



PROPOSAL FOR DIPLOMA IN DIGITAL MARKETING (SESSION 2020-21)

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AUGUST 25, 2020
MAHARSHI DAYANAND UNIVERSITY
Institute of Management Studies and Research (IMSAR)

MAHARSHI DYANAND UNIVERSITY
Institute of Management Studies and Research

Proposal for Diploma in Digital Marketing (Session 2020-21)

1.	Course Title/ Program	Diploma in Digital Marketing (DPDM) for Academic Session 2020-21
2.	Nodal Institute	Institute of Management Studies and Research
3.	Course Coordinator (Institute/ Individual/s)	Institute of Management Studies and Research/ Dr. Kuldeep Chaudhary
4.	Collaborating Deptt/ Institute within University	Deptt. of Computer Science and Application
5.	In partnership	Industry and Concerned Institutions
6.	Course Description	<p>With the advent of newer and newer technologies, the scope of Digital Marketing is expanding very rapidly. All business and non-business organizations are now required to convert the challenges in to opportunities taking advantage Digital Marketing.</p> <p>The proposed course is devised to fulfill the need of (i) entrepreneurs, (ii) students, (iii) businesspersons, (iv) trading people, (v) media persons, (vi) social/ political Figures (vii) celebrities (viii) advertisers (ix) bloggers and (x) freelancers to leverage on available digital avenues.</p> <p>The course is designed to fulfill the gap of knowledge and application for all kind of professionals in various industries facing challenges to reach out to customers/ beneficiaries.</p> <p>Proposed Course will be of one year duration, divided in two semesters- odd and even of six months each. The Course Contents are as following:</p> <p>Semester I:</p> <ol style="list-style-type: none"> 1. Fundamentals of Digital Marketing 2. Social Media Marketing 3. Website, E- Mail and Mobile Marketing 4. Internship Report <p>Semester II:</p> <ol style="list-style-type: none"> 1. Digital Marketing Communication

		<ul style="list-style-type: none"> 2. Search Engine Marketing 3. Digital Analytics 4. Project Report
7.	Course Objectives	<ul style="list-style-type: none"> 1. To fill the knowledge gap in the newly advented field of Digital Marketing 2. To provide best in the field practical exposure to aspirants. 3. To make aspirants competent enough to take leverage of digital marketing opportunities available. 4. To hone the digital marketing skills of aspirants.
8.	Duration	One Year (Two Semesters)
9.	Intake and Supernumerary Seats	Total 40 Seats
10	Target Group	Management and other Students, Management Professionals, Entrepreneurs, Advertising and Media Professionals, Content Developers, Individuals/ Businessmen/ Celebrities/ Social and Political Figures etc.
11	Academic Eligibility	Graduates in any discipline Lateral entry for certificate holder up to three years of registration i.e. the maximum tenure for completing diploma is 3 Yrs.
12	Admission Schedule	The admission to Certificate/Diploma/Advanced Diploma programs shall be made in the month of July-August or from January-February every year or as notified by the University.
13	Admission Procedure	<ul style="list-style-type: none"> i. The admission will be made as per the merit of qualifying examination. ii. The intake for each program along with reservation policy shall be as specified in the Prospectus.
14	Timings	Weekdays: Online- 02:00 PM to 04:00 PM Saturdays: Offline- 02:00 PM to 04:00 PM
15	Teaching Mode	Online and offline in blend
16	Assessment and Evaluation Mode	Internal Assessment and End of Semester Theory and Practical/ Viva-Vose Examinations
17	Fee Structure	Fee for Semester I- 15,000/- Fee for Semester II- 12000/- Total Course Fee- 27,000/-
18	Any Other	For a successful run of the proposed programme, the institute requires a wholesome institutional support to develop infrastructural

		and academic resources in addition to existing set up of the institute. Expected revenue generation and expenditure statement is attached.
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Estimated Fund Inflow and Outflow Statement for Diploma of Digital Marketing (DPDM)

Estimated Inflow of funds from the Course				
Course Fee (Rs.)			27,000	
Number of Seats			×40	
Gross Revenue Generated (Rs.)			10,80,000	1,080,000
Estimated Outflow of funds to meet expenditures				
Alternative- I (Approx. Amount)		Alternative- II (Approx. Amount)		
Remuneration of Resource Persons- Per Lecture (Rs.) 2000×24 (Weeks)×12 (Lectures)	576,000	Salary of One Teacher Specialized in Digital Marketing (Rs.) 57,700 ×12 (Months)	692,400	
Honorarium of Coordinator (Rs.) 2,000 × 12 (Months)	24,000	Honorarium of Coordinator (Rs.) 2,000 × 12 (Months)	24,000	
Gross Expenditure Incurred (Rs.)	600,000		7,16,400	600,000 or 716,400
Estimated Net Revenue Generated (A-I)				480,000
Estimated Net Revenue Generated (A-II)				364,600

