

BS Digital Marketing (4-Year Program)

Introduction

The BS Digital Marketing (BSDM) is a four-year, 130-credit-hour degree program that integrates the fundamentals of business, management, and marketing with advanced digital tools and strategies. This program is tailored to meet the demands of Pakistan's growing digital economy and align with global marketing trends.

In the initial semesters, students will build a strong foundation in management, finance, economics, psychology, and communication, progressing toward specialized digital marketing courses in later stages. The curriculum emphasizes areas such as consumer behavior in the digital age, artificial intelligence in marketing, e-commerce, brand management, customer relationship management, digital advertising, video marketing, SEO, social media, data analytics, and emerging technologies including virtual reality, augmented reality, and the metaverse.

Practical exposure is emphasized through internships, workshops, seminars, study trips, industry visits, and a final-year capstone project. Students will also gain technical expertise in content creation, creative design, web development, online reputation management, and campaign execution. With this balanced blend of theory and practice, graduates will be well-prepared for careers in digital agencies, multinational corporations, advertising firms, startups, NGOs, government organizations, or to establish their own e-commerce and digital ventures.

Program Objectives (POs)

The BSDM program aims to:

- **PO1:** Provide a strong foundation in business, management, finance, and marketing with a digital-first orientation.
- **PO2:** Develop professional expertise in e-commerce, consumer psychology, customer relationship management, and brand development.
- **PO3:** Equip students with technical skills in digital tools such as SEO, social media platforms, web development, data analytics, and campaign management.
- **PO4:** Integrate artificial intelligence, creative design, video marketing, and emerging technologies into strategic marketing solutions.
- **PO5:** Foster critical thinking, research ability, and problem-solving for digital business challenges.
- **PO6:** Encourage ethical responsibility, legal compliance, and cybersecurity awareness in digital marketing practices.
- **PO7:** Cultivate entrepreneurial and innovative mindsets to help students launch digital startups and online businesses.

Learning Outcomes (LOs)

By the end of the program, graduates will be able to:

- **LO1:** Demonstrate strong knowledge of business management, economics, finance, and human psychology as applied to digital markets.
- **LO2:** Design and implement effective multi-channel digital marketing campaigns using SEO, social media, paid media, and influencer strategies.
- **LO3:** Apply artificial intelligence, data analytics, and customer relationship management tools to improve marketing outcomes.
- **LO4:** Create and manage digital content, visuals, videos, and interactive media for brand communication.

- **LO5:** Develop, launch, and manage e-commerce platforms and online businesses.
- **LO6:** Conduct applied research and analyze consumer behavior using statistical and technological tools.
- **LO7:** Manage online reputation and respond to digital crises effectively.
- **LO8:** Display leadership, teamwork, and entrepreneurial skills in local, regional, and international digital markets.

Total Credit Hours and Non- Credit Hours Distribution

In accordance with the Credit Hours Scheme of National Business Education Accreditation Council and Higher Education Commission, The BS Digital Marketing is of 127 credit hours and 16 non-credit hours. The distribution of Credit and Noncredit hours is as follows

I.	Total General Education	= 32
II.	Total Interdisciplinary	=12
III.	Toral Major Courses	= 78
IV.	Pak Study	= 02
V.	Internship	= 03
VI.	Capstone Project	= 03
	Total Credit Hours	= 130

Note: The first two years 66 -76 credit hours shall be considered Associate degree offered at affiliated colleges or a student of BS Digital Marketing will use it as exit for Associate Degree.

General Education (Gen-Ed) Requirements

The provision of general education courses ensures that every student is acquainted with the broad variety of fields of inquiry and approaches to knowledge and skills. It offers students an intellectual foundation for their academic, professional, and personal attributes while focusing on critical thinking and writing, speaking or quantitative skills. The general education component is 30 credits hours including Associate Degrees.

Detail of the general education requirements (i.e., courses) as per HEC requirements is given in the Table 1 below:

Table 1: HEC Provided Criteria and Guidelines (Source: HEC)

Course	General Education Cluster	Courses	Credit Hours
Gen-Ed-1	Arts and Humanities *	1	02
Gen-Ed-2	Natural Sciences *	1	3 (2+1)
Gen-Ed-3	Social Sciences *	1	02
Gen-Ed-4&5	Functional English ** Expository Writing **	1	03+3
Gen-Ed-6	Quantitative Reasoning ** Denoted by Quantitative Reasoning -1 and -2)	2	3+3

