

PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR NIVERSITY, SOLAPUR.

SKILL DEVELOPMENT CENTRE

CERTIFICATE COURSE IN DIGITAL MARKETING

ELIGIBILITY FOR ADMISSION

Eligibility for Admission.

Age Limit : No Age Limit

Qualification for the Course : 12th Standard

Duration of the Course : Six Months

Exam : There Will Be Examination Conducted by Center Of Certificate Course In Digital marketing.

Passing Minimum : 40 Percent Each Paper (Theory Paper 40 Percent, Practical Paper: 40 Percent and Dissertation: 40 Percent)

Medium Of Instruction : The Medium Of Instruction Will Be English.

Objectives of Course:

- To create the awareness about the role of digital marketing in information and communication-based technology. Marketing field.
- To create the awareness about the importance of digital marketing in promotion of new products, brand awareness, expansion of market, retaining the new customers, lead the generation and improve the conversions.
- To develop digital marketing skill among the entrepreneurs, businessman and sales executive about the digital marketing and boost the career in same field.
- To attract the interest users and targets potential customers to make a purchase.

LIST OF SUBJECTS AND DETAILED SYLLABUS

Sr. No	Papers For Course	Theory (University Exam)	Practical (Internal Exam)	Total	Min passing
1.	Basic in Digital marketing	80	20	100	32/80 8/20
2.	Advanced Studies In Digital Marketing	80	20	100	32/80 8/20
3.	Projects	Project (80 marks)	20 (presentation)	100	32/80 8/20
4.	Dissertation	Dissertation (80 marks)	20 (viva-voce)	100	32/80 8/20
5.	Total Marks Of Course			400	

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(80 marks for theory paper and 20 marks for internal examination)

(Total lectures = 45 hours)

Paper No 01: Basics in Digital Marketing

Unit First: introduction of marketing.

1. Marketing: Meaning, Importance and Objectives.
2. Role and Importance of Marketing.
3. Types Of Marketing
4. Scope Of Marketing Management

Unit Second: Introduction of Digital Marketing

1. Digital Marketing: Meaning, Definition and Objectives.
2. Role of Digital Marketing in Marketing Field.
3. Importance of Digital Marketing.
4. Digital Marketing Vs Traditional Marketing.

Unit Third: Google Marketing Tools

1. Goggle My Business
2. Google Ad Words
3. Google Docs, Sheets, Slides and Forms.
4. Google Drive
5. Google Calendar

Unit Four: Social Media Marketing

1. Meaning Of Social Media Marketing
2. Importance Of Social Media Marketing
3. Types Of Social Media Marketing
4. Tools Of Social Media Marketing

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(80 marks for theory paper and 20 marks for internal examination)

(Total lectures = 45 hours)

Paper No 02: Advanced Studies in Digital Marketing

UNIT FIRST: Search Engine Optimization

1. What Is Search Engine Optimization (SEO) In Digital Marketing?
2. Role of Search Engine Optimization (SEO) In Digital Marketing.
3. Importance of Search Engine Optimization (SEO) In Digital Marketing.
4. Major Functions of a Search Engine.

UNIT SECOND: : Introduction of Search Campaigns

1. Meaning of search campaign.
2. Types of search campaign
3. Benefits of search campaign
4. Dynamic search and product listing

UNIT THIRD: Local Business and Google Mapping

1. Creating local listing search engine.
2. Google place setup (including image, videos, map etc)
3. Search engine visibility reports
4. Google reviews

UNIT FORTH: Social Media Marketing (SMM)

1. Facebook optimization
2. Creating Facebook pages for business
3. Facebook analytics, Increasing fans and doing marketing
4. Facebook advertisement, creating advertising campaign and payment mode.

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(Total lectures = 45 hours)

PAPER NO 03: PROJECT

Project:

- To create any one social media marketing page for business.
- Promote your content on social media marketing page to your local audience.
- Build guides for local activities
- Marketing planning for business
- Identify different Marketing material
- Use google marketing tools for digital marketing purpose
- Make google survey to identify awareness about the digital marketing system.

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PAPER NO 04: DISSERTATION

DISSERTATION:

- Introduction of the research study
- Identify the research problem in field of share market investment.
- Significance of the research study
- Set the research objectives.
- Hypotheses
- Research methodology
- Data analysis
- Findings of research study
- Suggestions for further development in same field.
- Conclusion of research investigation

REFERENCES:

- Ryan Deiss & Russ Henneberry, “ Digital Marketing Dummies”, Publication Of John Wiley And Sons, Inc.,
- Jan Zimmerman, Deborah, N., “ Social Media Marketing All-In-One”, Publication Of John Wiley And Sons, Inc
- Danny Star, “Digital Marketing Star”, Publication of John Wiley and Sons, Inc.
- Damian Ryan, Calvin Jones, “Understanding Digital Marketing”, Kogan Page.
- Alex Trengove Jones, Anna Malczyk, and Justin Beneke, Getsmarter.