



**Centre for Online Learning**

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

**(Deemed To Be University)**

Re-accredited by NAAC with a CGPA of 3.62 on a four point scale at 'A' Grade

An ISO 9001 : 2015 Certified University

**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**

## **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. Formative Assessment of continuous nature and 40% weightage
2. Summative Assessment OR Term End Examination of 60% weightage

### **1. Formative Assessment**

Formative Assessment shall have Continuous Assessment approach. The students are required to submit all assessments by due date to complete the process of continuous assessments which contributes 40% weightage. Assignment submission facility is available online on their learning portal, which can be accessed anytime; from any smart device.

The courses are designed meticulously towards self-disciplined study pattern, wherein the students can complete their coursework and assessments at their own pace till the last date of submission. Formative Assessment has following components:

**Total Marks: 40 Marks**

- **Self-Assessment Questions:**

This continuous formative assessment facilitates a comprehensive study of the entire syllabus. The syllabus of each course is uniformly divided into units with an assessment for each unit. Further, these assessments will collectively contribute towards the final Formative Assessment marks. It is to be noted that the marks of objective type questions will be automatically captured in the learning portal. It is therefore advised to go through all the contents sincerely and thereafter attempt the questions. The unit's assessments are Multiple Choice Questions (MCQs) and are time-bound (10 minutes per unit). Once initiated, it is required to submit the assessment within 5 days in single sitting. Each unit has ten Self-Assessment Questions.

This component carries 10 marks and marks are calculated by considering average of all units.

- **Assignment I:**

The full syllabus assessment will foster the use of concepts learned during the entire coursework. It is to be noted that this assessment can only be accessed after successful completion of entire course.

This assessment is Multiple Choice Questions (MCQs) and are time-bound (20 minutes). Once initiated, it is required to submit the assessment within 15 days in single sitting. Assignment I have twenty questions of one mark each and student has to attempt all questions. The marks will be automatically captured in the learning portal.

This component carries 20 marks.

- **Assignment II:**

It is to be noted that this assessment can only be accessed after successful completion of Assignment I. This assessment is subjective question-based and is time-bound (30 minutes). Once initiated, it is required to submit the assessment within 15 days in single sitting. Assignment II

have three questions of five marks each and student has to attempt any two questions. The faculty shall evaluate answers through learning portal.

This component carries 10 marks.

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

Term End Examinations would be conducted through Dr. D. Y. Patil Vidyapeeth's COL test engine twice in a year as stated above. The question papers would consist of multiple choice and subjective questions in the following pattern: –

### **Total Marks: 60 Marks**

- **Section I:**

Forty Multiple Choice Questions of one mark each (all questions are compulsory). The marks will be automatically captured by the system. This section carries 40 marks.

- **Section II:**

Three subjective questions of ten marks each out of which student has to attempt any two questions. The faculty shall evaluate answers through evaluation portal. This section carries 20 marks.

### **Key points of learning path:**

- All units will be opened sequentially
- Only upon successful completion of the available content, the next content will be available.
- In case of non-completion of the available content, student will be required to re-attempt the content for successful submission and mark it “as done”.
- Upon completion of all contents in a unit, the corresponding block assessment will be available inside the same units.
- The course summary assessment will be available along with the full syllabus assessment; only upon successful completion of all units.
- Student may also discuss the implications of learning outcomes with the faculty by using the “Ask a question” feature of the learning portal. Answers for this question are expected with 500 words.

## **PASSING CRITERIA**

To qualify in examination a learner must obtain the following marks in each course: -

- Minimum 40% marks in Formative Assessment
- Minimum 40% marks Summative Assessment / Term End Examination
- Student should secure 40% marks in each of formative and summative assessment separately

## **Grading and Award of Class for Certificate Programme in Digital Marketing**

On the basis of the total obtained marks in each subject, a letter grade is converted in a scale of 8 as mentioned in below table:

<b>Percentage</b>	<b>Grade</b>	<b>Grade Point</b>
> 80	O	8
75 to 79	A+	7.5
70 to 74	A	7
65 to 69	B+	6.5
60 to 64	B	6
55 to 59	C+	5.5
51 to 54	C	5
45 to 50	D+	4.5
40 to 44	D	4
< 40 (Fail)	F	F

## **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.

## PROGRAMME STRUCTURE FOR CERTIFICATE PROGRAMME IN DIGITAL MARKETING

### Summary

Programme Title	Total Credits	Total Courses	Total Marks
Certificate Programme in Digital Marketing (6 months)	20	5	500

### Programme Structure

Course Code	Course Title	Credits	Marks		Total Marks	Total Learner's Engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
DM-101	Introduction to Digital Marketing	4	40	60	100	60
DM-102	Search Engine Optimization	4	40	60	100	60
DM-103	Integrated Marketing Communication	4	40	60	100	60
DM-104	Social Media Marketing	4	40	60	100	60
DM-105	Emerging Trends in Information Technology	4	40	60	100	60
	Total	20			500	

## DIGITAL MARKETING DETAILED SYLLABUS

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

### 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; and 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	<b>Remember</b>	Learn the basic aspects of Digital Marketing.
CO101.2	<b>Understand</b>	Differentiate professional challenges and management decisions.
CO101.3	<b>Apply</b>	Exhibit emerging ideas and practices in the field of Digital Marketing.
CO101.4	<b>Analyse</b>	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>	DM-102	<b>Type</b>	Domain Course
<b>Course Title</b>	Search Engine Optimization (SEO)		
<b>Credit</b>	4		

### **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 results. 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; and
- 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	<b>Remember</b>	Learn the practical aspects of Search Engine Optimization.
CO102.2	<b>Understand</b>	Learn how to promote sites.
CO102.3	<b>Apply</b>	Differentiate the concept of backlinks or inbound links.
CO102.4	<b>Create</b>	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>	DM-103	<b>Type</b>	Domain Course
<b>Course Title</b>	Integrated Marketing Communication		
<b>Credit</b>	4		

### **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 a historical 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; and
- 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 is 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	<b>Remember</b>	Learn the activities of marketing campaigning.
CO103.2	<b>Apply</b>	Apply the strategies to survive in the market during competition.
CO103.3	<b>Analyse</b>	Analyse the impact of communication process.
CO103.4	<b>Evaluate</b>	Exhibit emerging ideas and practices in the field of digital marketing.

## **Reference Books**

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

<b>Course Code</b>	DM-104	<b>Type</b>	Domain Course
<b>Course Title</b>	Social Media Marketing		
<b>Credit</b>	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; and 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	<b>Apply</b>	Maximize the value to achieve the organizational goals.
CO104.2	<b>Evaluate</b>	Promote ideas and information by the way of using various social media accounts.
CO104.3	<b>Create</b>	Design and develop social media campaign.
CO104.4	<b>Create</b>	Create own social media accounts.

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

### **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 ECommerce, Advantages and Disadvantages of E-commerce, Creation of E-Commerce Sites, BPR & E-Commerce, 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 EBanking, 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	<b>Apply</b>	Learn IT roles and implement it into projection.
CO105.2	<b>Remember</b>	Learn the technical skills.
CO105.3	<b>Understand</b>	Learn and understand the changes in technology.
CO105.4	<b>Create</b>	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.