

BS Digital Marketing				
Semesters	Course Code	Course Title	Credit Hrs	No. of Sections
Semester 1	ENG110	Functional English	3	1
	PAK102	Ideology & Constitution of Pakistan	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	No. of Sections
Semester 2	QR201	Quantitative Reasoning II	3	1
	ENG211	Expository Writing	3	1
	BAMG1823	Fundamentals of Management	3	1
	BAMK1113	Fundamentals of Marketing	3	1
	BAAF1223	Financial Accounting	3	1
	CCE201	Civics and Community Engagement	2	1