**SCHEME OF EXAMINATIONS FOR
DIPLOMA IN DIGITAL MARKETING (DPDM)
(SESSION 2020-21)**

First Semester

Course Code	Title of the Course (s)	External Marks	Sessional Marks	Practical Marks	Total Marks	Credits
20CPDM1	Fundamentals of Digital Marketing	80	20		100	4
20CPDM2	Social Media Marketing	80	20		100	4
20CPDM3	Website, E-Mail and Mobile Marketing	50		50	100	4
20CPDM4	Internship Report	100	100		200	8
Total Credits						20

Second Semester

Course Code	Title of the Course (s)	External Marks	Sessional Marks	Practical Marks	Total Marks	Credits
20DPDM5	Digital Marketing Communication	80	20		100	4
20DPDM6	Search Engine Marketing	80	20		100	4
20DPDM7	Digital Analytics	50		50	100	4
20DPDM8	Project Report	100	100		200	8
Total Credits						20

Note:

1. One credit equals 25 marks in the Scheme of Examination for each course.
2. Internship Report: A candidate has to undergo the 4 Weeks Organizational/ Institutional Training only in the area of Digital Marketing as consulted with course coordinator in the end of first semester prior to commencement of end of term theory examinations.
3. Project Report: A candidate has to undergo a Project specifically on Digital Marketing assigned after due consultation of Project Mentor/ Course Coordinator during second semester prior to commencement of end of term theory examinations.
4. The duration of all the end term theory examinations shall for 3 hours.
5. The Criteria for awarding internal assessment of 20 marks shall be as under:
 - a) Sessional Test :10 marks
 - b) Assignments and Presentations :5 marks
 - c) Attendance :5 marks

Less than 65%	:0 marks
Upto 70%	:2 marks
Upto 75%	:3 marks
Upto 80%	:4 marks
Above 80%	:5 marks

L-T-P
3-0-1

External Marks: 80
Sessional Marks: 20
Time Allowed: 3 Hrs.

Digital Marketing

Course Code: 20CPDM1

Course Outcomes

After completing the course students would be able to:

CO1: Use digital marketing for multiple goals within a larger marketing and/or media strategy.

CO2: Utilizing latest digital marketing platforms available.

CO3: Develop, evaluate, and execute a comprehensive digital marketing strategy and plan.

UNIT-I

Introduction to Digital Marketing: Concept and Applications, Digital Market Evolution, Digital Marketing Environment Analysis, Digital Data Analysis and Management, Digital Marketing and Branding, Non- Business Digital Marketing, Career in Digital Marketing.

UNIT-II

Understanding Digital Consumer Behavior: Consumer Characteristics and profiles, Information Search Behavior, Factors Influencing Consumption Behavior, Purchase Decision Process, Post Purchase Behavior and Management. Attracting and Retaining Audience for Non- Business Digital Marketing Efforts.

UNIT-III

Digital Marketing Strategy: Alignment of Digital and Non- Digital Marketing Strategy, Digital Marketing Mix Decisions- Product, Price, Distribution and Promotion, Digital Marketing Strategy Formulation and Execution, Digital Market Positioning.

UNIT-IV

Digital Marketing Mechanisms: Websites- Company and Retail Service Providers, Search Engines- Google, Bing, Ask, Yahoo etc., Social Networks- Facebook, Instagram, Linked In, WhatsApp, Telegram, Twitter etc., Video Hosting and Entertainment- Youtube, Wimeo, Netflix etc., Mobile Phones and Applications, E- Mails, Blogs.

Recommended Readings:

1. Puneet Bhatia, Fundamental of Digital Marketing, Pearson Education (2017)
2. Seema Gupta, "Digital Marketing", McGraw Hill Education, New Delhi.
3. Philip Kotler, Hermawan Kartajaya, Iwan Setiawan - Marketing 4.0_ Moving from Traditional to Digital-Wiley (2016)
4. Ryan Deiss and Russ Henne berry. Digital Marketing for Dummies (2017)
5. Jason McDonald, Social media marketing workbook: how to use social media for business. JM Internet Group (2016)
6. Miller, The Ultimate Web Marketing Guide, Pearson Education (2011)

Lab: Practical on Digital Marketing Strategies

Instructions for External Examiner: The question paper shall be divided in two sections.

