ఆంధ్రప్రదేశ్ కేంద్రీయ విశ్వవిద్యాలయం
आंध्रप्रदेश केंद्रीय विश्वविद्यालय
Central University of Andhra Pradesh
Jnana Seema, Ananthapuramu

School of Commerce and Management

Department of Management

Vidya Dadati Vinayam

(Education Gives Humility)

PG Diploma in Digital Marketing

w.e.f. Academic Year 2025-26

CONTENTS

PG Diploma in Digital Marketing

Introduction to the Programme

In today's rapidly evolving technological landscape, digital marketing has become essential to modern business strategies and innovation. As the foundation of contemporary marketing, digital channels—from websites and social media to search engines and mobile applications—enable brands to connect with a global audience instantly and continuously, transcending the geographic and temporal limitations of traditional marketing. This accessibility empowers organisations of all sizes, from startups to multinational corporations, to engage potential customers anytime and anywhere.

This digital marketing programme is designed to equip students with both practical and theoretical expertise, emphasising the field's transformative role in modern business. Students learn to craft data-driven, highly targeted campaigns using advanced analytics and segmentation tools, thereby maximising the effectiveness and efficiency of their marketing initiatives. Digital marketing not only offers cost-effective channels such as social media, email, and pay-per-click advertising, but also delivers measurable results and a high return on investment while enabling real-time adaptation to market trends and consumer behaviour.

Moreover, digital marketing fosters two-way communication and strengthens brand loyalty through interactive, personalised engagement, with emerging technologies such as artificial intelligence and automation further enhancing the customer experience. As an engine for e-commerce growth and rapid crisis response, digital marketing is now indispensable for organisations seeking to drive growth, increase visibility, and maintain relevance in the digital age. By undertaking this programme, students prepare themselves for dynamic, high-demand careers across industries, mastering the tools and strategies that define success in today's digital-first world.

Objectives
- To build a strong foundation in fundamental principles, latest trends, and essential tools of digital marketing.
- To equip students with the skills to design, implement, and evaluate effective digital marketing campaigns using industry-standard tools and platforms.
- To provide an in-depth understanding of data analytics, consumer behaviour, and strategies for developing and managing online brands.
- To enhance practical learning through the integration of relevant Indian and global case studies in digital marketing.
- To develop creative thinking, analytical abilities, and leadership skills required for success in the fast-evolving digital marketing environment.

Learning Outcomes
On successful completion, students will be able to:
1. Demonstrate understanding of core digital marketing principles and tools, including the latest trends, platforms, and strategies.

2. Design and execute digital marketing campaigns using real-world tools, with the ability to measure and optimise outcomes based on analytics.
3. Analyse consumer behaviour and online data to inform decision-making and improve campaign effectiveness.
4. Develop digital branding strategies to build and manage a strong online presence across multiple channels.
5. Apply ethical, legal, and cultural considerations in digital marketing practices, ensuring responsible and inclusive engagement with diverse audiences.

Programme Structure

S. No	Course Code	Title of the Course	Total Credits	L	T	P
		Semester-I				
1	PDDGM101	Introduction to Marketing Management	4	4	0	0
2	PDDGM102	Principles of Digital Marketing	4	3	0	1
3	PDDGM103	Consumer Behaviour & Digital Marketing Analytics	4	3	0	1
4	PDDGM104	MOOC/NPTEL/SWAYAM	3	3	0	0
5	PDDGM105	MOOC/NPTEL/SWAYAM	3	3	0	0
6	PDDGM106	Internship / Experiential Learning Report	2	0	0	2
Total			**20**	**16**	**0**	**4**
S. No	Course Code	Title of the Course	Total Credits	L	T	P
		Semester-II				
1	PDDGM201	Search Engine Marketing and Optimisation	4	3	0	1
2	PDDGM202	Email, Mobile and Affiliate Marketing	4	3	0	1
3	PDDGM203	MOOC/NPTEL/SWAYAM	3	3	0	0
4	PDDGM204	MOOC/NPTEL/SWAYAM	3	3	0	0
5	PDDGM205	Project Work	6	0	0	6
Total			**20**	**12**	**00**	**08**

* Project work is compulsory, and students must submit it to the department one week before the second semester examination. Department faculty will assign a supervisor to each student at the end of the first semester.

 *L: Lecture ***T**: Tutorial ***P**: Practical

Note: 1. MOOCs are chosen by the student based on the availability of the courses offered on
    SWAYAM & other related platforms as suggested/recommended by the Department.
   2. The desired changes may be made by the Department in the programme structure as
    and when necessary with the prior approval of the BOS.

