

Master of Business Administration (MBA)

DIGITAL MARKETING

The MBA in Digital Marketing program from KL University prepares students for success in the fast-paced and ever-evolving digital marketing landscape. With a comprehensive curriculum that covers the latest marketing strategies and digital technologies, students gain expertise in areas such as social media marketing, SEO, content marketing, data analytics, and mobile marketing. Through hands-on learning and real-world projects, students develop practical skills in analyzing consumer behavior, creating targeted campaigns, and leveraging digital platforms effectively.



About KL - Deemed to be University

- Established in 1980 & Ranked 28th among all universities in India
- Ranked No. 1 University in Andhra Pradesh for the year 2018 by uniRank
- 100 Acre Campus in Andhra Pradesh, India
- University accredited by NAAC with A++ Grade
- University is approved by MHRD Govt. of India & UGC
- 4600+ Students received a job offer in the year 2021 2022 with an average salary of Rs. 9.79 lakhs

Accreditations



Subject Details – Semester Wise

Sl. No.	Semester 1	Semester 2
01	Quantitative Methods	Design Thinking & Innovation
02	POM & Organizational Behavior	Introduction to Business Analysis & R Programming
03	Business Economics	Business Research Methodology
04	Financial and Management Accounting	Human Resource Management
05	Marketing Management	Operations Management
06	Business Environment (National and International)	Financial Management
07	Business Legislation	Information Systems & ERP
08	Business Communication	Soft Skills for Managers

Sl. No.	Semester 3	Semester 4
01	Strategic Management	Business Ethics & Corporate Governance
02	Entrepreneurship & Family Business	Mobile Marketing
03	Media Planning	E-Mail & Content Marketing
04	Search Engine Optimization	E Commerce
05	Affiliate Marketing	Digital PR & Corporate Communication
06	Social Media Marketing & Analytics	Sectoral Elective 2
07	Sectoral Elective 1	Management Research Project

Sectoral Electives: Banking, Retailing, Health Care & Hospitality, Entertainment

Fees Details

Year	Registration Fees	Exam Fees	Coaching Fees	Total Fees (AED)
First	500	200	5500	6200
Second	500	200	5500	6200
	Total Fees			12400

Note: 5% Vat additional

Documents Required

- Bachelor degree certificate copy
- Higher Secondary Mark sheet copy
- Transfer Certificate copy (Attested, if student is from UAE)
- X Mark Sheet Copy
- Aadhaar card (Mandatory for Indian Students)
- Passport Copies
- Photographs – 4

Eligibility

- Graduation from any recognized University by University Grant Commission (UGC) or equivalent degree approved by UGC



ATLAS GROUP OF INSTITUTIONS
UAE | INDIA | UK



+971 6 744 1122



+971 50 618 6384