

PG Diploma in Digital Marketing											
Semester	Course No	Course Name	L	T	P	C	Contact Hours	Internal Marks	End Semester Marks	Total Marks	
I	I	Digital Branding and Engagement	1	2	2	4	75	30	70	100	
	II	Advertising and Promotion	2	2	0	4	60	30	70	100	
	III	Reputation Management	2	1	2	4	75	30	70	100	
	IV	Digital Marketing - Overview and Strategies	2	2	0	4	60	30	70	100	
	V	Career Excellence Program -I	0	2	4	4	90	30	70	100	
			• Buyer Behavior								
			• Business Ethics and Social Responsibility								
		TOTAL	7	9	8	20	360	150	350	500	
Semester	Course No	Course Name	L	T	P	C	Contact Hours	Internal Marks	End Semester Marks	Total Marks	
II	I	Website Planning & Creation	1	2	2	4	75	30	70	100	
	II	Search Engine Optimisation & Advertising	2	2	0	4	60	30	70	100	
	III	Social Media Marketing	2	1	2	4	75	30	70	100	
	IV	Project				4	0	30	70	100	
	V	Career Excellence Program -I	0	2	4	4	90	30	70	100	
			• Affiliate Marketing								
			• Earning through Adsense & Blogging								
		TOTAL	5	7	8	20	300	150	350	500	