

FACULTY OF COMPUTER SCIENCE & IT

SYLLABUS FOR

Post Graduate Diploma in Digital Marketing

(Semester - I & II)

(Under Credit Based Continuous Evaluation Grading System)

Session: 2019-20



The Heritage Institution

**KANYA MAHA VIDYALAYA
JALANDHAR
(Autonomous)**

PROGRAMME SPECIFIC OUTCOMES

(Session 2019-20)

Upon successful completion of Diploma in Digital Marketing course, the students will be able to:

PSO1: Understand the basics of Internet and Web Designing.

PSO2: Gain fundamental knowledge about online marketing. Understand the set of online marketing tools and strategies that help companies or businesses to promote and advertise their products or services

PSO3: Learn the importance of every component in digital marketing and understand online marketing channels, how and when to use.

PSO4: Learn the ways for improving website ranking and understand how to optimize the content

PSO5: Learn the fundamentals of social media, Social Media networks and its optimization.

PSO6: Gain importance of Email Marketing, and how to write emails through different email marketing tools for business

Kanya Maha Vidyalaya, Jalandhar (Autonomous)

CURRICULUM AND SCHEME OF EXAMINATIONS OF ONE YEAR POST GRADUATE DIPLOMA PROGRAMME

Post Graduate Diploma in Digital Marketing

Session 2019-20

PGDDM Semester - I									
COURSE CODE	COURSE NAME	COURSE TYPE	Credits	Marks				Examination Time (in Hours)	
				L-T-P	Total	Ext.			CA
						L	P		
PDML - 1111	Digital Marketing Fundamentals	C	4-0-0	75	60	-	15	3	
PDML - 1112	Fundamentals of Internet and WordPress Design	C	4-0-0	75	60	-	15	3	
PDML - 1113	Search Engine Marketing (SEM)	C	4-0-0	75	60	-	15	3	
PDML - 1114	Social Media Marketing (SMM)	C	4-0-0	75	60	-	15	3	
PDMP - 1115	Lab based on WordPress	C	0-0-2	50	-	40	10	3	
PDMP - 1116	Lab based on Social media marketing, Search Engine Marketing	C	0-0-2	50	-	40	10	3	
	Total		20	400					

Kanya Maha Vidyalaya, Jalandhar (Autonomous)

CURRICULUM AND SCHEME OF EXAMINATIONS OF ONE YEAR POST GRADUATE DIPLOMA PROGRAMME

Post Graduate Diploma in Digital Marketing

Session 2019-20

PGDMM Semester - II								
COURSE CODE	COURSE NAME	COURSE TYPE	Credits	Marks				Examination Time (in Hours)
			L-T-P	Total	Ext.		CA	
					L	P		
PDML - 2111	E – Mail, Inbound and outbound marketing	C	4-0-0	75	60	-	15	3
PDML - 2112	Search Engine Optimization (SEO)	C	4-0-0	75	60	-	15	3
PDML - 2113	Web Analytics	C	4-0-0	75	60	-	15	3
PDML - 2114	Content Marketing	C	4-0-0	75	60	-	15	3
PDMP - 2115	Lab based on E – Mail, Inbound and outbound marketing and Search Engine Optimization (SEO)	C	0-0-2	50	-	40	10	3
PDMP - 2116	Lab based on Web Analytics	C	0-0-2	50	-	40	10	3
	Total		20	400				

(Session 2019-20)

DIGITAL MARKETING FUNDAMENTALS

COURSE CODE : PDML -1111

Course Outcomes:

After passing this course, the student will be able to:

CO1: understand the basic fundamentals of marketing and the process of digital marketing.

CO2: understand the process of visitors' engagement in marketing.

CO3: learn the process of Converting the traffic into leads

CO4: understand the criteria for Performance evaluation in Digital marketing.

(Session 2019-20)

DIGITAL MARKETING FUNDAMENTALS

COURSE CODE :PDML -1111

L - T - P

4 – 0 – 0

Time : 3 Hours

Max. Marks: 75

Theory: 60

CA: 15

Instructions for Paper Setter -

Eight questions of equal marks are to set, two in each of the four sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be divided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any section

UNIT-I

Introduction: Marketing, Digital Marketing, Understanding Marketing Process, Digital Marketing over Traditional Marketing

Creating and managing Social Media Platforms.

