
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
(2020 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	General Education Component
VDM1G02D20	Introduction to Digital Marketing	4	General Education Component
VDM1G03D20	Entrepreneurship Development	3	General Education Component
VDM1SP01D20	Content Marketing and Copywriting (Practical)	6	Skill Component
VDM1SP02D20	Affiliate Marketing & E-mail marketing (Practical)	6	Skill Component
VDM1SP03D20	Advanced AdWords & PPC (Practical)	6	Skill Component

SEMESTER I

GENERAL EDUCATION COMPONENT

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

GENERAL EDUCATION COMPONENT

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

GENERAL EDUCATION COMPONENT

VDM1G03D20– ENTREPRENEURSHIP DEVELOPMENT

Total Credits: 3

Total Lecture Hours: 54

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

SKILL COMPONENT

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
SKILL COMPONENT

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

SKILL COMPONENT

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

SEMESTER II

Course Code	Course Title	Credits	Course Type
VDM2G04D20	English for Communication II	4	General Education Component
VDM2G05D20	E-Commerce & General Informatics	5	General Education Component
VDM2SP04D20	Social Media Marketing	4	Skill Component
VDM2SP05D20	Advanced Search Engine Optimization	5	Skill Component
VDM2SP06D20	Google Analytics & Tag Manager	5	Skill Component
VDM2SP07D20	WordPress Design and Development	5	Skill Component
VDM2SI01D20	Internship/ Industrial Training Report	2	Skill Component

SEMESTER-II

GENERAL EDUCATION COMPONENTS

VDM2G04D20- ENGLISH FOR COMMUNICATION-II

Credits : 4

Total Lecture Hours: 72

Course Outcomes:

CO 1: Practice the formal elements of specific genres of written communication: letters, email, resume, essays notices, reports.

CO 2: Develop soft skills for presentation and formal communication through individual and group activities.

CO 3: Employ verbal/oral communication skills to communicate effectively and appropriately in real-life situations.

CO 4: Illustrate a writing style that aids and enhances communication.

CO 5: Apply knowledge of different forms of communication and language processes in various contexts

Mapping of Course Outcomes with Program Specific Outcomes

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

Syllabus Content

Module-1

15 Hours

Speaking-Describing Places, Events and Things – Introducing Oneself - Participating in Conversation - Telephone Skills - Interviews - Dealing with Authorities and Subordinates

Module-2 **15 Hours**

Writing Models-Letters - Covering Letter- E-mail – Resume - Writing Reports – Minutes – Notices - Filling Application Forms

Module-3 **20 Hours**

Presentation Skills-Soft Skills for Presentations - Effective Communication Skills- Body Language - Choosing Appropriate Medium - Flip charts – Power Point Presentations.

Module-4 **22 Hours**

Practical – Listening and Note Taking – Listening to announcements – Self Introduction- Mock Interview

SEMESTER-II

GENERAL EDUCATION COMPONENTS

VDM2G05D20 - E-COMMERCE AND GENERAL INFORMATICS

Credits : 5

Total Lecture Hours: 90

Course Outcomes:

CO1: Explain the theoretical and practical applications of E-Commerce.

CO2: Discuss the various E-Commerce models and strategies

CO3: Identify the various E-Payment systems available

CO4: Describe the concept and ways of E-Commerce security systems.

CO5: Discuss the steps in developing an E-Commerce website

Mapping of Course Outcomes with Program Specific Outcomes

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

Syllabus Content:

MODULE-1

18 Hours

Overview of Electronic Commerce-Introduction to E-commerce - Concepts, features and functions - Operation of e-commerce - Infrastructure for E-commerce - Application of E-Commerce in Direct Marketing and Selling, Value Chain Integration, Supply Chain Management, Corporate Purchasing, Financial and Information Services

MODULE-2

18 Hours

E-Commerce Models and Strategies -Types of E-commerce : B2B, B2C, C2C - C2B- Business Models for E-Commerce- Brokerage Model, Aggregator Model, Info-mediary model, Community Model, Value chain model, Manufacturer model, Advertising Model, Subscription model- Electronic Data Interchange - Mobile Commerce and Web Commerce - Introduction to ERP-Components

MODULE-3

18 Hours

Electronic Payment Systems -Overview of Electronic Payment Systems, Cybercash (Customer to Merchant Payments, Peer to Peer Payments, Security).Smart Card (Card Types, Closed or Open Security, Privacy, Card Costs, Non Card Costs), Electronic Banking, Electronic Fund Transfers.

MODULE-4

18 Hours

E-Commerce Security-Introduction to Security - Passwords - Viruses - Firewalls - Encryption (PGP, SHTTP, SSL) - digital signature - digital certificate - other security measures

MODULE-5

18 Hours

Setting up of E-Commerce Business-Web development - Promotion of the web sites - Trust building - Loyalty building - Marketing and branding - Online transactions - Management and control - Product delivery - Settlement.

SEMESTER-II

SKILL COMPONENTS

VDM2SP04D20 - SOCIAL MEDIA MARKETING

Credits : 4

Total Lecture Hours : 72

Course Outcomes:

CO1: Employ the important concepts of social media marketing

CO2: Practice the various theoretical aspects in Facebook marketing

CO3: Discuss the different ways of marketing using Twitter and LinkedIn

CO4: Illustrate YouTube marketing and optimization

CO5: Create Instagram business profile and promote business

Mapping of Course Outcomes with Program Specific Outcomes

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

Syllabus Content:

Module I

12 Hours

Why is social media marketing important- Introduction to social media advertising
Developing Social Media strategy- Social Media Management Tools: How to Cut Posting Time
in Half-Different types of Social Media Platforms

Module II

15 Hours

Facebook Marketing-Introduction to Facebook Marketing- Create Facebook Page and Cover

Pages-Page Settings, Description and About Page- Post Formulas Guaranteed to Drive Engagement-Facebook Ads and Campaign- Types of Facebook Ads – In Depth Analysis-Facebook Engagement, Reporting and Insights- Facebook Analytics- How to Start a Facebook Ads Business/Agency

Module III

15 Hours

Twitter and LinkedIn –Introduction to Twitter Marketing- How Twitter Works- What Not to Do on Twitter- Ways to Get More Re Tweet- Steps to Optimize Your Profile- Hashtags to Increase Discoverability- Twitter Advertisement- Introduction to LinkedIn Marketing- Optimize Your LinkedIn Profile-LinkedIn for Advertisement- Reach Your Target Audience with LinkedIn- How to Get 500+ Connections and Why you Should- How to Make Sales on LinkedIn- Advanced LinkedIn Strategies for B2B Marketing

Module IV

15 Hours

YouTube- Introduction to YouTube Marketing- YouTube Marketing Strategy-The Subscriber Advantage- Account Set Up, Optimization, Keyword Research and Video Structure- YouTube SEO, Thumbnails, Annotations and Cards- YouTube Promotion and Analytics- YouTube Monetization

Module V

15 Hours

Instagram- How to Create an Instagram Business Profile- Optimize your Instagram Bio & Profile Image- Instagram Captions &Hashtags -Reposting Instagram Content- How to Increase your Instagram Followers & Exposure- Ways to Convert Instagram Followers to Sales & Leads- Sponsored Posts -Instagram Ads via Facebook -Instagram Analytics -Instagram Profile + Instagram Post Captions- Instagram Ads-Engagement + Instagram Algorithm- Instagram Stories + Instagram Reels + IGTV-Shopping on Instagram

SEMESTER-II

SKILL COMPONENTS

VDM2SP05D20 - ADVANCED SEARCH ENGINE OPTIMIZATION

Credits : 5

Total Lecture Hours: 90

Course Outcomes:

CO1: Explain the conceptual aspects of Search Engine Optimization

CO2: Identify the right keywords to optimize the website

CO3: Practice the on page optimization techniques

CO4: Practice the off page optimization techniques

CO5: Discuss the methods to avoid SEO Penalty & Dynamic Website SEO.

Mapping of Course Outcomes with Program Specific Outcomes

Mapping	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	2	2	2	2	2
CO2	3	2	2	2	2	2
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

18 Hours

SEO Introduction– Why SEO is important- SEO Career options and best way to start your Career- SEO Planning and Strategy- First Stages of SEO Implementation- How Social Media Plays a Role in Search Engine Ranking and Results- Mobile and Local SEO- Tracking Results and Measuring Success- About Search Engine- History of search engines-How do search engines work- Detailed process of Search Engines-Major Google Algorithms

Module II

18 Hours

Keyword Research- What Are SEO Keywords- But Aren't Keywords in SEO 'Dead'-

Keywords so Important to SEO- Most Common Types of Keywords in SEO- Choose the Right Keywords – Use Keywords to Optimize Your Site- The Role of Inbound Links in How Long SEO Takes

Module III

18 Hours

On Page Optimization– Essentials of good website designing- HTML Basics for SEO- Usability and User Experience in Website- Onsite Optimization Basics- Importance of Domain Names and Value- Domain Selection- Website Structure and Navigation Menu Optimization- Coding Best Practices- Filename Optimization- Title Tag Optimization- Keywords- Keyword Density Analysis- Keywords Research in Various Search Engines- Meta Tags- Meta Tags Optimization- Headers Optimization- SEO Content Writing- Optimizing SEO content- Page Speed Optimization Tool- Anchor Links Optimization-Internal Link Strategy- Iframes / Frames effects on SEO

Module IV

18 Hours

Off Page Optimization- Introduction to Offsite Optimization- Local marketing of websites depending on locations- Promoting Subsequent pages of the website- Black Hat / White Hat / Grey Hat SEO-Submission to Relevant Directories- Linking Building Methodology- Types of Linking Methods- Free Links / Paid Links- Directory Submission- Blog Submission-Free Classifieds-Forums- Forum Signatures and Commenting- Press Releases- Video optimization- Link Building- How to promote home page- Directory Submissions for SEO- Social Bookmarking- Local Business Listing (Local SEO)- Classifieds Posting-Using Blogs for SEO- Blog Commenting- Press Release Submission- Article Submissions Video Submissions- Social Media Optimization Techniques (Basics)- RSS Feeds Submissions- Tracking the Links and Page Rank

Module V

18 Hours

How to avoid SEO Penalty & Dynamic Website SEO?–What is Google Penalty –Google Panda Penalties – Google Penguin Penalties- Intrusive interstitial Penalties- Dynamic Website SEO- Difference between Dynamic and Static Sites- SEO for Word press (SEO Widgets)-SEO for Joomla (Joomla SEO Plug-in)- SEO for BlogSpot- How to optimize the Flash Websites

SEMESTER-II

SKILL COMPONENTS

VDM2SP06D20 - GOOGLE ANALYTICS & TAG MANAGER

Credits : 5

Total Lecture Hours: 90

Course Outcomes:

CO1: Explain the working of Google Analytics.

CO2: Explain the interface of google analytics and the basic reports

CO3: Appraise basic campaign and conversion tracking

CO4: Develop own analytics account

CO5: Integrate Advanced Analysis Tools, Advanced Marketing Tools and Google Tag Manager

Mapping of Course Outcomes with Program Specific Outcomes

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

Syllabus Content:

Module I

18 Hours

Introducing Google Analytics- Why digital analytics?- How Google Analytics works-Google Analytics setup- How to set up views with filters- Setup Goal Tracking to Measure Success - Filter Internal Traffic

Module II

18 Hours

The Google Analytics Interface & Basic Reports-Navigating Google Analytics-Understanding overview reports- Understanding full reports- How to share reports- How to set up dashboards and shortcuts- Audience reports- Acquisition reports- Behaviour reports

Module III

18 Hours

Basic Campaign and Conversion Tracking–How to measure Custom Campaigns- Tracking campaigns with the URL Builder-Use Goals to measure business objectives- How to measure Google Ads campaigns- Course review and next steps

Module IV

18 Hours

Data Collection, Processing and Configuration - Google Analytics data collection- Categorizing into users and sessions- Applying configuration settings- Storing data and generating reports-Creating a measurement plan- Organize your Analytics account- Set up advanced filters on views- Create your own Custom Dimensions- Create your own Custom Metrics- Understand user behaviour with Event Tracking- More useful configurations

Module V

18 Hours

Advanced Analysis Tools, Advanced Marketing Tools and Google Tag Manager - Segment data for insight-Analyze data by channel- Analyze data by audience- Analyze data with Custom Reports-Introduction to remarketing- Better targeting with Dynamic Remarketing- How Tag Manager Works- How to Add the Data Layer-How The Data Layer Works- Cross-Domain Tracking- How to Track Events with Variables-How to Set up Dynamic Remarketing

SEMESTER-II

SKILL COMPONENTS

VDM2SP07D20 - WORDPRESS DESIGN AND DEVELOPMENT

Credits : 5

Total Lecture Hours: 90

Course Outcomes:

CO1: Explain the concept of WordPress and its installation procedure

CO2: Integrate various tools in WordPress for the better working

CO3: Develop a colour scheme and use various tools in WordPress

CO4: Develop theme using WordPress CSS information and techniques

CO5: Prepare content management using WordPress

Mapping of Course Outcomes with Program Specific Outcomes

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

Syllabus Content:

Module I

18 Hours

Why WordPress?– Introduction of different Web Technology- What is WordPress- How WordPress Works- Domain Registration and Hosting -Setting up and Installing Word Press- Installation of server- Installation of Word Press- Installation of MY SQL- Summary

Module II

18 Hours

WordPress-First Steps With WordPress-WordPress Semantics Learning the Jargon- Using Images-Wrapping Text Around Images-Comments in WordPress- Finding WordPress Help- Post

Formats- Linking to Posts, Pages, and Categories- Using Smilies- Links Manager- WordPress Feeds- Customizing Feeds-How to Use Gravatars in WordPress- Writing Code in Your Posts- Using Password Protection

Module III

18 Hours

Designing–Developing a Colour Scheme-Designing Headers- CSS Horizontal Menus-Dynamic Menu Highlighting- Good Navigation Links-Next and Previous Links-Styling for Print-Designing Your Post Meta Data Section-Customizing the Read More- Formatting Date and Time- Styling Lists with CSS-Designing Headings- Using Images- Comprehensive list of design articles

Module IV

18 Hours

Theme Development- WordPress CSS Information and Techniques-Creating Individual Pages-Uploading Files-WordPress Blog Design and Layout-Using WordPress Themes- HTML to XHTML- Custom Post Types- Stepping Into Templates-Stepping Into Template Tags- Template Hierarchy- The WordPress Loop- The Loop in Action- Anatomy of a Template Tag- Theme Functions File Explained

Module V

18 Hours

Content Management using WordPress - Archiving content- The purpose of categories- Naming a category- Creating a new category- About static page parents and children- Permalinks- Dressing up links- Customizing links- Checking Links with Your Server- Syndicated content (RSS) - About Feed Readers- RSS options- RSS and Social Media

SEMESTER-II
SKILL COMPONENTS
VDM2SI01D20 - INTERNSHIP

Credits: 2

Practical- Internship in Digital Marketing Firms.

Course Outcomes:

CO1: Describe various functions performed in a Digital Marketing Firm

CO2: Develop practical skills by on the job training in a Digital Marketing Firm

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	3

The students are required to undergo an internship in Digital Marketing Firm for gaining practical experience in the field.