

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/ Skill Enhancement

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

Semester-wise Listing of Courses

SEMESTER I		
Subject Code	Subject Name	Credits
PGDM-1	Digital-Marketing Fundamentals	2
PGDM-2	Search Engine Optimization (SEO)	4
PGDM-3	Search Engine Marketing (SEM)	4
PGDM-7	E-commerce and lead generation	2
PGDM-V1	<ul style="list-style-type: none"> • OJT / Internship - 14 • Project - 4 	18

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/Job Roles

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 II		
Subject Code	Subject Name	Credits
PGDM-4	Marketing Analytics	4
PGDM-5	Social Media Marketing	4
PGDM-6	Content Marketing & Google Ad sense	4
PGDM-V2	<ul style="list-style-type: none"> • OJT / Internship - 14 • Project - 4 	18

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

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

Caution Deposit (Refundable): Rs.5000

Convocation Fees: Rs.2000/- (In absentia Rs.2500/-)

Campus Immersion Expenses: (Travel & Logistics for 7-10 days on Campus) are not part of the fee structure and the expenses will have to be met by the students followed by communication.