Gen-Ed-7	Islamic Studies ** (OR) Religious Education/Ethics in lieu of Islamic Studies only for non-Muslim students	1	02
Gen-Ed-08	Ideology and Constitution of Pakistan **	1	02
Gen-Ed-09	Information and Communication Technologies (ICT) **	1	3 (2+1)
Gen-Ed-10	Entrepreneurship **	1	02
Gen-Ed-11	Civics and Community Engagement **	1	02
	Total	12	30
	* University may offer any course within the specific broader subject domain/cluster to meet the given credits. ** HEC designed model courses may be used by the university.		
Field work	Three credit hours (3 CH fixed) and shall be offered in 5th semester onwards		
Project/Thesis	Three credit hours (3 CH fixed) and shall be offered in last semester		

In light of the above table, the department can opt any subject from the cluster of the Following General Education Subjects shown in Table 2:

Table 2: Cluster of General Education Courses as per HEC/ University Requirements

Course	Subjects General Education Cluster	Courses	Credit Hours
Gen-Ed-1	<u>Arts and Humanities *</u> • Introduction to Philosophy • Islamic History • Seerat Un Nabi	1	02
Gen-Ed-2	<u>Natural Sciences *</u> • General Science • Biology • Environmental Science	1	3
Gen-Ed-3	Social Sciences * • Sociology • Law • Introduction to Economics	1	02
Gen-Ed-4&5	<u>Gen-Ed-4: Functional English **</u> Course: Functional English <u>Gen-Ed-5: Expository Writing **</u> Course: Expository Writing.	2	06 (3+3)
Gen-Ed-6	<u>Quantitative Reasoning **</u> Course: Basic Mathematics Course: Basic Statistics	2	06 (3+3)
Gen-Ed-7	<u>Islamic Studies **</u> Course: Islamic Studies / Ethics	1	02

	for Non- Muslims		
Gen-Ed-8	<u>Ideology and Constitution of Pakistan **</u> Course : Ideology and Constitution of Pakistan	1	02
Gen-Ed-09	<u>Applications of Information and Communication**</u> Course: Information and Communication Technologies (ICT)	1	3 (2+1)
Gen-Ed-10	<u>Entrepreneurship **</u> Course: Entrepreneurship	1	02
Gen-Ed-11	<u>Civics and Community Engagement **</u> Course: Civics and Community Engagement	1	02
	Total	12	30
Field work	Three credit hours (3 CH) and shall be offered in 5th semester onwards	6- 8 Weeks Relevant Field Work	03
Project/Thesis	Three credit hours (3 CH) and shall be offered in last semester		03
* The Department can choose any course from the provided list of courses. ** The Department must select the specific subject listed.			

Major (Disciplinary) Requirements:

A major is the academic discipline or a specialized area of study in which the degree is offered. The minimum requirement to complete a single major is 72 credit hours, while in BS Digital Marketing it is 75 credit hours.

Interdisciplinary/Allied Courses:

All the undergraduate/equivalent degree programs shall be comprised of a mandatory set of minimum 12 credit hours for interdisciplinary/allied courses. This is valid for all undergraduate/equivalent degree programs except for Associate Degrees, where the credit hours of interdisciplinary/allied courses may be less or more than 12 credits.

Minor (Optional):

Minor is an option comprised of secondary concentration of courses, ordinarily in an academic discipline that complements the major. The requirements and prerequisites for a minor shall be determined by the concerned department provided that a minor must not be less than 12 credit hours.

Admission Eligibility Criteria

1. Applicants should have minimum 45% in Higher Secondary School Certificate (F.Sc, FA) or equivalent from a recognized Institute/Board.
2. Applicants having “A” levels or other foreign qualifications must provide an equivalence certificate issued by Intermediate Board Committee of Chairmen (IBCC).
3. Any Other criteria being notified University of Swat

Admission Eligibility Criteria Late Entry (4th or 5th Semester) and Early Exit as associate degree in BS Digital Marketing

The University of Swat associate degree Policy and Late Entry Policy shall be strictly considered as and when notified. The basic requirements of the department are as follows:

- i. The applicant should have at least 14 years of education to late enter into BS Digital Marketing Degree.
- ii. The applicant has deficient credit hours shall be dealt case to case basis or as per the policy of university of Swat.
- iii. If an applicant has deficient credit hours, and he/she willing to enter BS Digital Marketing degree after completion of his / her 14 years education, shall be admitted to either 4th Semester or 5th Semester. The deficient credit hours shall be determined on case-to-case basis.
- iv. If a student has completed the credit hours required for completion of Associate degree during studying of BS Digital Marketing degree, he / she shall be allowed to opt for associate degree on his/her own request at any stage of the study, as per policy of the university.
- v. The fourth semester of the current scheme of study shall be consider bridging semester for late entry or the deficient courses may be covered as and when offered in different semesters and the credit hours can be reduce or increase on case to case basis.