Section A shall comprise of five short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.

Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks

L-T-P
3-0-1

External Marks: 80
Sessional Marks: 20
Time Allowed: 3 Hrs.

Social Media Marketing
Course Code: 20CPDM2

Course Outcomes

After completing the course students would be able to:

CO1: Utilize social media options professionally

CO2: Devise social media marketing strategies for business and non- business purposes.

CO3: Able to integrate social media with digital and non- digital promotional programmes.

UNIT-I

Introduction to Social Media Marketing: Concept, Comparison and Implications, Social Media- Evolution, Characteristics, Social Media Marketing for Business and Non- Business Efforts, Career in Social Media Marketing.

UNIT-II

Social Media Architecture and Marketing: Social Media Community- Networks and Audience, Social Media Publishing- Contents and Publishing, Social Media Entertainment- Gaming, Music, Videos and Celebrities, Social Media Commerce- Opportunities and Trends.

UNIT-III

Social Media Customer: Profiles, Behavior and Engagement; Customer Data Management- Data Types, Data Retrieval and Data Processing for Customer Retention.

UNIT-IV

Social Networks: Facebook, Instagram, Twitter, YouTube, Whatsapp - Design, Features, Mechanism, Metrics, Reach and Users, Social Network Marketing- Communication and Branding Strategy, Sales Strategy

Recommended Readings:

1. Dan Zarrella - The Social Media Marketing Book-O'Reilly Media (2009)
2. Dave Evans, Susan Bratton, Jake McKee - Social Media Marketing_ The Next Generation of Business Engagement-Sybex (2010)
3. Matthew Halloran, Crystal Thies(auth.) - The Social Media Handbook for Financial Advisors_ How to Use LinkedIn, Facebook, and Twitter to Build and Grow Your Business (2012)
4. Melissa Barker, Donald Barker, Nicholas Bormann, and Krista Neher. Social media marketing: A strategic approach. Nelson Education, 2012.
5. Puneet Bhatia, Fundamental of Digital Marketing, Pearson Education (2017)
6. Jason, McDonald. Social Media Marketing Workbook: 2018 Edition - How to Use Social Media for Business

Lab: Practical on Social Media Networks Strategies

Instructions for External Examiner: The question paper shall be divided in two sections.

Section A shall comprise of five short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.

Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks

L-T-P
3-0-1

External Marks: 80
Sessional Marks: 20
Time Allowed: 3 Hrs.

Website, Email and Mobile Marketing
Course Code: 20CPDM3

After completing the course students would be able to:

CO1: Help develop customer friendly websites and applications.

CO2: Devise appropriate Search Engine Presence strategies.

CO3: Utilize website, e mail and mobile marketing for customer relationship management.

UNIT-I

Website Marketing: Concept and Implications, Web Aesthetics, Web User Experience (UX), Website Selling and Promotion, Retail Websites.

UNIT-II

E Mail Marketing: Concept and Applications, E Mail Lead Management, E Mail Automation, E Mail Oriented Promotional Programs, E Mail Metrics

UNIT-III

Mobile Marketing: Concept and Applications, SMS Marketing, Marketing on Mobile Applications, Marketing Implications Mobile Adapted Websites, Social Media and E Mail Services.

UNIT-IV

Web Concerns: Data Safety and Privacy Concerns, Hacking, Financial Security Concerns, Payment Gateway Management, Customer Service, Search Engine Presence

Recommended Readings:

1. Cindy Krum - Mobile Marketing: Finding Your Customers No Matter Where They Are, Que (2010)
2. Daniel Rowles, Mobile Marketing, Koganpage (2017)
3. Eric Groves - The Constant Contact Guide to Email Marketing (2009)
4. Kevin Potts - Web Design and Marketing Solutions for Business Websites, apress (2007)
5. Molly Garris and Karen E Mishra, A Beginner's Guide to Mobile Marketing-Business Expert Press (2015)
6. Puneet Bhatia, Fundamental of Digital Marketing, Pearson Education (2017)
7. Ryan Deiss and Russ Henne berry. Digital Marketing for Dummies (2017)

Lab: Practicals on website, e mail and mobile marketing

Instructions for External Examiner: The question paper shall be divided in two sections.

Section A shall comprise of five short answer type questions from whole of the syllabus carrying

two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.

Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks