

CERTIFICATE COURSE IN DIGITAL MARKETING
PAPER CCDMI: Fundamentals of Digital Marketing

Max. Marks: 100

External: 70

Internal: 30

Pass: 40%

Credits: 6

Objective:

To help learners explore several aspects of the new digital marketing. To make them understand frameworks and approaches in order to measure digital actions of the consumers

Section A

Unit-1

Introduction to Digital Marketing: Concepts, Traditional Marketing vs. Digital Marketing, Digital Market Evolution, Career in Digital Marketing,

Unit-2

Digital Consumer: Consumer Characteristics and profiles, Information Search Behavior, Factors Influencing Consumption Behavior, Purchase Decision Process, Post Purchase Behavior and Management.

Unit -3

Digital Marketing Strategy: Digital vs Non- Digital Marketing Strategy, Digital Marketing Decisions- Product, Price, Distribution and Promotion

Section B

Unit -4

Digital Marketing Strategy Formulation and Execution
Digital Marketing Mechanisms: Websites- Company and Retail Service Providers, Search

Unit-5

Unit-Engines- Google, Bing, Ask, Yahoo Video Hosting and Entertainment-Youtube, Wimeo, Amazon Prime, Netflix, Hotstar.

Unit-6

Mobile Phones, E- Mails, Blogs, Social Media: Facebook, Instagram, Twitter, Whatsapp.

Suggested Readings:

Seema Gupta, Digital Marketing, McGraw Hill Education

Punit Singh Bhatia, Fundamentals of Digital Marketing, Pearson

Philip Kotler, Marketing 4.0: Moving from Traditional to Digital, Publisher Wiley

CERTIFICATE COURSE IN DIGITAL MARKETING
PAPER CCDM2 Digital Marketing Platforms

Max. Marks: 100

External: 70

Internal: 30

Pass: 40%

Credits: 6

Objective:

To help learners explore several aspects of the new digital marketing environment, acquaint them with the motivations behind data collection and analysis methods used by marketing mentors.

Section A

Unit-1

Website Marketing: Concept and Implications, Search Engine Optimization: Introduction, Keyword Planner Tools, On Page SEO Techniques-Indexing and Keyword Placement, Content Optimization

Unit-2

E-Mail Marketing: Concept and Implications E-Mail Automation, E-Mail Oriented Promotional Programs.

Mobile Marketing: Concept and Implications, SMS Marketing, Marketing on Mobile Applications.

Unit-3

Search Engine Marketing: Tools and techniques

Display Advertising: Tools and techniques

Section B

Unit-4

Introduction to Social Media Marketing: Concept, Comparison and Implications, Social Media-Evolution, Characteristics ,Career in Social Media Marketing.

Unit-5

Social Media Customer: Profiles, Behavior and Engagement; Social Media Marketing Strategy.

Unit-6

Social Networks: Facebook, Instagram, Twitter, YouTube, Whatsapp - Design, Features, Mechanism, Metrics, Reach and Users, Virtual Marketing, Content Marketing,

Designing and monitoring Advertising campaigns using Facebook Business Manager .

Suggested Reading

1. Damian Ryan, Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Publisher.

2. R Solomon and Tracy, Social Media Marketing: Pearson New International Edition

CERTIFICATE COURSE IN DIGITAL MARKETING
PAPER CCDM3 Web Designing and Development

Max. Marks: 100

External: 70

Internal: 30

Pass:40%

Credits: 6

Objective:

To learn to choose and devise appropriate web analytics tools and techniques.

Section A

Unit-1

Introduction to HTML: Basic concepts and overview of HTML markup.

Web design, Process of Web designing and publishing, Implementation, Web site development phases, Role of HTML in Web.

Unit-2

Overview of HTML: structure of HTML documents, document types, various elements of HTML.

Links, Addressing and Images: Linking basics, URL, linking in HTML, anchor attributes images and anchors, image maps, semantic linking with the <LINK> element, meta-information;

HTML image basics; images as buttons; and image maps.

Unit-3

Layout: Backgrounds, Colors, and Text; design requirements; HTML approach to Web design; fonts; colors in HTML; document-wide color attributes for <BODY>; and background images.

Introduction to tables, LISTS; frames

Section B

Unit-4

Style Sheets: Basics, properties and positioning of style sheet. HTML Forms: Preliminaries, controls and the <FORM> element;

UServer-Side Programming: client/server side programming; common gateway interface (CGI);

Unit-5

Dynamic HTML: dynamic HTML and document object model; HTML and scripting access; rollover buttons; moving objects with DHTML; and ramifications of DHTML.

Suggested Reading

1. Thomas A. Powell, "HTML: The Complete Reference", Osborne/McGraw- Hill

2. Deitel, Deitel and Nieto: Internet & WWW. How to

program, 2nd Edition, Pearson Education Asia.

3. E Stephen Mack, JananPlatt : HTML 4.0, No

Experience Required, 1998, BPB Publications.