Name for Lateral Entry Degree Completion (AD+2years)

- i. The degree awarded upon successful completion of two additional years (after Associate Degree) shall be termed as: BS Digital Marketing

Workshops, Seminars & Exhibition Plan – BS Digital Marketing

(Centre for Management & Commerce, University of Swat)

1. Mandatory Industry Interaction

- Each semester shall include two (02) mandatory workshops/seminars.
- Renowned experts from digital agencies, freelancing platforms, e-commerce firms, multinational companies, tourism marketing businesses, and creative industries etc will be invited.
- Participation is compulsory for all students of BS Digital Marketing.

2. Funding & Financial Support

- Honoraria for guest speakers, refreshments, banners, and souvenirs shall be financed through the Departmental Developmental Fund (DDF).
- All expenditures will follow the University's financial rules and approval processes.

3. Souvenirs for Guest Speakers

- Each guest speaker will be presented with a **souvenir** (University shield, branded plaque, or customized gift).
- Souvenirs will carry the University of Swat logo and Centre for Management & Commerce branding.

- This initiative will help build long-term relationships with industry professionals and project a professional image of the University.

4. Learning Outcomes

These workshops/seminars aim to:

- Provide real-world industry exposure.
- Bridge the gap between academic concepts and market practices.
- Update students on emerging digital marketing trends and tools.
- Enhance networking opportunities with industry practitioners.

5. Semester-Wise Examples of Workshop Themes

(These are examples; other relevant topics may also be included)

- **Semester 1–2 (Foundation):**
 - “Introduction to Freelancing Platforms (Fiverr, Upwork, Amazon)”
 - “Creating Effective Social Media Content”
- **Semester 3–4 (Intermediate):**
 - “SEO & Google Ads: Practical Insights”
 - “Running Facebook & Instagram Paid Campaigns”
- **Semester 5–6 (Advanced Skills):**
 - “Data Analytics & Business Intelligence in Marketing”
 - “E-Commerce Strategies: Daraz, Shopify, Amazon”
- **Semester 7–8 (Strategic & Professional):**
 - “Artificial Intelligence Tools in Marketing (ChatGPT, MidJourney, Jasper)”
 - “Launching a Digital Startup / Marketing Agency”

6. Exhibition

- One Digital Marketing Exhibition shall be organized annually.
- Students will showcase their projects, campaigns, and digital portfolios.
- Industry experts, entrepreneurs, and alumni will be invited to evaluate and guide students.
- This will promote creativity, innovation, and industry linkage.

7. Faculty Coordinator

- One faculty member will be officially notified as the Workshops, Seminars, and Exhibition Coordinator for all undergraduate and graduate programs.
- The coordinator will oversee planning, execution, reporting, and student participation
- The coordinator will:
 - Schedule events,
 - Ensure industry relevance,
 - Manage logistics,
 - Maintain event records including photos, video, attendance etc.
 - Full Media Coverage including preparing press clipping and dissemination on Social Media etc.

8. Integration with Curriculum (Without Marks)

- Students must prepare a short reflection note (1–2 pages) after each workshop/seminar and shall submit it to Coordinator for record purpose only.
- **Instead of marks**, students will be awarded a **Certificate of Participation** for each workshop/seminar they attend for Rs.100 to cover the certificate cost and expenses.
- The Director, Centre will sign certificates **for Management & Commerce**, and the **Coordinator**.

- This will serve as an **official recognition** of students' participation and add value to their academic and professional profile.

9. Industry Trips (Annual)

- At least **one (01) industry trip per academic year** will be organized for BS Digital Marketing students.
- Destinations may include:
 - Digital marketing agencies
 - E-commerce companies (Daraz, Foodpanda, Amazon partners, Shopify vendors, etc.)
 - Multinational corporations with digital branding teams
 - Tourism marketing firms in Swat and other regions
 - Media houses, advertising agencies, or IT/software companies
 - Any other relevant organization (s)
- Objectives:
 - Provide students with **practical insights** into how digital marketing operates in professional environments.
 - Enhance students' understanding of **digital tools, campaign management, and client handling**.
 - Strengthen **university–industry linkages** for future internships and job opportunities.

