
**ST. TERESA'S COLLEGE, ERNAKULAM
(AUTONOMOUS)**

Affiliated to Mahatma Gandhi University, Kottayam



**CURRICULUM FOR
DIPLOMA
IN DIGITAL MARKETING**

Under Choice Based Credit & Semester System
& Outcome Based Education
(2018 Admissions)

Diploma in Digital Marketing

PROGRAM SPECIFIC OUTCOMES

PSO1: Understand various digital marketing Channels, Online marketing, E-Commerce & General Informatics

PSO2: Develop advertising copies using Content Marketing & Copy writing to use for online marketing

PSO3: Create brand awareness, email marketing campaigns, social media promotions, google ads, GMB & Affiliate Marketing account for promotions.

PSO4: Apply SEO techniques to rank a website in SERP and analyze it using Google Analytics & Tag Manager.

PSO5: Develop a website using WordPress Content Management Systems

PSO6: Develop entrepreneurial, managerial and communication skills to manage the ethical issues in the field of digital marketing.

SEMESTER I

Course Code	Course Title	Credits	Course Type
VDM1G01D20	English For Communication-I	5	Common Course
VDM1G02D20	Introduction to Digital Marketing	4	Core Course
VDM1G03D20	Entrepreneurship Development	3	Complementary Course
VDM1SP01D20	Content Marketing and Copywriting (Practical)	6	Core Course
VDM1SP02D20	Affiliate Marketing & E-mail marketing (Practical)	6	Core Course
VDM1SP03D20	Advanced AdWords & PPC (Practical)	6	Core Course

SEMESTER I

COMMON COURSE

VDM1G01D20 – ENGLISH FOR COMMUNICATION-I

Credits: 5

Total Lecture Hours: 90

Course Outcomes:

CO1: Create positive group communication exchanges and improve vocabulary and grammar

CO2: Identify main ideas and supporting details in academic listening and presentation.

CO3: Develop speaking ability in English both in terms of fluency and comprehensibility

CO4: Manage reading speed and comprehension of academic articles

CO5: Assess the different forms of communication to be applied according to required situations.

Mapping of Course Outcomes with Program Specific Outcomes

Mapping	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	1	1	1	1	1	2
CO2	1	2	1	1	1	2
CO3	1	1	1	1	1	2
CO4	1	1	1	1	1	2
CO5	2	2	2	2	2	2

Syllabus Content:

Module-1: (15 hours)

Learning English- The importance of English, uses of English; vocabulary-using a dictionary; Synonyms; Antonyms

Module II: (25 hrs)

Essentials of English Grammar- Sentence- Types of Sentences-Phrases; Articles-Paragraph Writing–Topic Sentences, Supporting Sentences, Concluding Sentences – Parts of Speech-Noun, Verb, Adjectives, Tenses, Modal Auxiliaries, Prepositions, Conjunction – Punctuation-Passive and Active Voice- Reported Speech– Prefixes – Suffixes

Module III: (20 hrs)

Listening and Reading – Barriers to listening– Academic Listening- Reading Stories–Reading Newspaper

Module IV: (30 hrs)

Practical- How to use a Dictionary-Listening Comprehension-Engaging in Conversations– Descriptive Writing

SEMESTER I

CORE COURSE I

VDM1G02D20 – INTRODUCTION TO DIGITAL MARKETING

Credits: 4

Total Lecture Hours: 72

Course Outcomes:

CO1: Explain the concept of digital marketing and the role of a digital marketing manager .

CO2: Administer the website and understand how search engines work .

CO3: Discuss the various MISC tools .

CO4: Explain lead management types and tools.

CO5: Explain the various trending digital marketing skills.

Mapping of Course Outcomes with Program Specific Outcomes

Mapping	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	2	2	2	2	2
CO2	2	2	2	2	2	1
CO3	2	2	2	2	2	2
CO4	2	2	2	2	2	2
CO5	2	2	2	2	2	2

Syllabus Content:

Module I:(15 Hrs)

Introduction to Digital Marketing -What is Digital Marketing- Why Digital Marketing-Digital Marketing Platforms- Organic and Paid Digital Marketing- Difference between Traditional Marketing and digital Marketing- Advantage of Digital Marketing-Digital Marketing Manager- Role and functions of a Digital Marketing Manager–Significance of a Digital marketing manager in maintaining health and safety of workplace

Module II:(10 hrs)

Website & Search Engine introduction- How to create a website –Hosting and Domain– Different platforms for website creation- what is search engine- introduction of Google, Bing, Yahoo

Module III:(15 hrs)

MISC Tools- Google Webmaster Tools- Site Map Creators- Browser-based analysis tools-Page Rank tools- pinging & indexing tools- Dead links identification tools- Open site explorer Domain information/whois tools- Quick sprout

