

## Program Structure

### Certificate Programme in Digital Marketing

#### Summary

Programme Title	Total Credit	Total Course	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	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
	<b>Total</b>	<b>20</b>			<b>500</b>	

## **Programme Curriculum**

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

<b>Semester</b>	-	<b>Course Credit</b>	4	<b>Specialization</b>	-
<b>Course Code</b>	DM101			<b>Type</b>	Core
<b>Course Title</b>	Introduction to Digital Marketing				

**Course Description:**

Global Business is increasingly confronted with the need to participate and manage in a real-time digital environment. Hence businesses need to consider how to take advantage of digital technologies as a tool and potential imperative for competitive advantage and whether their current marketing strategies are coherent with strategies for the digital market. Designed to provide students with a comprehensive understanding of the impact of marketing in the digital environment, Digital Marketing targets the Web, mobile, iPads as well as social media in the context of both their technological underpinnings and facilitation of delivery mechanisms.

**Course Objectives:**

- 1) Interpret the traditional marketing mix within the context of a changing and extended range of digital strategies and tactics.
- 2) Comprehend the importance of conversion and working with digital relationship marketing.
- 3) Integrate digital marketing and traditional marketing efforts.

**Course Outline:**

**Unit 1: Marketing:** Introduction, Significance, Core Concepts, Needs, Wants, Demand – Market It's Meaning and Classification, Marketing Management– Meaning and Functions, Market Segmentation and Targeting, Marketing Organization and Types.

**Unit 2: Basics of the Internet:** World Wide Web, Domain Name System, HTTP Status Code, Web Browsers, Search Engines, Web hosting, and domain hosting.

**Unit 3: Digital Marketing:** Definition, History & Evaluation, Importance, and Types of Digital Marketing approach, the 4 Ps of marketing and their implications for digital marketing

**Unit 4: Digital Marketing Process:** Digital Marketing Vs Traditional Marketing Which kind of marketing is better, how can organizations Use Both Digital & Traditional Marketing.

**Unit 5: Digital Media Planning:** Develop media objectives, Construct planning timeline, create media strategies, define media mix allocation, executing campaigns, and Manage campaigns.

**Unit 6: Targeted Traffic Management:** Bringing Targeted Traffic-Inbound, Outbound Converting Traffic into Leads.

**Unit 7: Effective Digital marketing:** Digital Marketing Be Used to Develop Brands and Drive Sales.

**Unit 8: Mobile Marketing:** Key Mobile Marketing Concepts, Trends in Mobile, Opportunities & Risks, Mobile Devices, SMS Content, SMS Strategy, Mobile Advertising.

**Unit 9: e-Commerce:** Overview of e-commerce, e-Commerce Business Models, Ethics Scope, Advantages & Disadvantages.

**Unit 10: 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	Recall the basic aspects of Digital Marketing.
CO101.2	Understand	Demonstrate cognitive knowledge of the skills required in conducting online research and research on online markets, as well as in identifying, assessing, and selecting digital market opportunities
CO101.3	Apply	Exhibit emerging ideas and practices in the field of Digital Marketing.
CO101.4	Analyse	Analyse the confluence of marketing, operations, and human resources in real-time delivery.
CO101.5	Evaluate	Explain emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks.

### Suggested Reading:

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

<b>Semester</b>	-	<b>Course Credit</b>	4	<b>Specialization</b>	-
<b>Course Code</b>	DM102			<b>Type</b>	Core
<b>Course Title</b>	Search Engine Optimization (SEO)				

### Course Description:

This course is designed for practical learning, therefore, most concepts will be linked with hands-on training, where students will be expected to work with marketing datasets, dummy display ads, virtual website optimization, and SEO based on instructions in lectures and class discussions. The live experience of analysing responses with analytical software, the launching of dummy display ads, and creating optimization of a website through Google AdWords are some of the key features of the program.

### Course Objectives:

1. To instil the skill to optimize a website involves editing its content, adding content, doing HTML, and associated coding to both increases its relevance to specific keywords and 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 understand the relation between SEO & SEM, as when both are blended well what it results in.

### Course Outline:

**Unit 1: Introduction and Importance of SEO:** Introduction to Search Engine, introduction to “Organic” in SEO, White hat vs black hat SEO, SEO guidelines – Google Webmaster and Bing

**Unit 2: How Search Engines Work – Crawling, Indexing, And Ranking:** What are a search engine crawling, indexing, Search engine ranking, Search engines find your pages, Robots.txt, Defining URL parameters in GSC, Common navigation mistakes, 4xx codes, 5xx codes, Robots meta directives, X-Robots-Tag, the role of links in SEO, the role of content in SEO, Engagement metrics, Localized search.

