

Specialization offered by HSS department

Specialization- : Digital Marketing								
S. No.	Course Code	Dept.	Title of Course	L	T	P	Contact Hours	Credits
1	18B11HS925	HSS	Consumer Behaviour	3	0	0	3	3
2	18B11HS926	HSS	Ethics, IPR and Cyber laws	3	0	0	3	3
3	18B11HS927	HSS	Digital Marketing research	3	0	0	3	3
4	18B11HS928	HSS	Introduction to Social Media Marketing	3	0	0	3	3
5	21B11HS975	HSS	Introduction to E-commerce	3	0	0	3	3
6	18B11HS930	HSS	Digital Marketing Analytics	3	0	0	3	3
7	18B17HS973	HSS	Minor Project	0	0	4	4	2
Total							22	20