CERTIFICATE COURSE IN DIGITAL MARKETING
PAPER CCDM1: 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

INSTRUCTIONS FOR THE PAPER SETTER/EXAMINER:

1. The syllabus prescribed should be strictly adhered to.
2. The question paper will consist of three sections: A, B, and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. The candidates will attempt two questions from each section.
3. Section C will have fifteen short answer questions covering the entire syllabus. Each question will carry 3 marks. Candidates will attempt any ten questions from this section.
4. The examiner shall give a clear instruction to the candidates to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.
5. The duration of each paper will be three hours.

INSTRUCTIONS FOR THE CANDIDATES:

Candidates are required to attempt any two questions each from the sections A and B of the question paper and any ten short questions from Section C. They have to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.

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 MarketingStrategy 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.

INSTRUCTIONS FOR THE PAPER SETTER/EXAMINER:

1. The syllabus prescribed should be strictly adhered to.
2. The question paper will consist of three sections: A, B, and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. The candidates will attempt two questions from each section.
3. Section C will have fifteen short answer questions covering the entire syllabus. Each question will carry 3 marks. Candidates will attempt any ten questions from this section.
4. The examiner shall give a clear instruction to the candidates to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.
5. The duration of each paper will be three hours.

INSTRUCTIONS FOR THE CANDIDATES:

Candidates are required to attempt any two questions each from the sections A and B of the question paper and any ten short questions from Section C. They have to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.

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

Max. Marks: 100

External: 70

Internal: 30

Pass:40%

Credits: 6

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

INSTRUCTIONS FOR THE PAPER SETTER/EXAMINER:
1. The syllabus prescribed should be strictly adhered to.
2. The question paper will consist of three sections: A, B, and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. The candidates will attempt two questions from each section.
3. Section C will have fifteen short answer questions covering the entire syllabus. Each question will carry 3 marks. Candidates will attempt any ten questions from this section.
4. The examiner shall give a clear instruction to the candidates to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.
5. The duration of each paper will be three hours.

INSTRUCTIONS FOR THE CANDIDATES:

Candidates are required to attempt any two questions each from the sections A and B of the question paper and any ten short questions from Section C. They have to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.

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, 2 nd Edition, Pearson Education Asia.

3. E Stephen Mack, JananPlatt : HTML 4.0 , No Experience Required, 1998, BPB Publications.