



# DEPARTMENT OF B . COM. DIGITAL MARKETING



The Department of B. Com Digital Marketing program at Loyola Academy has a rich history, pioneering the offering of Marketing, advertising, and Digital marketing courses at the B.Com level in the twin cities since its inception in 1994. The programs strength lies in its curriculum, meticulously designed to meet industry standards, ensuring that graduates are well-prepared for the job market upon completion. Loyola Academy takes pride in its exceptional placement record, with alumni securing coveted positions in renowned multinational corporations such as Wells Fargo, Deloitte, Cognizant, Amazon, Media Mint, IBM, Google, ADP, Sothern Land, Unisys, IKS health services, ICICI and many others.

## Vision and Mission

- To impart education to strengthen the employability of the students
- To inculcate a strong personality development in students
- Guide them to strive towards perfection with competence
- Mission :
- Preparing students for assuming social responsibility in significant positions of the society
- Develop leadership skills
- To raise the standards of our students to a global level and inculcate employability skills

## Best Practices

- As a part of the department's best practice the department runs a blog titled- [studentsadsclub.blogspot.com](http://studentsadsclub.blogspot.com).
- The blog is interspersed with fieldwork - for the collection, analysis and interpretation of data in the area of Advertising, Sales Promotion and Marketing.

## Unique feature of programme

The department blends theoretical knowledge with practical experience, offering an interdisciplinary curriculum in fields such as Commerce, Digital Marketing, Finance, Accounting, Advertising, and public relations. Emphasizes interactive activities like group discussions, project-based learning, case studies enhances critical thinking and creativity and media production skills.

The department uses interactive, student-centered methods like group discussions, project-based learning, and case studies to encourage engagement and critical thinking.

Industrial visits are organized every year to improve student's learning skills. Parent teacher meeting are conducted every semester to improve communication between teachers and parents.

Commerce day to explore students talents through a project exhibition. E lab to school and mobile lab programme

Workshops, seminars, internship-program and minor projects

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## Higher Education prospects

M. Com  
MBA Digital Marketing  
M S Marketing  
MA Advertising & Public Relations

## Career opportunities

- Digital Marketing Expert
- Advertiser
- SMM expert
- Digital Marketing Communication Executive
- Accountant
- Social Media Expert
- Career Opportunities
- Producer
- Public Relations Officer / Event Manager
- Communication Analyst
- Influence marketer
- Graphic Designer
- Video Editor
- Content Writer
- Web Designer

## Why Loyola Academy?

- NAAC Accredited and recognized for academic excellence.
- Strong industry connections ensuring top-notch placements.
- Innovation-driven approach with a focus on emerging technologies.

## Admission guidelines

Candidate must have completed 10+2 or CEC / MEC / MPC / BiPC at any Intermediate level passed with minimum of 60%  
[www.loyolaacademy.edu.in](http://www.loyolaacademy.edu.in)  
phone 27864620





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## Semester 1

- Business English-I
- Indian Heritage and Culture
- Business Economics
- Financial Accounting-I
- Financial Accounting-I pr
- Business Organization and Management
- Business Organization and Management pr
- Marketing Management

## Semester 2

- Business English-II
- Value Education and Personality Development
- Business Laws
- Financial Accounting-II
- Fundamentals of Information Technology
- Fundamentals of Information Technology practicals
- Introduction to Digital Marketing
- Introduction to Digital Marketing practicals
- PLANET

## Semester 3

- Business English-III
- Principle of Marketing
- Principle of Marketing pr
- Media Management
- Advanced Accounting
- Business Statistics
- Business Statistics Pr
- Graphic and Web designing Practical
- Short term Internship

## Semester 4

- Business English-IV
- Environmental Studies & Gender Sensitization
- Direct Taxes
- Direct Taxes pr
- Corporate Accounting
- Advanced Digital Marketing
- Advanced Digital Marketing pr
- Social Media Marketing
- Digital Marketing Communication

## Semester 5

- Electronic Media & Advertising
- Video Editing Pr
- Brand Management
- Human Resource Management
- Public Relations
- Consumer Behaviour
- Cost Accounting
- E-Commerce
- Research Methodology

## Semester 6

- International Marketing
- Supply Chain Managements
- Organizational Behaviour
- Entrepreneurship Development
- Auditing & Accounting standards
- Financial Management
- Fundamentals of AI tools
- PROJECT WORK



## Extra curricular activities

- SPORTS
- NCC
- NSS
- AICUF
- MAGIC YOUTH
- RESONANCE



## Student support

- Academic Counselling
- Mentoring
- Self study
- Library service
- Generic elective

## Non- CGPA Courses

- NPTEL/SWayam Courses
- Certificate Programmes

