

# Management, Entrepreneurship and Professional Skills

## Introduction of the Sector

Management is a key skill of getting things done through and with people, whereas Entrepreneurship is a mind-set that requires creativity, innovation and professional skills while addressing a new opportunity.

The process of improving professional skills and knowledge of entrepreneurs and to increase the number of entrepreneurs is the salient aim of the sector.

## Post Graduate Diploma in Digital Marketing

### Course Introduction

Digital Marketing' is now an indispensable part of any effective marketing campaign, because of its targeted reach, customized messaging, low costs and huge availability of data for analysis. This program shall enable participants to get a wide as well as deep understanding of the subject and will be able to conduct marketing activities on a host of digital platforms.

### Eligibility for Admission

Any Graduate

Working professional from Marketing / Sales and Administrative departments and personnel in other line departments / Strategic Business UNITS (SBUs) of Public Sector Enterprise

### Employability

After attending this course, participants will have a clear understanding of how to measure and monitor their online traffic. Using this information, you should be able to update your marketing campaigns to drive increased traffic to your business. The various roles that a participant shall be able to take up after successfully completing this program are-

- Digital Marketing Executive
- Sales Promotion Executive
- Marketing data Analytics Executive
- Marketing Co-ordinator
- Sales Support Executive
- Online Market research executive

Career Prospects: Diploma in Computer Applications helps students to get jobs like software developer, C ++ developer, computer operator but candidates may also pursue Bachelor's and Master's courses in terms of career prospects.

The computer operator can work as a receptionist or accountant in any office setting.

Computer Operator Web Designer Accountant software developer and C ++ developer

### Semester Wise Distribution of Course Credit and Hours

#### SEMESTER I

Subject Code	Title	Theory	Practical	Credits	Hours
	Digital-Marketing fundamentals	3		3	45

	SEO & SEM	3		3	45
	Social Media Marketing	3		3	45
	Vocation Practical OJT / Internship		14		
	Project		4	18	540

## SEMESTER II

Subject Code	Title	Theory	Practical	Credits	Hours
	Marketing Analytics	4		4	
	Google ad sense and Affiliate marketing	2		2	
	Mobile Marketing	2		2	
	Vocation Practical OJT / Internship		14		
	Project		4	18	540

**Programme fees:** Rs. 96,000/-per annum

**Examination fees:** Rs.2,500/- per semester and Rs. 5000 per annum

**Caution Deposit ( Refundable):** Rs.5000

