

FACULTY OF COMPUTER SCIENCE & IT

SYLLABUS FOR

Post Graduate Diploma in Digital Marketing

(Semester - I)

(Under Continuous Evaluation System)

Session: 2020-21



The Heritage Institution

**KANYA MAHA VIDYALAYA
JALANDHAR
(Autonomous)**

Post Graduate Diploma in Digital Marketing
PROGRAMME SPECIFIC OUTCOMES
(Session 2020-21)

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

KNAYA MAHA VIDYALAYA, JALANDHAR (AUTONOMOUS)**SCHEME AND CURRICULUM OF EXAMINATIONS OF ONE YEAR POST GRADUATE DIPLOMA PROGRAMME****Post Graduate Diploma in Digital Marketing****Session 2020-21**

Post Graduate Diploma in Digital Marketing Semester – I							
COURSE CODE	COURSE NAME	COURSE TYPE	Marks				Examination Time (in Hours)
			Total	Ext.		CA	
				L	P		
PDML - 1111	Digital Marketing Fundamentals	C	75	60	-	15	3
PDML - 1112	Fundamentals of Internet and WordPress Design	C	75	60	-	15	3
PDML - 1113	Search Engine Marketing (SEM)	C	75	60	-	15	3
PDML - 1114	Social Media Marketing (SMM)	C	75	60	-	15	3
PDMP - 1115	Practical Lab on Internet and WordPress	C	50	-	40	10	3
PDMP - 1116	Practical Lab on Social Engine marketing (SEM) and Social Media Marketing (SMM)	C	50	-	40	10	3
	Total		400				

KNAYA MAHA VIDYALAYA, JALANDHAR (AUTONOMOUS)

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

Post Graduate Diploma in Digital Marketing

Session 2020-21

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

Post Graduate Diploma in Digital Marketing (Semester I)

(Session 2020-21)

COURSE CODE: PDML -1111

DIGITAL MARKETING FUNDAMENTALS

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.

Post Graduate Diploma in Digital Marketing (Semester I)

(Session 2020-21)

COURSE CODE: PDML -1111

DIGITAL MARKETING FUNDAMENTALS

Examination Time : 3 Hours

Max. Marks: 75

Theory: 60

CA: 15

Instructions for Paper Setter -

Eight questions of equal marks (12 marks each) 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 / Textbooks:

1. Russ Henneberry and Ryan Deiss, Digital Marketing for Dummies, John Wiley & Sons, 2016.
2. Damian Ryan, Understanding Digital Marketing: Marketing strategies for engaging the digital generation, Kogan Page Publishers, 2016.
3. Puneet Singh Bhatia, Fundamentals of Digital Marketing, Pearson India, 2019.

4. Marjolein Visser, Berend Sikkenga, Mike Berry, Digital Marketing Fundamentals: From Strategy to ROI, Routledge, 2018.
5. Seema Gupta, Digital Marketing, McGraw Hill, 2107

Note: The latest editions of the books should be followed.

Post Graduate Diploma in Digital Marketing (Semester I)
(Session 2020-21)
COURSE CODE: PDML - 1112
FUNDAMENTALS OF INTERNET AND WORDPRESS DESIGN

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.

Post Graduate Diploma in Digital Marketing (Semester I)
(Session 2020-21)
COURSE CODE: PDML - 1112
FUNDAMENTALS OF INTERNET AND WORDPRESS DESIGN

Examination Time : 3 Hours

Max. Marks: 75

Theory: 60

CA: 15

Instructions for Paper Setter -

Eight questions of equal marks (12 marks each) 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 / Textbooks:

1. Martin Mihajlov, HTML QuickStart Guide: The Simplified Beginner's Guide to HTML, ClydeBank Media LLC, 2015.
2. Andy Harris, HTML5 and CSS3 All-in-One For Dummies, John Wiley & Sons, 2014.
3. Anshuman Sharma, Fundamentals of Internet Applications, Lakhanpal Publishers, 4th Edition.
4. Brad Williams, David Damstra, Hal Stern, Professional WordPress: Design and Development, Wrox. 2013.

Note: The latest editions of the books should be followed.

Post Graduate Diploma in Digital Marketing (Semester I)

(Session 2020-21)

COURSE CODE: PDML - 1113

SEARCH ENGINE MARKETING (SEM)

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.

Post Graduate Diploma in Digital Marketing (Semester I)

(Session 2020-21)

COURSE CODE: PDML - 1113

SEARCH ENGINE MARKETING (SEM)

Examination Time : 3 Hours

Max. Marks: 75

Theory: 60

CA: 15

Instructions for Paper Setter -

Eight questions of equal marks (12 marks each) 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 / Textbooks:

1. Mike Moran, Search Engine Marketing, Inc., IBM Press, 2014.
2. Anne F. Kennedy and Kristján Már Hauksson, Global Search Engine Marketing, Que Publishing, 2012.
3. Andreas Ramos, Stephanie Cota, Search Engine Marketing, McGraw-Hill Education, 2008.
4. Peter Kent, Pay Per Click Search Engine Marketing for Dummies, For Dummies, 2011.
5. Eric Enge, Jessie Stricchiola, and Stephan Spencer, The Art of SEO, O'Reilly Media, 2015.

Note: The latest editions of the books should be followed.

Post Graduate Diploma in Digital Marketing (Semester I)

(Session 2020-21)

COURSE CODE: PDML - 1114

SOCIAL MEDIA MARKETING (SMM)

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.

Post Graduate Diploma in Digital Marketing (Semester I)

(Session 2020-21)

COURSE CODE: PDML - 1114

SOCIAL MEDIA MARKETING (SMM)

Examination Time : 3 Hours

Max. Marks: 75

Theory: 60

CA: 15

Instructions for Paper Setter -

Eight questions of equal marks (12 marks each) 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 / Textbooks:

1. Doug Sahlin and Jan Zimmerman, Social Media Marketing All-in-One for Dummies, Wiley, 2010.
2. Michael R Solomon and Tracy L. Tuten, Social Media Marketing, SAGE Publications, 2017.
3. Shiv Singh, Stephanie Diamond, Social Media Marketing For Dummies, Wiley & Sons, 2012.
4. Jason Mc Donald, Social Media Marketing Workbook: How to Use Social Media for Business, CreateSpace Independent Publishing Platform, 2020.
5. Shama Hyder, The Zen of Social Media Marketing: An Easier Way to Build Credibility, Generate Buzz, and Increase Revenue, BenBella, 2016.
6. Dave Evans, Social Media Marketing: An Hour a Day, Sybex, 2012.

Note: The latest editions of the books should be followed.

Post Graduate Diploma in Digital Marketing (Semester I)

(Session 2020-21)

COURSE CODE: PDMP- 1115

PRACTICAL LAB ON INTERNET & WORDPRESS

Examination Time : 3 Hours

Max. Marks: 50

Practical: 40

CA: 10

Lab based on Internet and WordPress

Post Graduate Diploma in Digital Marketing (Semester I)

(Session 2020-21)

COURSE CODE: PDMP - 1116

**PRACTICAL LAB ON SOCIAL ENGINE MARKETING (SEM) AND SOCIAL MEDIA
MARKETING (SMM)**

Examination Time : 3 Hours

Max. Marks: 50

Practical: 40

CA: 10

Lab based on PDML -1113, PDML -1114