Understanding Digital Marketing Process: Increasing Visibility, Meaning of visibility, Types of visibility, Examples of visibility

UNIT II

Visitors Engagement: Meaning of engagement, Importance of engagement in digital marketing, Examples of engagement

Bringing Targeted Traffic: Introduction to Inbound and Outbound traffic.

UNIT III

Converting Traffic into Leads: Types of Conversion, Understanding Conversion Process

Retention: Meaning of Retention and its importance, Types of Retention

UNIT IV

Performance Evaluation: Criteria for Performance evaluation, Need for performance evaluation, Tools required for performance evaluation

REFERENCES:

1. Digital Marketing for Dummies by Russ Henneberry and Ryan Deiss
2. Understanding Digital Marketing: Marketing Strategies by Damian Ryan

(Session 2019-20)

FUNDAMENTALS OF INTERNET AND WORDPRESS DESIGN

COURSE CODE : PDML - 1112

Course Outcomes:

After passing this course, the student will be able to:

CO1: Understand the fundamentals of Internet, Internet Service Providers, Internet addressing and various protocols required.

CO2: Understand the working of E-Mail.

CO3: Learn HTML and DHTML for Website development

CO4: Understand the concept of Search Engine and their usage along with searching strategies.

(Session 2019-20)

FUNDAMENTALS OF INTERNET AND WORDPRESS DESIGN

COURSE CODE : PDML - 1112

L - T - P

4 – 0 – 0

Time : 3 Hours

Max. Marks: 75

Theory: 60

CA: 15

Instructions for Paper Setter -

Eight questions of equal marks are to set, two in each of the four sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be divided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any section

UNIT I

Introduction: Introduction to protocols (TCP/IP, HTTP, FTP, SMTP, POP), Working with HTML.

UNIT II

WordPress Foundation: Web Design with WordPress, Requirements, WordPress installation, Content management using WordPress.

WordPress tools: Exploring editors, browsers and FTP, work with graphic tools, Formatting, planning a design strategy.

UNIT III

WordPress Themes: Installation, work with default themes, displaying content with widgets and template tags, understanding parent and child theme.

UNIT IV

Building a Custom Website: Customize a website design using HTML, WordPress designing as a CMS, installing WordPress Plugins via Dashboard.

References:

1. HTML: QuickStart Guide - The Simplified Beginner's Guide To HTML (HTML, HTML5, HTML and CSS) by Martin Mihajlov
2. HTML5 and CSS3 All-in-One For Dummies 3rd , by Andy Harris
3. Fundamentals of Internet Applications by Anshuman Sharma
4. Professional WordPress: Design and Development 1st Edition, by Hal Stern (Author), David Damstra (Author), Brad Williams

(Session 2019-20)

SEARCH ENGINE MARKETING (SEM)

COURSE CODE :PDML - 1113

Course Outcomes:

After passing this course, the student will be able to:

CO1: Know the term - Search Engine Marketing.

CO2: Learn the history and development of SEM.

CO3: Identify the elements and keywords relevant to search engine marketing.

CO4: Create Web pages designed to be easily crawled and optimally indexed by search engines.

CO5: Construct search engine-friendly Web sites.

(Session 2019-20)
SEARCH ENGINE MARKETING (SEM)
COURSE CODE : PDML - 1113

L - T - P
4 – 0 – 0
Time : 3 Hours

Max. Marks: 75
Theory: 60
CA: 15

Instructions for Paper Setter -

Eight questions of equal marks are to set, two in each of the four sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be divided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any section

UNIT I

Introduction: Definition of SEM, SEM terminology, PPC, SEO vs. PPC, Changes on the internet

Search Engines and Marketing: About search engines, Market share of search engine, advertising search engines through Google adwords and Bing Ads

UNIT II

Google AdWords: Google search, Google partners and Google display network, Google search advertising, Campaign subtypes

Google AdWords account: Settings of Google AdWords account, Billing options and other options available for Google AdWords account, Structure of Google AdWords account

UNIT III

Keywords: Meaning and Working of Keywords, Keyword matching types, Negative keywords, Tools to generate keywords

Bidding and Budget: Meaning of Bidding and its working, Setting up a bid, Add bid at the time of account creation, Keyword bid, Bidding strategy, Meaning of budget and setting up a budget

Quality Score and campaigns: Meaning and its importance, factors influencing quality score, steps to improve quality score, create campaigns, Creation of ad group

UNIT IV

Campaign Optimization and tracking: Campaign structure, conversion tracking in AdWords account, linking of Google analytics to Google AdWords account, A/B testing

SEM and other types of marketing: SEM strategy, Search engine marketing and Social media marketing, Search engine marketing and email marketing, Analyzing the efficiency of SEM strategy.

REFERENCES:

1. Search Engine Marketing, Inc by Mike Moran
2. Global Search Engine Marketing by Anne F. Kennedy and Kristján Már Hauksson

(Session 2019-20)

SOCIAL MEDIA MARKETING (SMM)

COURSE CODE :PDML - 1114

Course Outcomes:

After passing this course, the student will be able to:

CO1: Discuss the evolution of social media marketing and identify the ethical issues to communicate its impact on businesses.

CO2: Describe S.M.A.R.T. social media goals to achieve successful online campaigns.

CO3: Work cooperatively within a social media community by observing and listening critically with openness, then act ethically when communicating with varied audiences and build positive reputation within the community.

CO4: Describe the major social media marketing portals that can be used to promote a company, brand, product, service or person.

CO5: Evaluate a company's current situation, isolate social media issues and provide solutions by identifying appropriate social media marketing portals to influence consumer and improve the firm's reputation.

(Session 2019-20)

SOCIAL MEDIA MARKETING (SMM)

COURSE CODE : PDML - 1114

L - T - P

4 – 0 – 0

Time : 3 Hours

Max. Marks: 75

Theory: 60

CA: 15

Instructions for Paper Setter -

Eight questions of equal marks are to set, two in each of the four sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be divided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any section

UNIT I

Introduction: Meaning of Social Media, Types of social media websites, mobile social media, Social Media approaches, Popular social media websites, Dos and Don'ts of social media

Understanding Social Influence Marketing: Introduction, Comparing Social Influence marketing with other Marketing efforts – Direct Mail, Public relations, Advertisements, Promotions.

Blogging: Meaning of a blog, Types of blogs, Blogging platforms, choose a suitable design for a blog, interaction with the readers, analyzing the performance

UNIT II

Social Media engagement: meaning, ways to increase social media engagement, about target audience, use of URL shortening services for tracking the audience

Content sharing on Social media: High quality content, Photos, Graphics, Videos, links

UNIT III

Social media strategy: Goals, Planning, Strategies, Monitoring, Analysis. Tips on using Social media in marketing, Social media Optimization.

Social media usage for Promotion: Paid advertising, online promotions through social media, Know about What to promote and how to promote

Social media for establishing relationship: Relationships with customers (B2C), Relationship with other businesses (B2B), Social media for customer service.

Facebook Marketing: Understanding Facebook Marketing, Creating Page, Increasing fans on fan page, Facebook advertising and its types

Video Marketing: Understanding Video campaign, creating video campaign, importance of video marketing, uploading videos on video marketing websites, creating video adgroups

UNIT IV

Tools for managing Social media: Tools for planning, tools for managing and tools for monitoring.

Automation and social media: Meaning of automation, Automation tools, Benefits of social media automation, disadvantages of social media automation

Social media and other types of marketing: Social media marketing and content marketing, Social media marketing and email marketing, Social media marketing and search engine marketing

REFERENCES:

1. Social Media Marketing All-in-One for Dummies by Doug Sahlin and Jan Zimmerman

(Session 2019-20)

LAB BASED ON WORDPRESS

COURSE CODE :PDMP- 1115

L - T - P

0 – 0 – 2

Time : 3 Hours

Max. Marks: 50

Practical: 40

CA: 10

Lab based on PDML - 1112

(Session 2019-20)

LAB BASED ON SOCIAL MEDIA MARKETING, SEARCH ENGINE MARKETING

COURSE CODE :PDMP - 1116

L - T - P

0 – 0 – 2

Time : 3 Hours

Max. Marks: 50

Practical: 40

CA: 10

Lab based on PDML -1113, PDML -1114

(Session 2019-20)

EMAIL, INBOUND & OUTBOUND MARKETING

COURSE CODE :PDML - 2111

Course Outcomes:

After passing this course, the student will be able to:

CO1: Understand the basics and working of E-Mail.

