



**Dr. D. Y. Patil Vidyapeeth, Pune**

(Deemed to be University)

(Re-accredited by NAAC with a CGPA of 3.64 on a four-point scale at 'A++ Grade')

(An ISO 9001: 2015 Certified University)

**Centre for Online Learning**



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**Sant Tukaram Nagar, Pimpri, Pune – 411018**

**Curriculum for**

**Certificate Programme in Digital Marketing (CPDM)**

**2020 Resolution Passed in the Meeting of Board of Management Held**

**on 27/12/2018**

**Academic Year 2022-23**

**Objectives:**

The Certificate Programme in Digital Marketing is ideal for professionals looking to acquire new skill sets or for freshers wanting to boost their resumes. This Programme is also an ideal beginning for anyone interested in understanding the nuances of digital marketing. It will give a macro perspective of digital marketing with a conceptual and practical understanding of various elements of digital marketing like SEO, SEM, Social, and Internet Marketing.

**Duration:**

This is an online certificate programme of six months duration.

**Eligibility:**

A candidate for being eligible for admission to the Certificate Programme in Digital Marketing shall have passed graduation degree from a recognized university or its equivalent from any stream and has secured 45% marks at graduation level.

**Medium of Instruction:**

Medium of instruction shall be in English.

**Scheme of Examination:**

All examinations of Dr. D. Y. Patil Vidyapeeth's COL shall be conducted twice in a year (June and December), at the specified Examination Centres through online mode. Conduct of Examinations, Passing Criteria and Students Disciplinary Control in the Examinations will be as per Regulations as amended from time to time by Dr. D Y Patil Vidyapeeth.

The overall assessment for a course will consist of the following two components:

1. Self-Assessment (Continuous Assessment)
2. Formative Assessment of continuous nature and 30% weightage
3. Summative Assessment OR Term End Examination of 70% weightage.

## **1. Self-Assessment Questions (SAQ):**

This continuous formative assessment facilitates a comprehensive study of the entire syllabus. Each unit shall have 10 Multiple Choice Questions (MCQs). These are nongraded and is to be treated as practice questions. The questions shall be designed to assess the remembering and understanding skills of learners.

## **2. Formative Assessment**

Formative Assessment shall have Formative assignment I and Formative assignment II.

**Formative assignment I:** Shall have 20 MCQs (MCSR, TF, FIB) with unit proportionality. Each question shall carry 1 mark so that formative assignment I shall have 20 marks. The questions shall be designed to assess the remembering and understanding skills of learners.

**Formative assignment II:** shall have 5 MCMR type questions based on one situation exercise. Each question shall carry 2 marks so that formative assignment II shall have 10 marks. The questions shall be designed to assess the applying acquired knowledge skills of the learners.

Combined performance of formative assignment I and II will be evaluated for total 30 marks.

Passing percentage is 40%.

## **3. Summative Assessment / Term End Examination (Proctored Examination)**

Summative assessment shall have 2 sections with a total mark of 70.

**Section I (A):** These sections shall have 40 MCQs (MCSR, TF, FIB) of one mark each with unit proportionality. The questions shall be designed to assess the remembering, understanding, and applying acquired knowledge skills of learners.

**Section I (B):** These sections shall have 05 MCMR type questions based on situation exercise of 10 marks each question shall carry 2 marks. The questions shall be designed to assess the analysing and evaluating skills of the learners. This section carries 10 marks.

**Section II:** These sections shall have 3 subjective/descriptive type questions of 10 marks each out of which learners will have to attempt any 2 questions. The questions shall be designed to assess the analysing and evaluating skills of the learners. This section carries 20 marks.



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Combined performance of summative assessments sections I and II will be evaluated for total 70 marks. Passing percentage is 40%.

The combined performance of formative assignments and summative assessment shall be evaluated for 100 marks. Separate passing is necessary for formative assignments and summative assessment.

### Grading and Award of Class for Online MBA Programme

Based on the total obtained marks in each subject, a letter grade is converted in a scale of 10 as mentioned in below table:

| Marks     | Letter Grade     | Grade point |
|-----------|------------------|-------------|
| 90 to 100 | O: Outstanding   | 10          |
| 80 to 89  | A+: Excellent    | 9           |
| 70 to 79  | A: Very Good     | 8           |
| 60 to 69  | B+: Good         | 7           |
| 50 to 59  | B: Above Average | 6           |
| 45 to 49  | C: Average       | 5           |
| 40 to 44  | P: Pass          | 4           |
| 00 to 39  | F: Fail          | 0           |
| -         | AB: Absent       | 0           |

### Grace Marks

Grace Marks up to a maximum 1% of the total marks could be used in different courses, subject to a maximum of 5 marks in one course. There will be no re-evaluation for any course assessment. Students will have to appear for the course exam within the valid period if she/he fails to secure minimum passing criteria.



