LGEM607	Lead Generation and Email Marketing	5
	<b>Total Credits</b>	<b>30</b>

**Grand Total : 180**

# HOW TO APPLY?



Download Pure Professional app from Google Play Store or Apple App Store.

**SIGN UP**

Sign Up using your Mobile Number or E-mail id.



Complete your Profile.



Select Course you want to enroll.



Pay using UPI or Net Banking.



After Payment confirmation you are all done.

# CONTACT US



+91-7065312312



info@pureprofessional.com



223, Block A, Sector 7, Faridabad, Haryana 121006



[www.PureProfessional.in](http://www.PureProfessional.in)

