

Programme Structure**Programme Title: Certificate Programme in Digital Marketing (CPDM)****Summary**

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

Course Code	Course Title	Credits	Marks		Total Marks	Learner's Engagement in Hours
			Formative Assessment	Summative Assessment		
DM-101	Introduction to Digital Marketing	4	30	70	100	120
DM-102	Search Engine Optimization	4	30	70	100	120
DM-103	Integrated Marketing Communication	4	30	70	100	120
DM-104	Social Media Marketing	4	30	70	100	120
DM-105	Emerging Trends in Information Technology	4	30	70	100	120
	Total	20			500	