**Unit 3: Keyword Research:** Discovering Keywords, Uncovering Search Volume, Long Tail Keywords, Search Volume - Keywords by Competitor, Season and Region, User’s Intent-Based Format, Keyword Tools.

**Unit 4: On-Page SEO:** Website content, Do’s and Don’ts, NAP, Beyond content: Other optimizations, Image optimization, correct Snippets, Title tags, meta description, URL structure, Protocols: HTTP vs HTTPS.

**Unit 5: Off-Page SEO:** Page Rank, Link Building, Backlink, Blog Creation, Off-Page SEO Activities.

**Unit 6: Technical SEO:** Understanding how websites work – server to browser, Understanding HTML, CSS, and JavaScript for a healthy website, Client-side rendering versus server-side rendering, how search engines understand websites, canonicalization, how users interact with websites.

**Unit 7: Link building establishing authority:** What are links, E-A-T, and links to your site, followed vs. no-followed links, Healthy link profile, Link building do's & don'ts, high-quality backlinks, Measuring and improving link efforts.

**Unit 8: Measuring and Tracking SEO success:** Goal setting tips, Engagement metrics, Conversion rate, Time on a page, Pages per visit, bounce rate, search traffic, Google Analytics, Keyword rankings, Number of backlinks, Tools for SEO audit, SEO fixes, SEO planning & execution.

**Unit 9: Search Engine Marketing (SEM):** Role of pay per click in website listing, how to run ads on Search Engines, Search Ad Networks, A/B Testing.

**Unit 10: Website Optimization:** Before You Create a website: Digital Assets, Keyword Research, Choose Domain Name, Choose SEO Friendly Design (Mobile SEO).

**After You Create a website:** Add Content, Optimize Content, add a Sitemap, Integrated social media, Check Your Web Analytic.

### Course Outcome:

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

CO#	Cognitive Abilities	Outcomes
CO102.1	<b>Remember</b>	Choose best SEO practices to incorporate on a website & learn how to perform Keyword Research
CO102.2	<b>Understand</b>	Understand Search Engines & Ranking Concepts, Off-Page optimization, and implementation method
CO102.3	<b>Apply</b>	Make use of Pay Per click and other SEO techniques
CO102.4	<b>Analyse</b>	Analyse & Monitor SEO progress using free tools

### Suggested Reading:

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>Semester</b>	-	<b>Course Credit</b>	4	<b>Specialization</b>	-
<b>Course Code</b>	DM103			<b>Type</b>	Core
<b>Course Title</b>	Integrated Marketing Communication				

**Course Description:**

During this course, students will explore and understand the scope of marketing communications. More specifically, the module will introduce key terms, definitions, concepts, current theories, and practices used in Integrated Marketing Communications. It will explain the communication process and explore the use of the main promotional tools of advertising, public relations, sales promotion, direct marketing, event marketing, online marketing, and the science of what goes in the mind of people.

**Course Objectives:**

1. To analyse and respond appropriately to key issues in marketing communications within a given context.
2. To determine and evaluate marketing information required to plan and manage integrated marketing communications campaigns.
3. To analyse and evaluate data and present coherent recommendations that inform creative and effective marketing communications decisions.
4. To evaluate the applicability of academic/abstract models/theories/frameworks to contextualized marketing communications issues on contemporary media and communication strategies.
5. To develop an application of literacy, the ability to deliver ideas, and concepts related with clarity, focus, and cogency via written work and oral means.

**Course Outline:**

**Unit 1: Marketing and Marketing Communications 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, and Desired Outcomes of IMC?

**Unit 2: The Communications Model:** Communication models, The IMC Plan, IMC Planning Models.

**Unit 3: Fundamental IMC Decisions:** Targeting Consumers and Prospects, Segmentation and Target Marketing, Defining the Target Audience, Behaviour Graphic Targeting, Forms of Behavioural Segmentation, Psychographic Targeting, Demographic Targeting, Geographic Targeting, Positioning, Setting Marcom Objectives, Hierarchy of IMC Effect, Criteria for Setting IMC Objectives, IMC Budgeting.