Module IV:(12 hrs)

Lead Management & Digital Marketing-Web to lead forms- Web to case forms- Lead generation techniques- Leads are everywhere- Social media and lead gen Inbuilt tools for Digital Marketing-Ip Tracker- CPC reduction (in case of paid ads) Group posting on Social Media platforms

Module V:(20 hrs)

Trending Digital Marketing Skills- SEO – Search Engine Optimization- SEM – Search Engine Marketing.-Social Media Marketing/Optimization- Email Marketing. Website Designing and Development- Product Marketing- Content Writing. Marketing the created content online- Copywriting- Blogging- Local Marketing. Google AdWords Campaign Management- PPC Advertising- Affiliate Marketing. Mobile and SMS Marketing- Marketing Automation-Web Analytics- Growth Hacking.

SEMESTER I

COMPLEMENTARY COURSE

VDM1G03D20– ENTREPRENEURSHIP DEVELOPMENT

Total Credits: 3

Total Lecture Hours: 54

Aim of the course: To develop Entrepreneurial culture and encourage the students to become entrepreneurs.

Course Outcomes

CO1: Illustrate the importance of entrepreneurs in the economic development of the nation.

CO2: Describe the concept of entrepreneur and the qualities essential for an entrepreneur.

CO3: Identify the basic steps of starting an enterprise of their own .

CO4: Explain the procedure of managing a project .

CO5: Discuss the different schemes introduced by government to accelerate entrepreneurial growth .

Mapping of Course Outcomes with Program Specific Outcomes

Mapping	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	1	1	1	1	1	2
CO2	1	1	1	1	1	2
CO3	1	1	1	1	1	2
CO4	1	1	1	1	1	2
CO5	1	1	1	1	1	2

Syllabus Content:

Module I:(10 Hrs)

Introduction to Entrepreneurship- Definition and Meaning- Distinction between entrepreneur and manager- Characteristics and traits of an entrepreneur- Skills -Motivation of Entrepreneur- - Functions of an Entrepreneur- Role and importance of Entrepreneurship in economic development- Factors affecting Growth of entrepreneurship

Module II: (10 hrs)

Classification of entrepreneurs-Classification of entrepreneurs-Digital Entrepreneurship- Social Entrepreneurship and Women Entrepreneurship- Problems faced by Women Entrepreneurs-Entrepreneurship in MSME -Micro Small Medium Enterprises-Definition- Role of MSME- Steps to establish an enterprise

Module III: (14 hrs)

Project Identification-Project- Meaning- Types- Project Management- Project life Cycle- Project identification- Sources of Project idea- Constraints in a project- Sources of Business idea- Protecting the Idea-Legal Protection in India-Trademarks- Copyright-Patent- Geographical Indication- Designs

Module IV: (10 Hours)

Project Formulation and Report- Formulation of a project- Stages in project formulation- preparation of a project report- contents- project appraisal- various aspects of appraisal

Module V:(10 hrs)

Entrepreneurial Support in India- Entrepreneurial Education and training-Entrepreneurship Development Programmes- Objectives and Methodology- The Concept, Role and Functions of Business Incubators- Start-Ups- Govt. of India Funding and Support for Start-Ups- Cluster Development Schemes- Pradhan Mantri Mudra Yojana- Industrial Estates- Special Economic Zones- Other initiatives and assistance-Green Channel clearances- - Bridge Capital- Seed Capital Assistance

SEMESTER I

CORE COURSE

VDM1SP01D20– CONTENT MARKETING & COPY WRITING

Credits: 6

Total Lecture Hours: 108

Course Outcomes:

CO1: Explain the concept of content marketing .

CO2: Explain the methods to get the content to stick.

CO3: Apply strategic types of contents .

CO4: Discuss the ethics and professionalism in managing the content .

CO5: Differentiate between content writing and copy writing.

Mapping of Course Outcomes with Program Specific Outcomes

Mapping	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2	3	2	2	2	2
CO2	2	3	2	2	2	2
CO3	2	3	2	2	2	2
CO4	2	3	2	2	2	2
CO5	2	3	2	2	2	2

Syllabus Content:

Module I: (21 Hrs)

What is content Marketing– Introduction content marketing- Content marketing is used by leading brands- Content marketing is good for your bottom line and your customers-Content is the present and future of marketing- Marketing is impossible without great content-Building Your Professional Brand

Module II: (21 hrs)

How to Get Your Content to Stick -How to Keep it super simple- Snatch attention using the unexpected- Practice concreteness and reject abstraction- Use of emotions to connect story - Best fonts and presentation

Module III:(21 hrs)

The Strategic Types of Content– Strategic Types of Content- Attraction Content- Affinity Content & Action Content-How to Write Magnetic Headlines-Keyword Research-How to Create Compelling Content

