JAIPUR NATIONAL UNIVERSITY
RAS AL KHAIMAH CAMPUS

A+
ACCREDITED BY NAAC

APPROVED BY UGC UNDER 2(F) OF UGC ACT, (1956) & NAAC A+ ACCREDITED UNIVERSITY

TRANSFORM YOUR FUTURE

ENTER THE WORLD OF DIGITAL MARKETING

Admissions Open for September 2025 Intake!

About
BBA in Digital Marketing

The BBA in Digital Marketing is an innovative undergraduate program designed to equip students with essential skills to succeed in the digital world. This program focuses on the latest marketing trends and tools to build effective online marketing strategies and brand presence.

Why Pursue a BBA in Digital Marketing

Industry-Relevant Curriculum

Covers trending areas like analytics, influencer marketing, and content strategy for real-world readiness.

Practical Experience with Tools

Students gain hands-on experience with leading tools like Google Analytics and SEMrush, building a professional portfolio of digital campaigns.

Digital Marketing Lab

Unique lab and simulation projects allow students to design, test, and optimize digital campaigns.

Assured Internship

JNU RAK offers a 6th-semester internship through local partnerships, with career services aiding students in securing full-time roles.

Learning Opportunities

DIGITAL MARKETING STRATEGIES

Learn to create and implement effective digital marketing campaigns across platforms.

SOCIAL MEDIA MARKETING

Master strategies for building brand awareness, engagement, and loyalty on social media platforms.

SEARCH ENGINE OPTIMIZATION (SEO)

Understand the fundamentals of SEO to improve website visibility and drive traffic.

CONTENT MARKETING

Create compelling, valuable content to attract and engage online audiences.

DATA ANALYTICS

Use data and analytics tools to measure the performance of digital campaigns and optimize strategies.

E-COMMERCE MARKETING

Develop skills to market products and services in the online retail environment.

CAREER OUTCOMES FOR
BBA IN DIGITAL MARKETING

Digital Marketing Manager
Designs and implements online marketing campaigns to increase brand visibility and sales.

SEO Specialist
Focuses on optimizing websites and content for search engines to improve rankings and visibility.

Social Media Manager
Manages social media platforms to build brand identity, engage audiences, and drive conversions.

Content Strategist
Creates and oversees content strategies that align with business goals and drive customer engagement.

Email Marketing Specialist
Develops and manages email campaigns to communicate with customers and promote products or services.

E-Commerce Manager
Oversees online retail platforms, improving user experience and driving sales through digital channels.

Digital Advertising Specialist
Manages paid advertising campaigns, including Google Ads and social media ads, to generate leads and sales.

Analytics Expert
Analyzes data to assess campaign performance and optimize marketing strategies.

Brand Manager
Oversees the digital branding strategy to build and maintain a strong online presence for a company.

Why Choose Jaipur National University, RAK Campus?

- **Industry Ready Curriculum:** Curriculum tailored for today's digital landscape, offering insights from industry experts in Cyber Security.
- **Practical Training:** Hands-on experience with leading Cyber Security tools through live projects, simulations, and internships.
- **Industry Integration:** Gain practical skills through internships and collaborations with top tech companies.

- **Global Accreditation:** Accredited with NAAC A+ and UGC approval, ensuring globally recognized degrees.
- **Top-Ranked University:** Recognized among India's top private universities for academic excellence and skill-driven education.
- **State-of-the-Art Infrastructure:** Equipped with advanced labs and smart classrooms for a world-class learning experience.

ELIGIBILITY CRITERIA

Name of Program	Duration	Eligibility	Selection Process
BBA Digital Marketing	3 Years	Completion of 12th grade (or equivalent) from a recognized board, preferably with a background in commerce or arts, with a minimum of 50% aggregate marks.	Merit + Personal Interview

Course Fee: AED 25,000 per year
Multiple Scholarships Available

▶ **Enroll Now and Avail Early Bird Scholarships**

▶ **Admissions Open for September 2025 Intake!**

Apply Today and secure your future in the rapidly growing world of cyber security!
For Admissions and Inquiries, please contact

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