**Unit 4: Buying Behaviour:** Targeting Consumers and Prospects, Factors that Influence Buyer Behaviour, Buying Motives, Buying Situations, Buying Process, Business Buyers, Participants in the Business Buying Process, Major Influences on Business Buyers, Organizational Buying/Purchasing/Procurement Process.

**Unit 5: Message and Response:** The Message, Message Strategies, Message Models, Means-End Chaining, Perception, Learning & Attitudes.

**Unit 6: Brands:** The Importance of Brands in the Market Today, what is a Brand? What are the Benefits of Branding, Types of Brands, Brand Building, Situation Analysis, Brand Identity, Brand Identity Elements, Positioning, Verbal, Visual, Brand Personality, How IMC creates brands?

**Unit 7: Participants in The IMC Process:** The Organization or Company, Participants, Advertising Agencies, PR Agency, Event Management Company, Direct Marketing Agency/Digital Marketing Agency, Photographers, Production Company, Design Agency.

**Unit 8: Planning the IMC Campaign:** The Five-Step Model, Establishing the Budget.

**Unit 9: IMC Tools – Advertising:** 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 10: 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 11: Web Marketing and Digital Marketing:** Websites, Generating Website Traffic, social media, Mobile Marketing, Email Marketing, Web Vocabulary.

**Unit 12: Sponsorships, Events, Exhibitions/Tradeshows/Expositions:** Sponsorships, Events, and Exhibitions/Tradeshows/Expositions.

**Unit 13: Packaging, Merchandising:** Packaging, Product Design, Merchandising.

**Unit 14: Direct Marketing & Sales Promotion:** Direct Marketing, Database Marketing, Sales Promotion.

**Unit 15: Other Tools of Communication:** Product Placement, Word of Mouth, Customer Experience Management, Corporate Identity.

**Course Outcome:**

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

CO#	Cognitive Abilities	Outcomes
CO103.1	Remember	Learn the integration of all marketing perspectives.
CO103.2	Understand	Understand the key issues in promotional campaigns.
CO103.3	Apply	Easily analyse the marketing information for integration.
CO103.4	Analyse	Develop skills in effective marketing communication.
CO103.5	Evaluate	Learn the integration of all marketing perspectives.



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

(Deemed to be University)

Accredited (3<sup>rd</sup> 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**

**Suggested Reading:**

1. Marketing Communications - An Integrated Approach by PA Smith & Jonathan Taylor.
2. Advertising and Promotion, An IMC Approach by Shrimp.
3. Integrated Advertising, Promotion and Marketing Communications by Kenneth Clow, Donald Baack.





<b>Semester</b>	-	<b>Course Credit</b>	4	<b>Specialization</b>	-
<b>Course Code</b>	DM104		<b>Type</b>	Core	
<b>Course Title</b>	Social Media Marketing				

**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 are not speaking directly to your audience through social platforms like Facebook, Twitter, Instagram, and Pinterest. Great marketing on social media can bring remarkable success to businesses, creating devoted brand advocates, and even driving leads and sales. This course lays the foundation for social media marketing. You will learn how to select a social media channel that fits your needs, set goals and success metrics, and determine who your target audience is.

**Course Objectives:**

- 1) To understand the major social media platforms, how they function, and what role they play in marketing.
- 2) Create SMART goals, identify KPIs, and define your target audience and their customer journey.
- 3) Choose the right social media platforms and learn how to create social media policies.

**Course Outline:**

**Unit 1: Introduction:** Introduction to Social Media Marketing, what is social media, the importance of social media, history of social media marketing.

**Unit 2: Types of Social Media Marketing Platforms:** Microblogging (Twitter, Tumblr), Photo sharing (Instagram, Snapchat, Pinterest), Social networking (Facebook, LinkedIn, Google+), and Video sharing (YouTube, Facebook Live, Periscope, Vimeo).

**Unit 3: Social Media Optimization:** Key Concepts, Business Profile Creation, Brand Awareness, Social Engagement, Viral Marketing.

**Unit 4: Facebook Marketing:** Introduction to Facebook Marketing, Facebook Profiles, Facebook Places, Facebook Groups, Facebook Community, Adverts, Campaign, Do's & don'ts of Facebook, Facebook Apps.

**Unit 5: Twitter Marketing:** Introduction, Driving traffic, Monitor brand, Platform, and usage.

**Unit 6: Instagram Marketing:** Understanding Instagram and its basic algorithm, account setup, the difference between different accounts, advertising on Instagram, marketing through stories and hashtags, using analytics, video broadcasting.

