



Southern
New Hampshire
University



Gain digital mastery to
drive modern brand success.

Bachelor of Science in Marketing (Digital Marketing)

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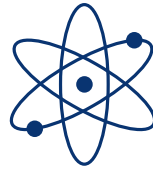
About SNHU

Founded in 1932, Southern New Hampshire University (SNHU) is a distinguished U.S. nonprofit institution with a 25+ year online legacy of redefining higher education. Chosen by 3,000 on-campus and 170,000 online students, with an alumni network exceeding 100,000 worldwide, SNHU is one of the largest universities in the U.S.

SNHU is decorated with accolades, including the 2020 Most Innovative University in the North (U.S.) and Best Regional Universities by U.S. News & World Report and is accredited by NECHE, overseen by the U.S. Department of Education and Council for Higher Education Accreditation. SNHU strives to transform lives through quality education and our globally recognized accreditations are a testimony to the highest academic standards.



Awarded the 21st Century Distance Learning Award For Excellence in Online Technology
By the United States Distance Learning Association (USDLA)



Named 2024's Most Innovative University in the North
By the U.S. News & World Report



Accredited by the New England Commission for Higher Education (NECHE)
Overseen by the U.S. Department of Education (USDOE)



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Program Overview

Southern New Hampshire University's **Bachelor of Science (BS) in Marketing with a specialization in Digital Marketing** focuses on empowering individuals to establish a promising and lucrative career in marketing. This international degree offers an extensive and appropriate academic plan designed to prepare you for the professional challenges of the future.

This in-demand online program offers students the opportunity to build a strong foundation in marketing principles, while also gaining specialized expertise in digital marketing tactics, tools and concepts. The program also comes equipped with the opportunity to specialize. The curriculum of the program balances theory and practical application, allowing students to easily enter the industry. Along with acquiring technical skills relevant to marketing students also gain dexterity in managerial and leadership skills.



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Why Digital Marketing?

We live in a digital world, and consumers interact with brands through more than just traditional marketing channels such as TV, radio, print and billboards. New technologies are allowing companies to reach their target audience in ways that were never possible before.

Digital marketing offers a breadth of opportunities for marketing professionals. Although the learning curve can be steep, there is amazing potential in this field and SNHU is proud to be preparing the digital marketing leaders of tomorrow.

- By 2028, marketing manager positions are expected to grow by 10%, according to the U.S. Bureau of Labor Statistics (BLS) – faster than the average for all occupations.*
- The digital marketing career scope in the Indian internet industry alone is going to be worth \$160 billion by 2025, according to a Goldman Sachs report, which is three times its current value.**
- The average base pay of a Digital Marketing Manager in India is ₹23 lacs per annum.^

*U.S Bureau of Labor Statistics. [Viewed online here.](#)

**Scope of Digital Marketing in India. [Viewed online here.](#)

^Glassdoor. [Viewed online here.](#)



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Career Potential

An online Bachelor of Science in Marketing enables you to gain hands-on experience, master technical skills and shape success for organizations in the digital frontier with impactful digital marketing strategies. This degree ensures you are ready to thrive in a dynamic industry in exciting roles like:

- Marketing manager
- Digital marketing specialist
- Social media coordinator
- Content strategist



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What Will You Learn?

A Bachelor of Science in Marketing with a specialization in Digital Marketing helps you advance your career by incorporating experiential learning, practical training and contemporary best practices. With dedicated support and expert, experienced faculty, you'll graduate equipped with the skills needed to:

- Utilize primary and secondary data to determine the position of a product in the market.
- Recommend strategies for maximizing both internal and external opportunities through the effective use of the marketing mix.
- Develop strategic marketing plans in alignment with stated missions, objectives, and goals of the organizations.
- Employ effective written and oral communication skills appropriate to the professional marketing context.
- Apply legal and ethical principles to marketing activities.
- Collaborate in cross-functional internal and external environments to ensure the creation, capture, and delivery of value.



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Why Choose SNHU Online?



Embrace a rich academic legacy

Established in 1932, SNHU brings a rich legacy of educational excellence and leadership. As a pioneer in online education, SNHU has been offering industry-relevant top-tier online degrees since 1995.



Global employability & opportunities

With a 160,000+ strong global community of learners and a vast network of 232,000+ alumni across 46+ countries, our global footprint showcases our international recognition and employability. SNHU propels you to global success, preparing you for evolving workplaces.



Opportunity to attend graduation ceremony on-campus

Online students at SNHU have the unique opportunity to take part in the full graduation experience. You are welcome to join the celebration on campus and build lifelong memories in person, because your success deserves the spotlight.



Robust suite of online learning tools

Online learners at SNHU gain exclusive access to specialized online toolkits, depending on the area of study. These include Microsoft Suite and a LinkedIn Learning subscription. Elevate your education.



