

Dr. D. Y. PATIL VIDYAPEETH, PUNE

(Deemed to be University) Accredited (3rd Cycle) by NAAC with a CGPA of 3.64 on a four-point scale at 'A++' Grade (ISO 9001: 2015 and 14001:2015 Certified University and Green Education Campus)

CENTRE FOR ONLINE LEARNING

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	Learner's
			Formative Assessment	Summative Assessment	Marks	Engagement in Hours
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	