**Unit 7: Video Marketing:** Video Marketing, YouTube, Vimeo, Dailymotion, Ranking Factors of a Video, Increase Subscribers and Views, Promote Your Video Ads.

**Unit 8: Email Marketing:** Introduction to email marketing, Challenges and Solutions, Types of emails, email marketing metrics, Do's, and Don'ts.

**Unit 9: Monitoring Social Media Accounts:** SMO at Various Levels, Tools to Measure Your Popularity, Traffic, Analytics, and Statistics.

**Unit 10: Best Practices for Different platforms:** Different social media platforms and their impact on business, best practices, and keeping with trends. Case Study.

**Course Outcome:**

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

CO#	Cognitive Abilities	Outcomes
CO104.1	Remember	Choose effective social media marketing strategies for various types of industries and businesses.
CO104.2	Apply	Identify the major social media marketing portals that can be used to promote a company, brand, product, service, or person.
CO104.3	Evaluate	Evaluate a company's current situation, isolate social media issues and provide solutions by identifying appropriate social media marketing portals to influence consumers and improve the company's reputation
CO104.4	Create	Create a social media marketing plan and track progress in achieving goals with a variety of measurement tools, services, and metrics

**Suggested Reading:**

1. Likable 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>Semester</b>	-	<b>Course Credit</b>	4	<b>Specialization</b>	-
<b>Course Code</b>	DM105			<b>Type</b>	Core
<b>Course Title</b>	Emerging Trends in Information Technology				

**Course Description:**

Technology is ever evolving, every day something new is being developed or is on the verge of development, and so is the case of information technology. The Latest Trend in Information Technologies are Cloud Computing, the Internet of Things (IoT), Big Data, Cyber Security, Context- Rich Systems, Increased Automation, continued mobile pervasiveness, Web-Scale IT, and 3D printing. By learning the course students will be able to understand the various terms related to information technology.

**Course Objectives:**

- 1) To make students aware of the changes in technologies, applications, and Systems around us.
- 2) To use the current trends and technologies as per the demand.
- 3) To understand the day-to-day growth in information technology; and
- 4) Ensure students use the currents trends while performing their activities

**Course Outline:**

**Unit 1: E-Commerce:** Overview of E-Commerce, Models of E-Commerce, Scope of E-Commerce, 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, and Separating Mobile Commerce from Electronic Commerce, Applications of M-Commerce.

**Unit 3: Customer Relationship Management:** Marketing Management, Marketing Strategy, Service Management, Business Process Outsourcing, and Business Continuity Plan.

**Unit 4: E-Banking:** What is E-Banking? Advantages of E-Banking, Securities in E-Banking, Electronic Payment System, Services Provided in E-Banking, Electronic Clearing System.

**Unit 5: E- Logistics:** What is E-Logistics, Logistics & Supplier Chain Management, Warehousing Management, and Transportation/Distribution Management?

**Unit 6: E-Learning:** Features of e-Learning (Advantages), e-Learning Models, Different Types of Learning, e-Learning Tools and Technologies, and Standards for e-Learning.

**Unit 7: GIS:** What is GIS? Nature of Geographic Data, Spatial Objects & Data Models, Getting Map on Computers, GIS Standards & Standardization Process of GIS Development, Implementation and Deployment Phases.

**Unit 8: Knowledge Management:** Components and Type of Knowledge, Knowledge Management, Cycle & Knowledge Management Architecture, Knowledge Management Tools, Knowledge Management Approaches.

**Unit 9: E-Governance and E- Agriculture:** Challenges to E-Governance, Strategies, and Tactics for Implementation of E-Governance.

**Unit 10: Biometric Technologies:** RFID, Retina Scanning, Facial Reorganization, Fingerprint scanning, Hand geometry, DNA (Working principles) Application Area.

**Unit 11: Enterprise Content Management:** Process, Types of Content.

**Unit 12: Social Networking:** 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	Remember	Learn the integration of all marketing perspectives.
CO105.2	Understand	Understand the key issues in promotional campaigns and know what goes in the mind of consumers.
CO105.3	Apply	Apply the strategies to survive in the market during competition.
CO105.4	Analyse	Easily analyse the marketing information for integration.
CO105.5	Evaluate	Exhibit emerging ideas and practices in the field of digital marketing.

**Suggested Reading:**

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.