Credit Distribution

Semester	Total Credits
Semester- I	20
Semester-II	20
Total Credits	**40**

Important Information to Students

1. Eligibility:
   i. CUAP/Non-CUAP students pursuing/completed any PG/PhD programmes can enrol for the PG Diploma programme offered by the University.
   ii. Non-CUAP students shall have to appear for an entrance examination conducted by the University.
   iii. A student may enrol in as many PG Diploma programmes as he or she wishes
2. The minimum duration for completion of any Postgraduate Diploma Programme is two semesters (one academic year).
3. The maximum duration of completion of the programme is two years.
4. A student should have a minimum of 75% attendance in classes, seminars, and practical/ lab in each course of study, without which he/she will not be allowed for the semester-end examination.
5. All theory courses in the programme shall have a Continuous Internal Assessment (CIA) component of 40 marks and a Semester-end component of 60 marks. The minimum pass mark for a course is 50%.
6. The student has to appear for 3 CIA tests of 15 marks each per semester in each course, from which the best 2 performances shall be considered for calculating the marks. A record of the continuous assessment is maintained by the department. The remaining 10 marks are awarded based on participation and performance in:
   • Assignments
   • Class presentations
   • Seminars
   • Quizzes
7. A student should pass separately in both CIA and the Semester-end Examination.
8. Semester-end examination shall consist of objective-type questions, descriptive-type questions, short-answer questions and case studies or any others.
9. A student failing to secure the minimum pass marks in the CIA is not allowed to take the Semester-end examination of that course. She/he has to redo the course by attending special classes for that course and getting the pass percentage in the internal tests to become eligible to take the semester-end examination.
10. Students failing a course due to lack of attendance should redo the course.

Course Code: PDDGM101 No. of Credits: 4 Total Hours: 60	**Introduction to Marketing Management**

Course Objectives
- To provide students with foundational knowledge and understanding of modern marketing management concepts and practices.
- To develop analytical abilities to identify, evaluate, and solve marketing challenges.
- To familiarise students with the STP (Segmentation, Targeting, Positioning) strategy and the components of the marketing mix.
- To enhance decision-making skills using contemporary marketing tools and frameworks.

Learning Outcomes
Upon successful completion, students will be able to:
- Explain and critically analyse key marketing concepts, theories, and practices.
- Understand the role and impact of marketing in organisations and society.
- Apply segmentation, targeting, and positioning to real-world marketing scenarios.
- Design effective marketing mix strategies (Product, Price, Place, Promotion).
- Evaluate recent trends in marketing, including ethical, social, and digital aspects.

Course Outline:
Unit I: Introduction to Marketing Management   12 Hours
- Definition, Nature, and Scope of Marketing
- Evolution of Marketing Concepts: production, product, selling, marketing, and societal concepts.
- Scope and Importance of Marketing
- Core Marketing Functions: exchange, needs and wants, value and satisfaction.
- Marketing Environment: micro and macro environments, environmental scanning.

Unit II: STP – Segmentation, Targeting, and Positioning   12 Hours
- Segmentation: Meaning, bases (demographic, geographic, psychographic, behavioural), criteria for effective segmentation.
- Targeting: Evaluation and selection of target markets, targeting strategies: undifferentiated, differentiated, concentrated, micro-marketing.
- Positioning: Concept and importance, developing and communicating a position, perceptual mapping, value proposition.

Unit III: Marketing Mix (Product & Price)   12 Hours
Product
- Product Levels: core, actual, augmented.
- Product Classification: consumer vs. industrial goods.
- Product Mix and Product Line Strategies
- Branding, Packaging, Labelling
- New Product Development: stages and commercialisation.
- Product Life Cycle: stages and strategies.

Price
- Objectives of Pricing
- Internal and External Factors Affecting Price Decisions
- Pricing Methods: cost-based, value-based, competition-based.
- Pricing Strategies: new product pricing, psychological pricing, product-mix pricing, price adjustment.

Unit IV: **12 Hours**

Place (Distribution)
- Marketing Channels: Types and functions, channel design decisions.
- Logistics and Supply Chain Management
- Retailing, Wholesaling, and Direct/Online Marketing

Promotion
- Promotion Mix: advertising, sales promotion, personal selling, public relations, direct marketing.
- Integrated Marketing Communications

Unit V: Contemporary Issues in Marketing   **12 Hours**
- Ethical and Social Responsibilities of Marketers
- Legal Aspects of Marketing
- Digital, Relationship, and Green Marketing Trends
- Customer Relationship Management (CRM)
- Marketing Research and Information Systems
- Global Marketing Environment

References
1. Kotler, Philip & Gary Armstrong (2024). *Principles of Marketing*. Pearson.
2. Kotler, Philip & Keller, Kevin (2022). *Marketing Management*. Pearson.
3. Ramaswamy, V.S. & Namakumari, S. (2002). *Marketing Management – Planning, Implementation, and Control*. Macmillan India.
4. Armstrong, Gary & Kotler, Philip (2024). *Principles of Marketing*. Pearson.
5. Sutton, Dave & Klein, Tom (2012). *Enterprise Marketing Management: The New Science of Marketing*. Wiley.

Course Code: PDDGM102 No. of Credits: 4 Total Hours: 60	**Principles of Digital Marketing**

Course Objectives

- To introduce foundational concepts in digital marketing and distinguish them from traditional marketing approaches.
- To equip students with the ability to design, implement, and evaluate strategic digital marketing campaigns using key digital tools.
- To develop a practical understanding of multiple digital marketing channels, including SEO, SEM, social media, and analytics platforms.
- To foster ethical and privacy-conscious digital marketing practices in modern business environments.