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## **Program Structure**

### **Certificate Programme in Digital Marketing**

#### **Summary:**

| <b>Programme Title</b>                                | <b>Total Credits</b> | <b>Total Course</b> | <b>Total Marks</b> |
|---|----------------------|---------------------|--------------------|
| Certificate Programme in Digital Marketing (6 Months) | 20                   | 5                   | 500                |

#### **Programme Structure**

| <b>Course Code</b> | <b>Course Title</b>                       | <b>Credits</b> | <b>Marks</b>                |                             | <b>Total Marks</b> | <b>Total learner's Engagement in Hours</b> |
|--------------------|---|----------------|-----------------------------|-----------------------------|--------------------|--|
|                    |   |                | <b>Formative Assessment</b> | <b>Summative Assessment</b> |                    |  |
| DM-101             | Introduction to Digital Marketing         | 4              | 30                          | 70                          | 100                | 60   |
| DM-102             | Search Engine Optimization                | 4              | 30                          | 70                          | 100                | 60   |
| DM-103             | Integrated Marketing Communication        | 4              | 30                          | 70                          | 100                | 60   |
| DM-104             | Social Media Marketing                    | 4              | 30                          | 70                          | 100                | 60   |
| DM-105             | Emerging Trends in Information Technology | 4              | 30                          | 70                          | 100                | 60   |
|                    |   | 20             |                             |                             | 500                |  |

## DIGITAL MARKETING DETAILED SYLLABUS

|                     |  |             |                    |
|---------------------|--|-------------|--------------------|
| <b>Course Code</b>  | <b>DM-101</b>                            | <b>Type</b> | <b>Domain Core</b> |
| <b>Course Title</b> | <b>Introduction to Digital marketing</b> |             |                    |
| <b>Credit</b>       | <b>4</b>                                 |             |                    |

Course Description: Digital media includes web-based and mobile-based technologies which are used to turn communication into interactive dialogue among organisations, communities, and individuals. The knowledge and the scope of digital marketing have become necessary for every marketing professional in today's world. Digital marketing can become a driver for a company's bottom line by using cutting-edge techniques and platforms to market products and acquire newer users and capture wider markets. Certificate in Digital Marketing will give a richer understanding of the foundations of the new digital marketing landscape and enable the student to understand the concepts and tools, which will help organisations to move to digital channels. The course focuses on developing and planning a digital offering, gaining proficiency in social advertising, exploring the digital research tools and enhancing the customer engagement by use of e-CRM.

### Objectives:

- 1) Students are to be acquainted with the industrial relations framework in our country
- 2) Explore the legal relationships among various industries.

### Course Outline:

**Unit 1: Marketing:** Introduction, Significance, Core Concepts, Needs, Wants, Demand - Market Its Meaning and Classification, Marketing Management— Meaning and Functions, Marketing Organization and Types.

**Unit 2: Digital Marketing:** Overview, History of Digital Marketing, Importance, and Good Practice in Digital Marketing.

**Unit 3: Digital Marketing Process:** Digital Marketing Over-Traditional Marketing, Increasing Visibility, Visitors Engagement, and Bringing Targeted Traffic.

**Unit 4: Targeted Traffic Management:** Bringing Targeted Traffic-Inbound, Outbound Converting Traffic into Leads.

**Unit 5: Effective Digital marketing:** Digital Marketing Be Used to Develop Brands, and Drive Sales.

**Unit-6: Mobile Marketing:** Key Mobile Marketing Concepts, Trends in Mobile, Opportunities & Risks, Mobile Devices, SMS Content, SMS Strategy, Mobile Advertising.

**Unit-7: Analytics:** Key Analytics Concepts, Goal Setup, Account Setup, Analytics Code, Analytics Profiles, Goal Configuration and Funnels.

**Unit-8: Strategy & Planning:** Key Strategy & Planning Concepts, First Steps, Planning, Situation Analysis, Information Gathering, and Target Audience.