Career Catalyst Advantage

In partnership with Hiration, SNHU offers a whole suite of AI-powered career-enabling tools that help you sharpen skills through mock interviews, receive real-time feedback, create a compelling LinkedIn profile, master the art of cover letters and tailor resumes with Job Matcher for each opportunity – all with AI-powered excellence.



Affordable pricing & merit scholarships

SNHU is committed to making learning economical and accessible. Our pricing, flexible payments, 0% financing and merit scholarships ensure a U.S.-accredited degree is financially reachable for everyone.



Campus Immersion Program

Embark on SNHU's Campus Immersion program, a dynamic 2-week Experience English Summer Camp, where you'll delve into New England's rich culture, engage with local entrepreneurs, attend campus event with SNHU students, and enhance your English skills through hands-on educational excursions and career workshops, creating lasting memories beyond the classroom.

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Alumni Benefits

Upon completing their studies, all SNHU graduates, whether from online programs or on-campus courses, gain access to a diverse array of exclusive alumni benefits. By joining our online alumni community, you unlock:

Global Alumni Network and Social Platform

Stay connected with former SNHU classmates across the globe through our comprehensive alumni directory and social media platform, fostering valuable connections and opportunities for collaboration.

SNHU LinkedIn Community Group Handshake

Join our exclusive LinkedIn community group designed for SNHU alumni, where you can explore job postings, advertise vacancies within your company, and tap into the diverse talent pool of SNHU graduates.

Career Development Resources

Engage in a range of career development resources, including webinars, internship fairs, and personalized counseling sessions, tailored to support your professional growth and advancement.

Professional Support Services

Benefit from tailored professional support services such as mock interviews and resume reviews, providing invaluable feedback and guidance to help you succeed in your career endeavors.

Events Calendar: Networking and Engagement

Stay informed about upcoming events such as Homecoming celebrations, Global Days of Service initiatives, and virtual career events, offering opportunities for networking, learning, and community engagement.

Access to SNHU Library Resources

Gain unrestricted access to a wealth of academic and research resources offered by SNHU's library, empowering you with the knowledge and information needed to excel in your personal and professional pursuits.



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Career Catalyst AI Tools: Empowering Your Career Ascent

We have partnered with Hiration, a pioneer in AI-driven innovation, to offer you a whole suite of AI-powered tools that enable you to showcase your best self and take your career to unprecedented heights.

Get a competitive edge with Career Catalyst:

- **Excel in mock interviews:** Refine your interview skills with real-time feedback.
- **Tailor your resume:** Customize your resume to each job listing with the Job Matcher feature.
- **Optimize LinkedIn:** Craft an alluring profile showcasing skills and experience that recruiters can't resist.
- **Perfect your cover letter:** Receive precise, actionable feedback to create a lasting impression.

Transform your growth trajectory with AI-powered tools. We're here to guide you every step of the way.



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Format

Online Degree Program

Our online undergraduate programs have **six convenient start dates** throughout the year and are divided into **eight-week sessions**.

Eligibility

Online Degree Program

To be eligible for admission in one of SNHU's online undergraduate programs, you must meet the following criteria:

- Must not be a resident of the U.S.
- Must be proficient in English
- Must be a Higher Secondary School graduate (12th grade) with U.S. equivalent GPA of 2.0 (C) or higher (passing or above on your 12th grade final HSC, ICSE, CBSE, AISSC or other standardized exams)

Note: If final 12th-grade exam scores are not available students may submit their mid-term or prelims 12th-grade scores and/or their 11th-grade final scores.



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Curriculum

Our General Education program provides students with a learning framework that addresses core competencies (such as information literacy, critical thinking, global knowledge and awareness, etc.) which are identified as critical factors toward a student's ability to succeed in their academic and professional goals. The ultimate purpose of the General Education program is to provide students with an intentional undergraduate experience that contributes to the development of higher-order skills that employers find necessary for students to succeed, regardless of their chosen career field.

If you would like more information about any of the subjects, please click on the subject code to bring you to the academic catalog.

General Education Subjects (42 Total Credits)

ENG122 - English Composition I
ENG123 - English Composition II
SNHU107 - Success Strategies for Online Learning
IDS100 - Perspectives in Liberal Arts
HUM100 - Perspectives in Humanities
HUM200 - Applied Humanities
SCI100 - Perspectives in the Natural Sciences
SCI200 - Applied Natural Sciences
HIS100 - Perspectives in History
HIS200 - Applied History
ISD400 - Diversity
MAT240 - Applied Statistics
EC0201 - Microeconomics
EC0202 - Macroeconomics

Major Subjects (18 Total Credits)

MKT229 - Principles of Integrated Marketing Communications
MKT265 - Social Media & Marketing Communications
MKT337 - Marketing Research
MKT345 - Consumer Behavior
MKT400 - Strategic Brand Management
MKT432 - Strategic Marketing Planning (Capstone)

Business Core Subjects (30 Total Credits)

ACC201 - Principles of Financial Accounting
ACC202 - Principles of Managerial Accounting
BUS206 - Business Law I
BUS210 - Managing and Leading in Business
BUS225 - Critical Business Skills for Success
FIN320 - Principles of Finance
INT220 - Global Dimensions in Business
MKT205 - Applied Marketing Strategies
QS0321 - People, Planet and Profit
BUS400 - Driving Business Opportunities

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Specialization Subjects (12 Total Credits)

MKT311 - Mobile Marketing: Explore mobile marketing channels and gain exposure to the different mobile strategies companies are using. Analyze the different mobile channels available to companies and how companies are using mobile strategies as part of their marketing strategies.

