

Syllabus

Diploma in Digital Marketing

Max Marks: 100 (ESE: 70 IA : 30)

Passing marks: 40

Question Paper pattern for End Session Exam (ESE)

Max Marks: 70

Part-A will contain 20 short questions of 2 marks each.

Part-B will contain 3 questions (1 from each unit with internal choice) of 10 marks each.

DDM01: Fundamental of Digital Marketing

Unit I

Internet and Websites - Internet, Importance and Significance, Present Scenario, Website - types and function, Purpose of website, Domain (Name, URL and Extension), Webhosting, HTML (Simple webpage Creation), Metatags Creation, Crawlers

Unit II

SEO – Introduction, Search Engine Works and Importance, Keywords (Definition, types and functions), Content Planning, Contents Tools, Content Writing, Content Relevance and importance.

Unit III

Marketing – Definition and types of marketing, Core concept of Marketing, Scope of Marketing, Product, price, place and promotion, Customer knowledge and behavior, SWOT Analysis, Advertising, Branding

E-commerce – Definition, Importance, Process

DDM02: Modes of Digital Marketing

Unit I

Digital Marketing - Definition and significance, Digital Marketing Process, Audience, Visibility, Conversion, Leads, Retention, Traffic, Engagement

Content Marketing - Content –Definition, purpose and function, Content planning, Content tools, Content writing, Content relevance and importance

Unit II

SMS Marketing - SMS (Definition, types, importance), Effectiveness, SMS Campaigns (How, cost and purpose), Data generation for SMS, TRAI

Email Marketing - Definition, Types and significance, Bulk Emails, Mail merge

Whatsapp Marketing - Whatsapp-app definition, App-importance and its relevance, Whatsapp groups, Whatsapp broadcasting, Whatsapp status

Social Media Marketing - Facebook and messenger, Google+, Twitter, Instagram, Linkendin, Tumblr, Pinterest, Social Media Marketing strategy

Unit III

Google Analytics - Fundamentals of analytics, Conversion, Monitoring, Visitor behavior, Dashboards

Google Adwords – Fundamentals, Cpc, Cpa, Cpm, Auction, Bidding, Cost, Search, Video and Mobile Marketing

Legal Aspect - IT Act 2000, Copyright Act 1957

DDMPR01: Digital Marketing Lab

(Practical Paper)

The practical paper will be based on the practical application of the theory papers.

Reference Books:

1. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation by Damian Ryan and Calvin Jones Publisher- Kogan Page
2. Google Seo Marketing Book - Offpage SEO For Business, by Sanjana Koul
3. Search Engine Optimization: An Hour a Day, by Jennifer Grappone, Gradiva Couzin,
4. SEO 2017: Learn search engine optimization with smart internet marketing strategies by by Adam Clarke
5. Google Analytics, by Justin Cutroni, Orielly
6. The Art of Social Media: Power Tips for Power Users by Guy Kawasaki & Peg Fitzpatrick.