### **Course Outcome:**

On successful completion of the course the learner will be able to:

| CO#     | Cognitive Abilities | Outcomes  |
|---------|---------------------|---|
| CO101.1 | Remember            | Learn the basic aspects of Digital marketing                    |
| CO101.2 | Understand          | Differentiate professional challenges and management decisions. |
| CO101.3 | Apply               | Differentiate professional challenges and management decisions. |
| CO101.4 | Analyse             | Analyse technical practices.                                    |

### **Reference Books**

- 1) Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing by Dave Chafey and PR Smith.
- 2) Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation by Damian Ryan.

|                     |   |             |                    |
|---------------------|---|-------------|--------------------|
| <b>Course Code</b>  | <b>DM-102</b>                           | <b>Type</b> | <b>Domain Core</b> |
| <b>Course Title</b> | <b>Search Engine optimization (SEO)</b> |             |                    |
| <b>Credit</b>       | <b>4</b>                                |             |                    |

**Course Description:**

This course entails the process of affecting the online visibility of a website or a web page in a web search engine's unpaid result. SEO may target different kinds of search including image search, video search, academic search, news search, and industry-specific vertical search engines.

**Objectives:**

- 1) To instill the skill to optimize a website involving editing its content, adding content, doing HTML, and associated coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines.
- 2) To learn to promote a site to increase the number of backlinks, or inbound links, is another SEO tactic.
- 3) To explore the legal relationships among the various industries.

**Course Outline:**

**Unit 1: SEO Basics:** Introduction to Search Engine, Search Engine Working, Traffic, SEO

Copywriting, Search Engine Rank, On-page & Off-page SEO.

**Unit 2: Tactics and Methods:** White Hat SEO, Black Hat SEO or Spamdexing, Website Domain, Design & Layout, Relevant Filenames.

**Unit 3: Optimized Keywords:** Keyword Frequency, Keyword Weight, Keyword Proximity, Keyword Prominence, Keyword Placement, Keyword Selection, Word Stemming.

**Unit 4: Optimized Metatags:** Metatags, Meta Description Tag, Meta Keywords Tag, Robots Metatag.

**Unit 5: Title Optimization:** Anchor Optimization, Content Writing Verifying Website, Hiring SEO Expert, Link Building, Mobile SEO, Miscellaneous Techniques.



**Unit 6: Measuring Success:** Leads/ROI, Indexed Pages, Inbound Links, Keywords, Rankings

**Unit 7: Identifying Keywords:** How to Identify Long-Tail Keywords, Check Your Web Analytics, Keyword Research Tools, and Search for Keywords.

**Unit 8: Now What?:** Make a List of Keywords, Build a Keyword-Focused Webpage, Set Up a Blog, create a Link-Building Plan, Stay Current on SEO News & Practices.

### **Course Outcome:**

On successful completion of the course the learner will be able to:

| CO#     | Cognitive Abilities | Outcomes  |
|---------|---------------------|---|
| CO102.1 | Remember            | Learn the practical aspects of Search Engine Optimization             |
| CO102.2 | Understand          | Learn how to promote sites.   |
| CO102.3 | Apply               | Differentiate the concept of Backlinks or inbound links.              |
| CO102.4 | Analyse             | Develop the technical skills related to digital marketing activities. |

### **Reference Books:**

- 1) The Art of SEO: Mastering Search Engine Optimization 3rd Edition by Eric Enge, Stephan Spencer and Jessie Stricchiola
- 2) SEO Fitness Workbook, 2017 Edition: The Seven Steps to Search Engine Optimization Success on Google Paperback, by Jason McDonald Ph.D.
- 3) Search Engine Optimization All-in-One For Dummies 3rd Edition by Bruce Clay

|                     |   |             |                    |
|---------------------|---|-------------|--------------------|
| <b>Course Code</b>  | <b>DM-103</b>                             | <b>Type</b> | <b>Domain Core</b> |
| <b>Course Title</b> | <b>Integrated Marketing Communication</b> |             |                    |
| <b>Credit</b>       | <b>4</b>                                  |             |                    |

**Course Description:**

This course surveys in an in-depth fashion the theoretical and structural models of marketing communication and aims to equip students with the tools necessary to create a coherent and fully integrated promotional campaign. Students will be actively involved in the design and implementation of various strategic communications approaches meant to target different publics.

on an international scale. The global nature of advertising and marketing is given due consideration, thus allowing students to incorporate a series of culturally driven elements and factors, thus gaining in the process a far better understanding of how and why these factors need

to be taken into consideration when selling a product, a service or a media/culturally driven production. The course also focuses on the creation of public service announcements and will allow participants the opportunity to appreciate the art and craft of advertising in various fields – including political and tourism-related advertising -from ahistorical perspective.

