

Examination Scheme  
&  
Syllabus  
For  
Certificate Course in Digital Marketing



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# Chaudhary Bansi Lal University, Bhiwani

(A State University established under Haryana Act No. 25 of 2014)

## Study & Evaluation Scheme Of Certificate Course in Digital Marketing

### SUMMARY

Programme	:	Certificate Course in Digital Marketing
Duration	:	Six Month (One Semester)
Medium	:	English
Attendance	:	75%
Total Credits	:	14
Assessment/Evaluation	:	

Internal Evaluation :

Internal	External	Total
20	80	100

Duration of Examination :

Minor	Attendance	Assignment	Total
10	5	5	20

External	Minor Test
3 hrs	1 ½ hrs.

*To qualify the course, a student is required to secure a minimum of 40% marks in aggregate including the end semester examination and internal evaluation. (I.e. both internal and external). A candidate who secures less than 40% of marks in a course shall be deemed to have failed in that course. The student should have at least 40% marks in aggregate to clear the semester.*

### Question Paper Structure

1. The question paper shall consist of 9 questions. Out of which, first question shall be of short answer type and will be compulsory. Question no. 1 shall contain 8 parts representing all units of the syllabus and students shall have to answer all parts.
2. The remaining 8 questions shall have internal choice. The weightage for each question shall be 16 marks.

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CERTIFICATE COURSE IN DIGITAL MARKETING

CREDIT SCHEME

Course

Total Credits: 14

Total Marks:350

Paper Code	Paper Title	Contact Hours Per Week			Credits			Examination Scheme			Total
		Theory	Prac	Total	Theory	Prac	Total	Internal Assessment	Theory	prac	
CDM101	Marketing Management	4		4	4		4	20	80		100
CDM102	Foundations of Digital Marketing	4		4	4		4	20	80		100
CDM103	Hands on Digital Marketing		4	4		2	2			50	50
CDM104	Digital Marketing Project		8	8		4	4			100	100
Total		8	12	20	8	6	14	40	160	150	350

NOTE: Evaluation for Hands on Digital Marketing (CDM103) and Digital Marketing Project (CDM104) will be conducted by the external examiner.



## Marketing Management

### CDM 101

Maximum Marks: 100

External Marks: 80

Internal Assessment: 20

Time: 3 Hrs.

Note: There shall be nine questions in all. Question No. 1 shall be compulsory, consisting of eight short answer type questions covering the entire syllabus. Two questions will be asked from each unit. Students will have to attempt one question from each unit. Each question shall carry equal marks.

#### Unit-I

Nature and scope of marketing, Importance of marketing, Core marketing concepts; Company orientation towards market place; Customer value and satisfaction, attracting and retaining customer, Customer Relationship Management, Strategic Marketing; Marketing environment; marketing research and information system.

#### Unit-II

Analysing consumer and business markets; Factors affecting buyer behaviour, Buying decision process; Market segmentation, Targeting, Brand positioning; Product differentiation; Product: Product Mix, Product-line decisions, Product life cycle, New Product Development Process, Marketing of services.

#### Unit-III

Brand: Branding decisions, Brand equity; Packaging and labelling decisions; Pricing strategies and Methods, process of price setting; Designing and managing marketing channels: Channel dynamics, Wholesaling and Retailing

#### Unit-IV

Developing Integrated Marketing Communication: Advertising, sales promotion; public relations;; Direct marketing; Personal selling, managing and motivating sales force; Contemporary issues in marketing: digital marketing; App based marketing, Social media



marketing, Rural marketing, Green marketing; Cause related marketing; Ethical issues in marketing.

**Text Book**

Kotler Philip and Keller; Marketing Management; Pearson Education, New Delhi.

**Reference Books**

1. Kotler, Philip, Kevin Keller, Koshy, A. and Jha, M., Marketing Management in South Asian Perspective, Pearson Education, New Delhi.
2. Kerin, Hartley, Berkowitz and Rudelius, Marketing, Tata McGraw Hill, New Delhi.
3. Etzel, Michael J, Marketing: Concepts and Cases, Tata McGraw Hill, New Delhi.



## Foundations of Digital Marketing

### CDM 102

Maximum Marks: 100

External Marks: 80

Internal Assessment: 20

Time: 3 Hrs.

Note: There shall be nine questions in all. Question No. 1 shall be compulsory, consisting of eight short answer type questions covering the entire syllabus. Two questions will be asked from each unit. Students will have to attempt one question from each unit. Each question shall carry equal marks.

#### **Unit-I**

The Advent of Web 2.0; E-Marketing and Consumer Segmentation; Introduction to Digital Marketing, P-O-E-M Framework; Consumer Segmentation in the Virtual World. Electronic Customer Relationship Management (e-CRM), Consumer Engagement, Content strategies- CRM & CX in digital marketing.

#### **Unit-II**

Content Marketing, Web Characteristics and Cultural Implications, Web Visit Models, Web analytics-Social media analytics. Digital Marketing Mix: Affiliate Marketing, Display advertising Media- Unique users, page views, unique visitors; Digital Matrices- Ad Impressions, Clicks, Click through Rate; Types of Display Ads-Format, size. Buying Models-Cost per Click, Cost per Million, Cost per Lead and Cost per Action. Display Marketing Plan; Targeting- Contextual, Placement, Remarketing, Interest, Demographic.

#### **Unit-III**

Introduction to SEO (Search Engine Optimization), Working of SEO: Introduction to On and Off Page Optimization, Types of Search Engine, White Hat, Black Hat and Grey Hat SEO Techniques and Strategies. Search Engine Optimization (SEO) versus paid marketing on search engine, Pay per Click (PPC). Google Ad-words and Google Ad-sense.



#### **Unit-IV**

Social Media Strategy & Customer Engagement, Social Listening: LARA framework. Social Media Activities: Social Community, Social Publishing, Social Entertainment, Social Commerce. Relevance of the leading social media platforms in the digital marketing strategy. Social Media Analytics

#### **Text Book**

1. Deiss, R, Henneberry, R, Digital Marketing, John Wiley& Sons.

#### **Reference Books**

2. Dodson, I, The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns, Wiley.
3. Batia, P, Fundamental of Digital Marketing, Pearson, New Delhi.
4. Gupta, Seema, Digital Marketing, McGraw Hill India, New Delhi.

