

## **POST GRADUATE CERTIFICATE IN DIGITAL MARKETING (PGCDM)**

### **PROGRAMME CURRICULUM**

#### **Semester I**

1. E-Customer Relationship Management
2. E-Supply Chain Management
3. Internet and Web optimisation
4. Integrated e-marketing
5. Online Market Research

#### **E - Customer Relationship Management**

1. Data warehousing
2. Data Mining
3. Know your customer
4. Customer Loyalty and Retention
5. E Marketing - Intelligence
6. M - Commerce
7. Digital communities
8. CRM through effective customer complaint handling
9. Call center to contact center to customer interaction center
10. Customer experience management

#### **E-Supply chain Management**

1. Production and operations management
2. Supply chain management
3. Distribution management in Digital marketing
4. Logistics to supply chain management
5. Inventory management in SCM
6. Transportation management in Digital environment
7. Application of IT in supply chain integration
8. Strategic orientation of SCM
9. Sourcing in SCM
10. E-Business and SCM
11. Global supply chain Management
12. The Indian E-supply chain model

## **Internet and web optimization**

1. Internet and web optimization
2. Internet
3. Web and internet
4. Internet retailing
5. The website and Business
6. Website optimization
7. Secure electronic transaction (set)
8. Track your product

## **Integrated E-Marketing**

### **Section-I**

1. What is marketing?
2. What is Digital Marketing?
3. Advantages and Disadvantages of Digital Marketing

### **Section-II**

1. Marketing Mix in Digital Business
2. Product in Digital World
3. Price in Digital World
4. Distribution in Digital World
5. Promotion in Digital World

### **Section-III**

1. Tools and Techniques of Digital Marketing
2. Social Media Marketing, Email Marketing
3. You-tube Advertising, Display Advertising
4. Mobile Marketing (Google Ad-word & Bing)
5. Keyword Auctioning
6. Search Engine Marketing & Optimization (Hat SEO strategies)

## **Online Market Research**

1. Fundamentals of Market Research
2. Online market research process - I
3. Sampling
4. Questionnaire design development
5. Scaling
6. Data collection - Online primary data
7. Data preparation and processing
8. Data analysis and Interpretation
9. Multivariate analysis
10. Presentation of Research Findings

## **Semester -II**

### **Search Engine Optimization (SEO)**

1. Search Engines and Basics
2. On Page Optimization
3. Advanced SEO Course Content
4. Off-Page Optimization

### **Search Engine Marketing (SEM)**

1. Advertising on Google AdWords and the concept of SEM
2. Creating your ad campaign
3. Creating a text ad
4. Choose an ad format
5. Working of ad groups
6. Understanding your ad group status
7. Google Analytics and Ad Words

### **Social Media Marketing (SMM)**

1. Introduction to social media
2. Facebook
3. Twitter
4. Google+
5. LinkedIn
6. YouTube and Pinterest
7. Pinterest

### **Email Marketing and Mobile SEO**

1. Email Marketing Success
2. Choose the Right Format
3. Understanding key points in going mobile
4. Frequently asked questions
5. Avoid common mistakes
6. Configure for other devices