Scheme of the Studies

BS Digital Marketing- 4 YEARS PROGRAMM

SEMESTER-WISE

Degree Requirements:

Area	Cr. Hrs
General Education	32
Major	78
Interdisciplinary/Allied Courses	12
Compulsory	02
Field Experience /Internship	03
Capstone Project	03
Non-credit Hours	16
Total Credit Hours	130

Semester -1			
Course Codes	Title	Cred. Hrs.	Area
SEN-102/ETB-103	Seerat Un Nabi (PBUH)/Ethical Behavior-I	2(2+0)	Gen-Ed-1
ENV-106	Environmental Science	3 (2+1)	Gen-Ed-2
LAW-108	Law	2(2+0)	Gen-Ed-3
ENG-111	Functional English	3 (3+0)	Gen-Ed-4
PSY-110	Introduction to Psychology	3 (3+0)	Inter-Disp-1
BDM-101	Principles of Management	3(3+0)	Major 1
BDM-102	Principles of Marketing	3(3+0)	Major 2
Total		19	
Credit Hours			

Semester 2			
Code	Title	Cred. Hrs.	
ENG-152	Expository Writing	3(3+0)	Gen-Ed-5
MAT-153	Basic Mathematics	3(3+0)	Gen-Ed-6
STA-154	Basic Statistics	3 (3+0)	Gen-Ed-7
FEQ-155/ETH-158	Fehm-e-Quran-I / Ethics I for Non-Muslim	1(1+0)	Gen-Ed-8
BDM-151	Human Resource Management	3(3+0)	Major 3
BDM- 152	Financial Accounting I	3(3+0)	Major 4
Total Credit		16	
Hours			

Semester 5			
BDM-301	Organizational Behavior in the Digital Age	3 (3+0)	Major 11
BDM-302	Financial Management	3 (3+0)	Major 12
BDM-303	Cost Accounting	3 (3+0)	Major 13
BUA-350	Field Experience/Internship*	3 (3+0)	INTERNSHIP
SOC-101	Sociology	3 (3+0)	Inter-Disp-2
ECO-101	Principles of Micro Economics	3 (3+0)	Inter-Disp-
Total Credit Hours		18	

*The internship may be offered any time after the completion of the fifth semester and must be completed before the award of the degree. The marks/grades of the internship shall be recorded in the relevant semester as per University policy. The placement of students for internships will be subject to the availability of opportunities and vacancies in the concerned organizations

Semester 3			
Code	Title	Cred. Hrs.	Area
IST-202/ETB-202	Islamic Studies /Ethical Behavior-II	2(2+0)	Gen Ed-9
ICP-204	Ideology and Constitution of Pakistan	2(2+0)	Gen-Ed-10
ICT-205	Application of Information and Communication Technologies	3 (2+1)	Gen-Ed-11
BDM-201	Marketing Management	3 (3+0)	Major 5
BDM-202	Financial Accounting II	3 (3+0)	Major 6
BDM-203	Business Communication	3 (3+0)	Major 7
Total Credit Hours		16	

Semester 4			
Code	Title	Cred. Hrs.	Area
ENT-252	Entrepreneurship	2 (2+1)	Gen-Ed-12
CCE-253	Civic and Community Engagement	2(2+1)	Gen-Ed-13
FEQ-255 /ETH-258	Fehm-e-Quran II / Ethics II	1(1+0)	Gen-Ed-14
PST-254	Pakistan Studies	2(2+0)	Compulsory
BDM-251	Business Finance	3 (3+0)	Major 8
BDM-252	Consumer Behavior in the Digital Age	3 (3+0)	Major 9
BDM-253	Fundamentals of Digital Marketing	3 (3+0)	Major 10
Total Credit Hour		16	

Semester 6			
Code	Title	Cred. Hrs.	Area
BDM- 351	Business Research Methods	3 (3+0)	Major 14
BDM- 352	Customer Relationship Management and Digital Tools	3 (3+0)	Major 15
BDM-353	Brand Management in Digital Context	3 (3+0)	Major 16

BDM-354	Local & Regional Digital Marketing Strategies	3 (3+0)	Major 17
BDM-355	Artificial Intelligence in Marketing	3 (3+0)	Major 18
ECO-151	Principles of Macro Economics	3 (3+0)	Inter-Disp-4
	Total Credit Hours	18	

Semester 7			
Code	Title	Cred. Hrs.	Area
BDM-401	Creative Design & Interactive Media	3 (3+0)	Major 19
BDM-402	International and Cross Cultural Marketing	3 (3+0)	Major 20
BDM-403	Digital Advertising & Campaign Managemens	3 (3+0)	Major 21
BDM-404	Video Marketing & Emerging Medias	3 (3+0)	Major 22
Bdm-405	Sustainable Business Practices	3 (3+0)	Major 23
	Total Credit Hours	15	

Semester 8			
Code	Title	Cred. Hrs.	Area
BDM-451	Public Relations & Online Reputation Management	3 (3+0)	Major 26
BDM-452	Search Engine Optimizer & Search Marketing	3(3+0)	Major 27
BDM-453	Data Analytics in Marketing	3(3+0)	Major 28
BDM-499	Capstone Project/Thesis	3(3+0)	Project
Total		12	
Credit Hours			

