

BS Digital Marketing				
Semesters	Course Code	Course Title	Credit Hrs	Sections
Semester 1	ENG110	Functional English	3	1
	PAK101	Pakistan Studies	2	1
	QR101	Quantitative Reasoning I	3	1
	SS103	Sociology	2	1
	ICT101	Application of Communications & Information Technology	2	1
	ICTL101	Application of Communications & Information Technology (LAB)	1	1
	DMMK1103	Fundamentals of E-Business	3	1
Semesters	Course Code	Course Title	Credit Hrs	Sections
Semester 2	QR201	Quantitative Reasoning II	3	1
	ENG211	Expository Writing	3	
	BAMG1823	Fundamentals of Management	3	
	BAMK1113	Fundamentals of Marketing	3	
	CCE201	Civics and Community Engagement	2	
	BAAF1223	Financial Accounting	3	
Semesters	Course Code	Course Title	Credit Hrs	Sections
Semester 3	BAMG2843	Business Communication	3	1
	BAMK2113	Fundamentals of Business Analytics	3	1
	BAMK2123	Marketing Management	3	1
	AFEC2703	Principals of Economics	3	1
	ISL201	Islamic Studies	2	1
	BAHU2012	Foreign Language	2	1