**Objectives:**

- 1) Demonstrate their understanding of how the communication component plays a vital role in the conceptualization, development, and ultimate success of a marketing campaign by describing and critically evaluating previous campaigns and applying theories to concrete cases.
- 2) Demonstrate their knowledge of how the overall strategy powerfully orients the tactics used throughout a given campaign.
- 3) Demonstrate a capacity to tweak and if necessary, fundamentally alter a transnational campaign when called upon to localize a campaign by referring to intercultural dimensions and models.
- 4) Gain an appreciation of how different media and platforms orient and impact the communication process.

**Course Outline:**

**Unit-1 Marketing and Communication Overview:** What is Integrated Marketing communications, The Key Drivers of IMC, Creating the Pull and Push, The Principles of IMC, How IMC Plays a Role in the Overall Marketing Plan , The Features of IMC , The Five-Step IMC planning process , Desired Outcomes of IMC.

**Unit-2 The Communications Model:** What is Communication, Communication Models, The IMC Plan, IMC Planning Models?

**Unit-3 IMC Tools:** Advertising: Introduction, Types of Advertising, Strategic Advertising Approaches, Creative Strategy, Effective Advertising, Media, Media Vocabulary, Which Medium Should be Used? Media Selection and Buying, New Media.

**Unit 4: Public relations & Corporate communications:** What are Public Relations? Proactive Marketing Oriented Public Relations, Reactive Marketing Oriented Public Relations, Scope of PR, The Role of the PR Practitioner, Corporate Communications.

**Unit 5: Web Marketing and Digital Marketing:** Introduction, Websites, Generating Website Traffic, social media, Mobile Marketing, Email Marketing, and Web Vocabulary.

**Unit 6: Sponsorships, Events, Exhibitions/ Tradeshow/Expositions:** Introduction, Sponsorships, Events, Exhibitions /Tradeshow/Expositions.

**Unit 7: Packaging, Merchandising:** Packaging, Product Design, and Merchandising.

### **Course Outcome:**

On successful completion of the course the learner will be able to:

| CO#     | Cognitive Abilities | Outcomes  |
|---------|---------------------|---|
| CO103.1 | Remember            | Learn the activities of marketing campaigning.                          |
| CO103.2 | Apply               | Apply the strategies to survive in the market during competition.       |
| CO103.3 | Analyse             | Analyse the impact of communication process.                            |
| CO103.4 | Evaluate            | Exhibit emerging ideas and practices in the field of digital marketing. |

### **Reference Books**

- 1) Marketing Communication: Principles and Practice By Richard J. Varey.qq
- 2) Integrated Marketing Communication by Belch & Belc.



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|              |                        |      |             |
|--------------|------------------------|------|-------------|
| Course Code  | DM-104                 | Type | Domain Core |
| Course Title | Social Media Marketing |      |             |
| Credit       | 4                      |      |             |

### Course Description:

Social media marketing is a powerful way for businesses of all sizes to reach prospects and customers. Customers interact with brands through social media, and if you're not speaking directly to your audience through social platforms like Facebook, Twitter, Instagram, and Pinterest, you're missing out! Great marketing on social media can bring remarkable success to businesses, creating devoted brand advocates, and even driving leads and sales.

### Objectives:

Creating social media marketing campaigns, consider the business's goals. Social media marketing activities like posting text and image updates, videos, and other content that drives audience engagement, as well as paid social media advertising.

### Course Outline:

**Unit 1: Basics:** Introduction to social media, Importance of social media, SMO Strategy for Business, SMO- Key Concepts, Business Profile Creation, Brand Awareness, Social Engagement, Viral Marketing, Facebook Marketing: Introduction to Facebook Marketing, Facebook Profiles, Facebook Places, Facebook Groups, Facebook Community, Adverts, Campaign.

**Unit 2: Video Marketing:** Video Marketing, YouTube, Vimeo, Dailymotion, Ranking Factors of a Video, Increase Subscribers and Views, Promote Your Video Ads.

**Unit 3: Monitoring Social Media Accounts:** SMO at Various Levels, Tools to Measure Your Popularity, Traffic, Analytics, and Statistics.

**Unit 4: Mobile Marketing Strategies:** Introduction to Mobile Marketing, Research for Information, Identify Your Target Audience, Define the Value of Your Offerings, Outline Your Goals & Objectives.