Module IV:(21 hrs)

Managing Your Content- Ethics and Professionalism- Plagiarism and Copyright Law- introduction to Metrics- What Data Should Pay More Attention To- Multimedia Content

Module V:(24 hrs)

Copywriting- Quick Overview- A Broader look into Copywriting- Content Writing Vs Copywriting- Copywriting techniques and styles-Proofing and checking your work- Core Pillars of Copywriting-Online copywriting- Offline copywriting- Setting up your copywriting business

SEMESTER I
CORE COURSE

VDM1SP02D20– AFFILIATE MARKETING AND EMAIL MARKETING

Credits: 6

Total Lecture Hours: 108

Course Outcomes:

CO1: Explain the concept of affiliate marketing.

CO2: Discuss on the partnership with Affiliate Networks, AdSense& Ad Networks.

CO3: Create web designs for affiliate marketing and integrate social plugins.

CO4: Integration of Email Marketing with WordPress Websites.

CO5: Create Mail chimp account, integrate with website and analyze email analytics.

Mapping of Course Outcomes with Program Specific Outcomes

Mapping	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2	2	3	2	2	2
CO2	2	2	3	2	2	2
CO3	2	2	3	2	3	2
CO4	2	2	3	2	2	2
CO5	2	2	3	2	2	2

Syllabus Content:

Module I:(21 Hrs)

Introduction to Affiliate Marketing – Difference between referral and affiliate marketing- Merchant- Affiliate- Network- Types of Affiliate Websites

Module II:(21 hrs)

Partnership with Affiliate Networks, AdSense& Ad Networks - Compensation Methods - Current and past issues-Email Spam -Search engine spam- Google slap- Adware- Trademark bidding- Cookie stuffing- Lack of self-regulation and Industry standards

Module III:(21 hrs)

Affiliate Website: Strategy / Planning & case studies – Web design and development-Capturing visitor credentials- Integrating social plugins- integrating third party tools- integrating plugins - Locating and signing up with Affiliate Networks-Implementing outbound tracking links- Driving traffic to the website-Distributing plugins, add-ons, apps & widgets-Selling prominent ad spaces add-ons, apps and widgets

Module IV:(24 hrs)

Email Marketing- Introduction to Advanced Email Marketing- Write Better Subject Lines Develop Emails that Drive Results- Introduction to Email Marketing- Why List Building is so Important- How to Integrate ESP with WordPress- How to Track Email Sign Ups with Google Analytics- How to Add a Lead Magnet to Your Sign-Up Form- How to Turn Your Homepage into a Landing Page

Module V:(21 hrs)

Email Analytics- Optimize Your Email Content -List Management Strategies -Automating Your Emails -Mail Chimp & Configuration- Create Optimal Landing Pages - Create an Email Campaign Checklist -GDPR for Digital Marketers

SEMESTER I

CORE COURSE

VDM1SP03D20– ADVANCED ADD WORDS & PPC

Credits: 6

Total Lecture Hours: 108

Course Outcomes:

CO1: Discuss the impact of google AdWords.

CO2: Explain the role of search advertising in marketing .

CO3: Create successful video campaigns to build awareness .

CO4: Prepare E-Commerce advertising for shopping campaigns.

CO5: Develop a business on Google and promote business locally .

Mapping of Course Outcomes with Program Specific Outcomes

Mapping	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2	2	3	2	2	2
CO2	2	2	3	2	2	2
CO3	2	2	3	2	2	2
CO4	2	2	3	2	2	2
CO5	2	2	3	2	2	2

Syllabus Content:

Module I:(21 Hrs)

Marketing Fundamentals and content strategy – Why Google AdWords-The Digital Marketing Framework- the Value of Advertising on Google AdWords-Bidding & Calculating your CPC Bid- Measure Impact

Module II:(21 hrs)

Search Advertising-Intro to SEM- Keywords- Calculating your CPC Bid-Navigate AdWords-Metrics and Optimization- AdWords Certification–Difference between search add and display add- Types of ads on the Search Network- How to include or remove search partners

Module III:(24 hrs)

Display Advertising and Video Advertising- – The Networks behind Display- Display Targeting- Display Ads-Calculating your CPC Bid in Display- Navigate AdWords- Metrics and Optimization- Advertising within YouTube- Setting up a video campaign-Optimization- Create successful video campaigns- Build awareness with video-Drive Action with video

Module IV:(21 hrs)

E- Commerce Advertising- What are Shopping ads? - Google Merchant Center-Creating your Product Feed- Shopping campaigns in AdWords Conclusion

Module V:(21 hrs)

Google My Business & Local Add- Listing A business on Google (Google Mapping)-Replace, Edit Delete Location on Google- Google AdWords Express-Google Local Search Optimization- Promoting business locally