CO2: Learn how to grow your email list.

CO3: Create valuable targeted messaging, and produce measureable results with popular mail marketing platforms.

(Session 2019-20)

EMAIL, INBOUND & OUTBOUND MARKETING

COURSE CODE : PDML - 2111

L - T - P

4 – 0 – 0

Time : 3 Hours

Max. Marks: 75

Theory: 60

CA: 15

Instructions for Paper Setter -

Eight questions of equal marks are to set, two in each of the four sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be divided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any section

UNIT I

Introduction: Meaning of Email, Working process of an E-Mail, Email structure and protocols, Email Marketing definition, Components of email marketing, Working of email marketing, email marketing services, Catch to email-marketing (spam in email marketing, awareness about email marketing).

Introduction of Inbound Marketing, Recent marketing trend of users, Megaphone versus hub, Knowing pulse of your website, Tracking your progress, Inbound in action: 37 signals, creating a remarkable strategy

UNIT II

Using email marketing software: Introduction, Choosing an email service provider, Things to look for an ESP.

Building Email list by Quantity: Introduction, Directive on privacy and Electronic communication, List of current provisions.

UNIT III

Building email lists by quality: Introduction, List segmenting/categorization, Categorization with customer information, Asking for information

Crafting an email: Introduction, Getting unread email noticed, (from lines, subject lines), Email content, Branding, Layout, Text, Linking

UNIT IV

Converting customers: Landing page best practices, Creating functional forms, going beyond the forms, a word of caution.

Convert leads to customers: Grading Your Leads, Nurturing Your Leads, Broadening Your Reach

REFERENCES:

1. The Truth About Email Marketing by Simms Jenkins
2. Email Marketing Rules: A Step-By-Step Guide to the Best Practices That Power Email marketing Success by Jay Baer

(Session 2019-20)

SEARCH ENGINE OPTIMIZATION (SEO)

COURSE CODE: PDML - 2112

Course Outcomes:

After passing this course, the student will be able to:

CO1: Understanding the concept of Search Engine Optimisation (SEO).

CO2: Know the process of generating keywords relevant to Web site.

CO3: Create Web pages designed to be easily crawled and optimally indexed by search engines.

CO4: Attract inbound Links from other Web Sites.

CO5: Create Pay-Per-Click (PPC) Campaigns.

CO6: Use Google Analytics and other metrics / tools to monitor progress in achieving search enginemarketing goals.

(Session 2019-20)

SEARCH ENGINE OPTIMIZATION (SEO)

COURSE CODE : PDML - 2112

L - T – P

4 – 0 – 0

Time : 3 Hours

Max. Marks: 75

Theory: 60

CA: 15

Instructions for Paper Setter -

Eight questions of equal marks are to set, two in each of the four sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be divided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any section.

UNIT I

Understanding SEO: Search Engine Basics, Creating an SEO Plan

SEO Strategies: Building Your Site for SEO, Keywords and Your Web Site, Pay-per-Click and SEO, Maximizing Pay-per-Click Strategies, Increasing Keyword Success,

UNIT II

SEO Strategies: Understanding and Using Behavioral Targeting, Managing Keyword and PPC Campaigns, Keyword Tools and Services, Tagging Your Web Site, Understanding the Role of Links and Linking

UNIT III

Optimizing Search Strategies: Adding Your Site to Directories, Pay-for-Inclusion Services, Robots, Spiders, and Crawlers, SEO Spam, Adding Social-Media Optimization

UNIT IV

Maintaining SEO, Analyzing Success

REFERENCES

1. Search Engine Optimization for Dummies , Peter Kent
2. Search Engine Optimization (SEO) Secrets by Danny Dover and Erik Dafforn

(Session 2019-20)

WEB ANALYTICS

COURSE CODE :PDML - 2113

Course Outcomes:

After passing this course, the student will be able to:

CO1: Understanding the need and the purpose of web analytics, requirement for business growth, tools and software.

CO2: Learn the concept of web analytics and work with Google Analytics.

CO3: Need for web analytics for website traffic and pillars of web analytics.

CO4: Different methods for web analytics including Cookies, Geotargeting, Mobile phone tracking and Geotagging.