**Unit 5: Mobile Apps – Marketing Strategies:** Mobile App, Working of Mobile App, Benefits of Mobile App, Mobile Advertising– Ecosystem: Mobile Advertisement Ecosystem, Working & Benefits of Mobile Advertisement.

**Unit-6 Image Optimization:** Image Marketing, Choose Relevant Images, Creative Images, Buy Images.

**Unit-7 Blog:** Blogging, Advantages of Blogging, setting a Blog Using Word Press, Blog Promotion, and Blog Commenting.

**Unit-8 Social Media Analysis:** Reporting Tool for Social Media Analysis.

**Course Outcome:**

On successful completion of the course the learner will be able to:

| CO#     | Cognitive Abilities | Outcomes   |
|---------|---------------------|--|
| CO104.1 | Apply               | Maximize the value to achieve the organizational goals.                          |
| CO104.2 | Evaluate            | Promote ideas and information by the way of using various social media accounts. |
| CO104.3 | Create              | Design and develop social media campaign.  |
| CO104.4 | Create              | Design and develop social media campaign.  |

**Reference Books**

- 1) Likeable social media by Dave Kerpen.
- 2) Audience: Marketing in the Age of Subscribers, Fans & Followers by Jeffrey Rohrs.
- 3) The Art of Social Selling by Shannon Belew.

|                     |  |             |                    |
|---------------------|--|-------------|--------------------|
| <b>Course Code</b>  | <b>DM-105</b>                                    | <b>Type</b> | <b>Domain Core</b> |
| <b>Course Title</b> | <b>Emerging Trends in Information Technology</b> |             |                    |
| <b>Credit</b>       | <b>4</b>   |             |                    |

**Course Description:**

Special emphasis is given to database design and use. Other topics include telecommunications, types of IS, approaches to systems development, and security. Pre-packaged software will be used in case studies, problem solving, and simulation situations.

**Objectives:**

- 1) Creating social media marketing campaigns, consider your business's goals.
- 2) To make aware student the changes in technologies, applications, and systems around us.

**Course Outline:**

**Unit 1: E-Commerce:** Overview of E-Commerce, Models of E-Commerce, Scope of Commerce, Advantages and Disadvantages of E-commerce, Creation of E-Commerce Sites, BPR & ECommerce, Ethics & E-Commerce.

**Unit 2: M-Commerce:** Overview of Mobile Commerce, Attributes of m-Commerce, Drivers of m-Commerce, m-Commerce Security Issues, Separating Mobile Commerce from Electronic Commerce, Applications of m-Commerce.

**Unit 3: E-Banking:** What is E-Banking?, Advantages of E-Banking, Securities in E-Banking, Transactions: Inter Banking, Intra Banking, Electronic Payment System, Services Provided in E-Banking, Electronic Clearing System.

**Unit 4: E-Logistics:** What is E-Logistics, Logistics & Supplier Chain Management, Challenges faced by SCM, Warehousing Management, and Transportation/Distribution Management.

**Unit 5: E-Learning:** Definition, Features of e-Learning (Advantages), e-Learning Models, Different Types of e-Learning, e-Learning Tools and Technologies, Standards for e-Learning.

**Unit 6: E-Governance and E-Agriculture:** e-Governance and Its models, Challenges to e-Governance, Strategies and Tactics for Implementation of e-Governance.

**Unit 7: Social Networking:** Introduction, Definition, Types of Social Networking Sites, Niche Advantages of Social Networking Sites, Drawbacks of Social Networking Sites, Social Networking Sites for Business, Security Issues with Social Networking Sites.

### Course Outcome:

On successful completion of the course the learner will be able to:

| CO#     | Cognitive Abilities | Outcomes   |
|---------|---------------------|--|
| CO105.1 | Apply               | Learn IT roles and implement it into projection. |
| CO105.2 | Remember            | Learn the technical skills.                      |
| CO105.3 | Understand          | Learn and understand the changes in technology.  |
| CO105.4 | Create              | Helpful to prepare own sites and blogs/vlogs.    |

### Reference Books

- 1) Management Information Systems: Managing the Digital Firm, 13/E, by Laudon/Laudon.
- 2) Reema Thareja, "Data Warehouse", Publisher: Oxford University Press.
- 3) Jiawei Han, Micheline Kamber, Jian Pei "Data Mining: Concepts and Techniques", 2nd Edition, Publisher: Elsevier/Morgan Kaufmann