Learning Outcomes

Upon successful completion of this course, students will be able to:

- Explain key principles of digital marketing and the evolution of the digital landscape.
- Develop an integrated digital marketing campaign employing a mix of digital marketing channels.
- Optimise websites and campaigns using SEO and SEM best practices.
- Use analytics tools to measure and improve campaign effectiveness.
- Apply social media, content, and email marketing techniques for branding and lead generation.
- Approach digital marketing challenges with ethical and legal considerations in mind.

Course Outline:

Unit I: Introduction to Digital Marketing   12 Hours

- Core Concepts: Meaning and scope of digital marketing, differences from traditional marketing.
- Growth Drivers: Factors leading to the growth of digital marketing.
- Digital Consumer: Understanding digital consumers, communities, and changing buyer journeys.
- Digital Strategy: Need for a comprehensive digital marketing strategy.
- Key Terms: Awareness of industry terminology.

Unit II: Search Engine and Social Media Marketing   12 Hours

- SEO Fundamentals: On-page and off-page optimisation, keyword research, content optimisation, and technical SEO.
- SEM Concepts: Introduction to pay-per-click (PPC), search campaigns, bid strategies, Google Ads.
- Social Media Foundations: Role, selection, and usage of platforms such as Facebook, Twitter, LinkedIn, and Instagram.
- Content Strategy: Creating compelling content, leveraging social platforms for growth.
- Credibility & Issues: Handling credibility, fake news, paid influencers, and hate/phobic campaigns.

Unit III: Tools, Analytics, and Campaign Management   **12 Hours**
- Digital Marketing Tools: Google Analytics, Search Console, SEMrush, Canva, Hootsuite.
- Website Planning: Fundamentals of website development, user experience, and landing page optimisation.
- Campaign Management: Planning, budgeting, implementation, and analysing performance.
- Analytics and Optimisation: Performance measurement, interpreting KPIs, conversion optimisation, and dashboards.

Unit IV: Advanced Topics and Ethics in Digital Marketing   **12 Hours**
- Affiliate and Influencer Marketing: Principles, tools, campaign tracking.
- Display and Video Advertising: Methods, formats, and trackable outcomes.
- Mobile and Email Marketing: Designing targeted campaigns across devices.
- Programmatic Advertising: Ad buying models, tools, and terminology.
- Ethical and Legal Issues: Data privacy, regulatory compliance, ethical practices in digital campaigns.

Unit V: Lab Activity   **12 Hours**

1. **Digital Presence Audit** – Students evaluate a brand's website and social media to understand digital vs. traditional presence.
2. **Consumer Journey Mapping** – Create a buyer persona and map their digital touchpoints.
3. **Mini-project:** Compare digital strategy of two companies (one digital-first, one traditional).
4. **SEO Practice** – Use a demo website or WordPress site to implement on-page SEO (title tags, meta descriptions, keyword placement).
5. **Keyword Research Workshop** – Use Google Keyword Planner/SEMrush to find keywords for a sample campaign.

References:
1. Ian Dodson, The Art of Digital Marketing, Wiley.
2. Damien Ryan, Understanding Digital Marketing, Kogan Page Limited.
3. Marjolein Visser, Berend Sikkenga, Mike Berry, Digital Marketing Fundamentals, Routledge.
4. Dave Chaffey & Fiona Ellis-Chadwick, Digital Marketing (7th Edition), Pearson.
5. Vandana Ahuja, Digital Marketing, Oxford University Press.
6. Damien Ryan, Marketing Strategies for Engaging the Digital Generation, Kogan Page Limited.
7. S. Gupta, Digital Marketing, McGraw-Hill.
8. Annmarie Hanlon & Joanna Atkins, Quick Win Digital Marketing, Crimson Publishing.

Course Code: PDDGM103 No. of Credits: 4 Total Hours: 60	**Consumer Behaviour & Digital Marketing Analytics**

Course Objectives

1. To understand the psychological, social, and cultural factors influencing consumer behavior in digital environments.
2. To analyse consumer decision-making processes across digital platforms.
3. To introduce core concepts of digital marketing analytics and data-driven decision making.
4. To familiarize learners with key analytical tools used in digital marketing (Google Analytics, social media analytics, etc.).
5. To enable students to use consumer insights to optimise digital marketing strategies.

Learning Outcomes

Upon successful completion of this course, students will be able to:
1. Explain major theories and models of consumer behavior, specifically in online contexts.
2. Assess how digital consumers search, evaluate, and purchase products and services.
3. Use analytics tools to track traffic, engagement, conversions, and consumer patterns.
4. Interpret digital marketing metrics and KPIs for decision-making.
5. Apply consumer insights to improve campaigns across digital channels.

Course Outline

Unit I: Foundations of Consumer Behavior in the Digital Era   **12 Hours**
- Meaning and scope of consumer behavior
- Consumer behavior vs. digital consumer behavior
- Characteristics of online consumers
- Contemporary trends: personalization, influencer impact, micro-moments
- Customer journey mapping

Unit II: Psychological & Social Influences on Digital Consumers   **12 Hours**
- Motivation, perception, learning, attitude formation
- