

Certificate Course

in

Digital Marketing

2022-23

(Duration: Six Months)

Scheme and Syllabus



Rourkela Institute of Management Studies
Institutional Area, Gopabandhu Nagar, Chhend,
Rourkela-769015, Odisha

Under



Sambalpur University

Jyoti Vihar, Burla – 768019, Odisha

Scheme of the Course

Slno	Paper Code	Paper Name	Credits	T
1	DM101	Introduction to Digital Marketing	4	4
2	DM102	Social Media Marketing	4	4
3	DM103	Search Engine Optimization	4	4
4	DM104	Advertising Tools & Its Optimization	4	4
5	DM105	Web Analytics	4	4
6	DM106	Website Hosting using Word Press	3	3+1 (L)
7	DM107	Project	8	4-L
		Total Credit	32	

N.B. : T – Theory, L – Lab

Regulation for Certificate Programme in Digital Marketing (CPDM)

1. The certificate programme in Digital Marketing (DM) is a six months full time certificate programme. After successful completion of the programme certificate will be provided to the qualified students.
2. **Duration:** The duration of the programme shall be six months with one semester. There will be two session in a year i.e. July to December and January to June.
3. **Eligibility Criteria:** the candidate should have passed the +2 examination of CHSE, Odisha or its equivalent board / council in any discipline with minimum 40% marks in aggregate. The selection will be based on the marks obtained in +2 examinations.
4. **Number of Papers:** During the course the student has to cover six papers each with 04 credits and 01 project with 08 credits. There will be approximately 10 classes of 01 hour duration for each one credit of a paper.
5. **Attendance:** A candidate shall be required to attend 75% of class during a Semester. Consolation may be granted by the principal only to the extent of 15% in exceptional cases i.e. Serious Illness &Hospitalization, Accident, Mishap in the family, Deputation by the college for any specific work. The candidates falling short of required attendance percentage will not be allowed for form fill up for the university examination. The candidate will appear the examination in the next batch.
6. **Internal Examination (50% internal marks) :**

Internal marks will be assigned based on

i. Assignment / Presentation	- 10 marks
ii. Attendance	- 10 marks
iii. Case Discussion	- 10 marks
iv. Internal Examination - I	- 10 marks
Internal Examination – II	- 10 marks
Total	- 50 marks

7. **External Examination** (50% external marks) :

The external examination will be conducted by the university; the examination will be conducted tentatively in the month of December and June.

Paper will be set by a panel of examiners to be approved by BOS

8. **Passing Criteria:** Each of the paper will carry 100 marks and the project will carry 200 marks. The marking will be based on numerical score. The candidate remaining absent in either internal examination or university examination in any paper will be considered as absent in that paper inspite of securing marks in any one of the components.

- i. To pass a paper, a candidate should score minimum 50 percent marks in that paper with at least 40 percent marks in internal examination and university examination.
- ii. To pass the project, a candidate should score a minimum of 60 percent marks.
- iii. In order to become eligible for certificate the candidate must pass in all individual papers and the projects.

9. **Award of Certificate:** A candidate meeting the passing criteria will be eligible for certificate. The following award may be given to qualifying candidates.

- i. 50% - 65% - Pass
- ii. 65% - 80% - 1st Class
- iii. Above 80% - 1st Class with Distinction.

10. **Back Examination:** Candidate failed in any paper in an examination can appear for the next examination for the next batch in those papers where he / she have scored less than 50% marks.

11. **Improvement Examination:** Candidate passed in all the papers and project and got pass award may appear for improvement examination in the next examination with the next batch students. A maximum of 03 papers can be selected for improvement and only one chance will be provided.

12. **Project Evaluation:** The project will be assigned by the faculty members of the institute after 03 months of the class commencement. Project will be evaluated through panel of examiner whose name will be approved by BOS. There will be 200 marks for the project where 100 marks to be given by internal faculty and balance 100 marks will be given by external examiner. Absence in project evaluation shall b treated as fail in that paper.
13. **Question paper setting:** The question paper should be set in such a manner that the question paper should cover all the units.

Certificate Programme in Digital Marketing

Course Structure:

Sl. No.	Paper Name	Credits
1	Introduction to Digital Marketing	4
2	Social Media Marketing	4
3	Search Engine Optimization	4
4	Advertising Tools & Its Optimization	4
5	Web Analytics	4
6	Website Hosting using Word Press	3
7	Project	8

Syllabus
Introduction to Digital Marketing

Objective- To understand the basic Concepts of Digital marketing and the road map for successful Digital marketing strategies.

Total Credit-4

Hours/Week-4

Module-I	Fundamentals of Digital marketing & Its Significance, Traditional marketing Vs Digital Marketing, Evolution of Digital Marketing, Digital Marketing Landscape, Key Drivers, Digital Consumer & Communities, Gen Y & Netizen's expectation & influence wrt Digital Marketing.
Module-II	The Digital users in India, Digital marketing Strategy- Consumer Decision journey, POEM Framework, Segmenting & Customizing messages, Digital advertising Market in India, Skills in Digital Marketing, Digital marketing Plan.
Module-III	Terminology used in Digital Marketing, PPC and online marketing through social media, Social Media Marketing, SEO techniques, Keyword advertising, Google web-master and analytics overview, Affiliate Marketing, Email Marketing, Mobile Marketing
Module-IV	Display adverting, Buying Models, different type of ad tools, Display advertising terminology, types of display ads, different ad formats, Ad placement techniques, Important ad terminology, Programmatic Digital Advertising.

Case Study-1-Airtel Fashion Shoot

Suggested Books

1. Digital Marketing –Kamat and Kamat-Himalaya
2. Marketing Strategies for Engaging the Digital Generation, D. Ryan,
3. Digital Marketing, V. Ahuja, Oxford University Press
4. Digital Marketing, S.Gupta, McGraw-Hill
5. Quick win Digital Marketing, H. Annmarie , A. Joanna, Paperback edition

Syllabus
Social Media Marketing

Objective- To know the importance of Social media Platforms importance in Digital Marketing

Total Credit-4

Hours/Week-4

Module-I	Fundamentals of Social Media Marketing& its significance, Necessity of Social media Marketing, Building a Successful strategy: Goal Setting, Implementation.
Module-II	Facebook Marketing: Facebook for Business, Facebook Insight, Different types of Ad formats, Setting up Facebook Advertising Account, Facebook audience & types, Designing Facebook Advertising campaigns, Facebook Avatar, Apps, Live, Hashtags
Module-III	LinkedIn Marketing: Importance of LinkedIn presence, LinkedIn Strategy, Content Strategy, LinkedIn analysis, Targeting, Ad Campaign
Module-IV	Twitter Marketing:- Basics, Building a content strategy, Twitter usage, Twitter Ads, Twitter ad campaigns, Twitter Analytics, Twitter Tools and tips for managers. Instagram & Snapchat basics.

Case Study-1:- ICICI Bank: Building India's Most Social Bank on facebook

Suggested Books-

6. Digital Marketing –Kamat and Kamat-Himalaya
7. Marketing Strategies for Engaging the Digital Generation, D. Ryan,
8. Digital Marketing, V. Ahuja, Oxford University Press
9. Digital Marketing, S.Gupta, McGraw-Hill
10. Quick win Digital Marketing, H. Annmarie , A. Joanna, Paperback edition

Syllabus
Search Engine Optimization

Objective- To understand the technological importance of SEO

Total Credit-4

Hours/Week-4

Module-I	Introduction to SEO, How Search engine works, SEO Phases, History Of SEO, How SEO Works, What is Googlebot (Google Crawler), Types Of SEO technique, Keywords, Keyword Planner tools
Module-II	On page Optimization, Technical Elements, HTML tags, Schema.org, RSS Feeds, Microsites, Yoast SEO Plug-in
Module-III	Off page Optimization- About Off page optimization, Authority & hubs, Backlink, Blog Posts, Press Release, Forums, Unnatural links.
Module-IV	Social media Reach- Video Creation & Submission, Maintenance- SEO tactics, Google search Engine, Other Suggested tools

Case Study-1- Barclays Business Banking SEO campaign

Suggested Books-

11. Digital Marketing –Kamat and Kamat-Himalaya
12. Marketing Strategies for Engaging the Digital Generation, D. Ryan,
13. Digital Marketing, V. Ahuja, Oxford University Press
14. Digital Marketing, S.Gupta, McGraw-Hill
15. Quick win Digital Marketing, H. Annmarie , A. Joanna, Paperback edition

Syllabus
Advertising Tools & Its Optimization

Objective- How to creates effective Ad Words campaign & Advertising Positioning with respect to the Digital marketing

Total Credit-4

Hours/Week-4

Module-I	Advertising & its importance, Digital Advertising, Different Digital Advertisement, Performance of Digital Advertising:- Process & players, Display Advertising Media, Digital metrics
Module-II	Buying Models- CPC, CPM, CPL, CPA, fixed Cost/Sponsorship, Targeting:- Contextual targeting, remarking, Demographics , Geographic & Language Targeting.
Module-III	Display adverting, different type of ad tools, Display advertising terminology, types of display ads, different ad formats, Ad placement techniques, Important ad terminology, ROI measurement techniques, AdWords & Adsense.
Module-IV	YouTube Advertising:- YouTube Channels, YouTube Ads, Type of Videos, Buying Models, Targeting & optimization, Designing & monitoring Video Campaigns, Display campaigns

Case Study-1:- Display Plan

Suggested Books-

1. Digital Marketing –Kamat and Kamat-Himalaya
2. Marketing Strategies for Engaging the Digital Generation, D. Ryan,
3. Digital Marketing, V. Ahuja, Oxford University Press
4. Digital Marketing, S.Gupta, McGraw-Hill
5. Quick win Digital Marketing, H. Annmarie , A. Joanna, Paperback edition

Syllabus
Website Hosting using Word Press

Objective- How to create website using Word Press

Total Credit-3

Hours/Week-2

Module-I	Website Planning & Development- Website, Types of Websites, Phases of website development, Keywords: Selection process
Module-II	Domain & Web Hosting:- Domain, Types of Domain, Where to Buy Domain, Webhosting, How to buy Webhosting
Module-III	Building Website using Word press-What is Word press, CMS, Post and Page
Module-IV	Word press Plug-ins- Different Plug-ins, social media Plug-ins, page builder plug-ins: the elementor, how to insert a section, how to insert logo, Google Micro sites

Syllabus
Web Analytics

Objective- Web analytics focuses on optimizing an organization's digital ecosystem by collecting, analyzing and enabling the making of data-informed decisions.

Total Credit- 4
Hours/Week- 4

Module-I	Introduction- What's analysis?, Is analysis worth the effort?, Small businesses, Medium and Large scale businesses, Analysis vs intuition, Introduction to web analytic
Module-II	Google Analytics -Getting Started With Google Analytics, How Google Analytics works?, Accounts, profiles, and users navigating Google Analytics, Basic metrics, The main sections of Google Analytics reports Traffic Sources Direct, referring, and search traffic Campaigns AdWords, AdSense.
Module-III	Content Performance Analysis- Pages and Landing Pages, Event Tracking and AdSense, Site Search. Visitor Analysis- Unique visitors, Geographic and language information, Technical reports, Benchmarking.
Module-IV	Social Media Analytics- Facebook insights, Twitter analytics, Youtube analytics, Social Ad analytics /ROI measurement. Goals and E-Commerce Tracking- Setting up goals Goal reports, Ecommerce tracking. Actionable Insights & The Big Picture- Recap of Google Analytics reports and tools, Finding actionable insights, Getting the organization involved, Creating a data-driven culture, Resources Common mistakes analysts make Additional Web analytics tools.

Suggested Books-

1. Practical Web Analytics for User Experience, How Analytics Can Help You Understand Your Users, By [Michael Beasley](#) · 2013
2. Advanced Web Metrics with Google Analytics By Brian Clifton · 2010