MKT315 - SEO vs SEM: Explore Search Engine Optimization (SEO) and Search Engine Marketing (SEM) strategies with a specific focus on understanding the difference between organic and paid leads and traffic. Gain familiarity with web analytics services such as Google Analytics.

MKT335 - Digital Advertising: Examine the digital advertising landscape with a focus on the different types of digital and online advertising, including search-advertising strategies, social media marketing and inbound marketing.

MKT410 - Digital Analytics: Gain an overview of the different digital analytic tools being used by marketers to evaluate and measure their digital strategies. Focus on exploring online advertising metrics, social media analytics and other approaches to digital marketing measurement.

Free Electives (18 Total Credits)

Total Credits - 120 credits (or 40 Subjects)

Disclaimer: Subject availability is not guaranteed. Not all subjects are available for all terms and in the event there is an error, the university reserves the right to remediate. Subjects are not necessarily able to be taken in the order listed.



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Meet Our Faculty Members

SNHU is dedicated to student success, and that starts with bringing expert faculty to teach our specialized subjects for students studying online from India. In addition to real-world experience in their field and a passion for education, each faculty member undergoes training for online instruction from SNHU.

Our faculty members for online degrees in India are Indian, meaning they can help bridge the cultural gap and give you the unique perspective of an Indian professional working domestically and globally. SNHU hires our Indian faculty members at the same standard as our on campus faculty, so you'll get the unique opportunity to learn from local experts hired at U.S. university standards.

Faculty Highlight



Dr. Meera Iyer, PhD

12+ years of experience

Teaches Physiological Psychology

Dr. Iyer is a child and adolescent psychologist with a PhD in psychology, specializing in cyberpsychology.

She is a member of prominent international and national psychological associations (APA, INSPA, NAOP and BCPA) and has made contributions to government-based initiatives (NCPCR, Mission Shakti-Gov. of India) for counseling trauma and domestic abuse victims.



Dr. Nilakantan Narasinganallur, PhD

32+ years of experience in finance, 15+ years of teaching MBA programs

Teaches Applied Business Statistics

Dr. Narasinganallur has earned his Ph.D. in Management from Mumbai University, where his research focused on financial derivatives and the comparison of option valuation for indexes and equities in the Indian stock market to valuations in the US stock market.

He is a published author of a book on modern risk analysis and various peer-reviewed research papers in international journals.

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Dr. Sivaraman Eswaran, PhD

**Completed his PhD at Bharathiar University, Coimbatore in 2019
Teaches Security Risk Analysis and Planning**

Dr. Sivaraman is a CompTIA Security+ certified professional and EC-Council Certified Computer Hacking Forensic Investigator in addition to a Microsoft Certified Professional and EMC Academic Associate.

He received an internal research grant funded by PES University for a research project, in addition to several research projects funded by Curtin University Malaysia in collaboration with the University of Nottingham Malaysia and the Swinburne University of Technology Malaysia.



Dr. Veena Tripathi, PhD

Dr. Tripathi's experience spans various industries (automobile, banking, entertainment, NGOs and educational institutions) and regions including Europe, North America, India and Central Asia. Professor Veena is a certified coach from HarvardX and University of Michigan and her major focus is to bring purpose, positive energy and creative confidence to every teaching experience. Currently, she is the Director of Global Strategic Partnership of an NGO, a marketing professor at Jaipuria Institute of Management, Delhi in addition to being faculty member at SNHU. She brings to the table a varied set of skills and experience ranging from mental health to personal branding to marketing communications. She is also a columnist for the Indian Sleep Product Federation magazines, Loud Applause, Data quest and more.

Accreditations



Degree Certificate

Southern New Hampshire University

Be it known that the Board of Trustees, by the authority vested in it under the laws of the State of New Hampshire and upon recommendation of the faculty does hereby confer upon

Your Name Here

the degree of

**Bachelor of Science
in Name of Program Here**

in recognition of fulfillment of the requirements for that degree with all the Rights, Honors and Privileges pertaining thereto.

Given at Manchester, New Hampshire this sample day of May, for reference purposes only.

Actual diploma will have the official SNHU seal and signatures from the president and chairman of the board of trustees

* SNHU degree programs are validated by the U.S. Regional Accrediting body (NECHE) and recognized in the U.S. by the U.S. Department of Education. These degree programs do not have official recognition by Ministries of Education outside the United States.

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