Post Graduate Certificate in Management (Digital Marketing) [PGCM [DM]
PROGRAMME CURRICULUM

SEMESTER I

Integrated E-Marketing
1. Introduction to Marketing.
2. What Is Digital Marketing?
3. Advantages And Disadvantages of Digital Marketing
4. Marketing Mix in Digital Business
5. Product In Digital World
6. Price In Digital World
7. Distribution In Digital World
8. Promotion In Digital World
9. Performance Marketing

E-Customer Relationship Management
1. Data Warehousing
2. Data Mining
3. Know Your Customer
4. Customer Loyalty and Retention
5. M – Commerce
6. Digital Communities
7. E-CRM through Effective Customer Complaints Handling
8. Customer Experience Management

Digital Marketing Strategy and Planning
1. Introduction to Digital Marketing Strategy and Planning
2. Overview of Digital Marketing Landscape - Post Covid Impact
3. Setting Goals and Objectives for Digital Marketing Strategy
4. Developing a Digital Marketing Plan
5. Budgeting and Forecasting for Digital Marketing
6. Implementing Digital Marketing Strategies
7. Measuring and Optimizing Digital Marketing Campaigns
8. Ethical Considerations in Digital Marketing
9. Future of Digital Marketing Strategy and Planning

Introduction to Web Designing
1. Internet And Web Optimisation
2. Web And Internet
3. Internet Retailing
4. Types of Websites
5. Website Optimization
6. Server Webhosting
7. Secure Electronic Transaction (SET)
8. Track Your Product

Search Engine Optimization (SEO)
1. Search Engines and Basics
2. On Page Optimization
3. Advanced SEO
4. Off-Page Optimization
5. Content Through SEO
6. Content and Copywriting
7. White Hat SEO

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SEMESTER II

Online Market Research

1. Fundamentals Of Market Research
2. Online Market Research Process
3. Research Design
4. Measurement & Scaling
5. Hypothesis Formulation and Testing
6. Design Online Questionnaire
7. Data Analysis and Interpretation
8. Introduction to Software's used in Research
9. Market Research
10. Report Writing

Search Engine Marketing (SEM)

1. Overview of Search Engine Marketing
2. Search Campaigns (PPC)
3. Search Engine Marketing Campaigns
4. Creating Text Ads
5. Choose an Ad Format
6. Functions of Ad Groups
7. Understanding Ad Group Status
8. Google Display Network
9. Campaign Optimisation & Performance Tracking

Social Media Marketing (SMM)

1. Introduction to Social Media Marketing
2. Facebook
3. Twitter
4. LinkedIn
5. YouTube
6. Social Media Advertising
7. Advertising with Meta
8. Measure and Optimise Social Media Marketing Campaigns
9. Social Media Management
10. Fundamentals of Social Media Advertising

Email Marketing and Mobile SEO

1. Basics of Email Marketing
2. Email Content Strategy
3. Email Marketing Tools
4. Measuring Email Campaigns Success
5. Email Marketing Metrics
6. Mobile Marketing and Mobile SEO
7. Understanding Key Points in Mobile Marketing
8. Common Challenges of Email Marketing
9. Configuration of Devices

Project

Students are required to submit an online Project by the end of Semester II.