

Pandit Lakhmi Chand State University of Performing and Visual Arts

(www.plcsupva.ac.in)

Certificate Programme in Digital Marketing

Programme Objectives: To implement online campaigns, learn online advertising, adwords, campaign management and campaign basics, Apply relevant tools and concepts to execute, measure and monitor an annual online marketing plan, create online brand-building initiatives that work, develop a multi-channel strategy using search, social media and programmatic buying and integrate new digital marketing techniques into strategic marketing plan.

Programme Duration: One semester

Minimum Eligibility: Candidates who have passed the Senior Secondary (10+2) OR
Equivalent exam from a recognized boards or institutions are eligible.

Medium of Instruction: English and Hindi.

Timing: At least two sessions to be held on weekends and holidays, in addition to workshops/practical's, etc.

Mode of Content Delivery: Blended mode of online and offline. However, the delivery shall be by and large in conventional mode.

Assessment and Evaluation: Assignments, projects, practical/theory exams, jury, etc.