

Proposed Roadmap of ADP Digital Marketing (F2023 - S2025)				
Semester 1				
Sr. No.	Course Code	Course Title	Credit Hours	Course Type
1	EN114	English Grammar and Composition -I	3	General Education Compulsory
2	IS135	Computer Applications (Theory & Lab)	3	General Education Compulsory
3	ISL112	Islamic Thought and Perspectives	3	General Education Compulsory
4	QM110	Business Mathematics	3	General Education Compulsory
5	MK350	Principles of Marketing	3	Foundation Course
6	MG201	Introduction to Business	3	Foundation Course
Semester Credit Hours			18	
Semester 2				
7	EN221	English Grammar and Composition II	3	General Education Compulsory
8	POL121	Pakistan: Ideology, Constitution and Society	3	General Education Compulsory
9	QM120	Introduction to Statistics	3	General Education Compulsory
10	MK252	Introduction to Digital Marketing	3	Foundation Course
11	MK365	Principles of Branding	3	Foundation Course
12	MK355	Principles of Advertising & Promotion	3	Major Course
Semester Credit Hours			18	
Semester 3				
13	EN326	Business Communication & Report Writing	3	Major Course
14	MK290	Digital Marketing Strategies	3	Major Course
15	MK295	Social Media and Digital Content Marketing	3	Major Course
16	MK353	Consumer Behaviour	3	Major Course
17	LT235	Media Laws & Ethics	3	Major Course
18	ACC101	Principles of Accounting	3	Major Course
Semester Credit Hours			18	
Semester 4				
19	MG224	Innovation and Entrepreneurship	3	General Education Compulsory
20	GD255	Graphic Designing and Illustration	3	Major Course
21	IS290	SEO and PPC Campaigns	3	Major Course
22	IS292	Web Analytics & Reporting	3	Major Course
23	MK315	Integrated Marketing Communication	3	Major Course
Semester Credit Hours			15	
Total Program Credit Hours			69	