(Session 2019-20)
WEB ANALYTICS
COURSE CODE : PDML - 2113

L - T - P
4 – 0 – 0
Time : 3 Hours

Max. Marks: 75
Theory: 60
CA: 15

Instructions for Paper Setter -

Eight questions of equal marks are to set, two in each of the four sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be divided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any section

UNIT I

Understanding Web analytics: Meaning, Purpose, History of web analytics, web analytics for business Growth, web analytics basics, web analytic tools and software, web analytics dashboard, Mistakes and pitfalls to avoid while using Web analytics

UNIT II

Google web analytics: Steps to install google analytics, setting up an account, setting profile and filters, tracking traffic channels, E commerce tracking, on site search tracking, on page interaction tracking, analyzing data through google analytics.

Web Analytics for Website: Web traffic data analysis, pillars of web analytics

UNIT III

Website's visibility through Web analytics: need of visibility, ways to increase visibility through web analytics, Website visibility through google metrics – Crawability, NAP citations, URLs index, Deep links, SERP ranking, Click through rates on SERP

Analysing Analytical data: Performance criteria, Testing software – A/B testing, Multivariate testing

UNIT IV

Web Analytics methods: Cookies, Geotargeting, Mobile phone tracking, geotagging

Social media analytics, Mobile analytics & Creation of Reports

REFERENCES:

1. Web Analytics 2.0: The Art of Online Accountability and Science of Customer by AvinashKaushik
2. Web Analytics by AvinashKaushik
3. Web Analytics Action Hero: Using Analysis to Gain Insight and Optimize Your Business by Brent Dykes
4. Performance Marketing with Google Analytics: Strategies and Techniques by Caleb Whitmore, Justin Cutroni, and Sebastian Tonkin

(Session 2019-20)

CONTENT MARKETING

COURSE CODE :PDML - 2114

Course Outcomes:

After passing this course, the student will be able to:

CO1: Importance of content marketing and its key benefits

CO2: The role of engagement in content development

CO3: Understand the role that content marketing plays in owned, paid and earned media

CO4: Know role of social media and blogging in content marketing

CO5: Measure and evaluate the impact of content marketing, and how to build own content plan.

CO6: Decide who should develop a particular content and which channels to use to share it

(Session 2019-20)

CONTENT MARKETING

COURSE CODE : PDML - 2114

L - T - P

4 - 0 - 0

Time : 3 Hours

Max. Marks: 75

Theory: 60

CA: 15

Instructions for Paper Setter -

Eight questions of equal marks are to set, two in each of the four sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be divided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any section

UNIT I

Introduction to Content Marketing: Importance of Content, Defining Content Marketing, Uses and Publishes Content, Benefits of Content Marketing, Business Objectives of Content Marketing, History and evolution of Content Marketing, Purpose of CM, Types of content

UNIT II

Content Marketing Tools and Tactics: Essence of CM, Blog, Branch guide / folder, Social Media, Webinar, Online Transmission, Video Publication, Newsletter, Online Presentation, Mobile Application, Infographic, Whitepaper, In – Person event, Use of CM Tools.

UNIT III

Content Marketing Strategy: Defining a CM Strategy, Analyzing Company's business, Clients, Goals, Structure of CM, Budget, Scheme for creating effective CM strategy

UNIT IV

Authority Blog: Understanding authority blog, steps towards developing authority blog, ways to monetizing authority blog

Case Study on Content Marketing

REFERENCES:

1. Content Marketing Handbook – Simple Way to Innovate Your Marketing approach
2. Managing Content Marketing: The Real-World Guide for Creating Passionate by Joe Pulizzi and Robert Rose

(Session 2019-20)

**LAB BASED ON E – MAIL, INBOUND AND OUTBOUND MARKETING AND SEARCH ENGINE
OPTIMIZATION (SEO)**

COURSE CODE :PDMP- 2115

L - T - P

0 – 0 – 2

Time : 3 Hours

Max. Marks: 50

Practical: 40

CA: 10

Lab based on PDML - 2111, PDML- 2112, PDML-2114

Post Graduate Diploma in Digital Marketing

(Session 2019-20)

LAB BASED ON WEB ANALYTICS

COURSE CODE :PDMP - 2116

L - T - P

0 – 0 – 2

Time : 3 Hours

Max. Marks: 50

Practical: 40

CA: 10

Lab based on PDML - 2113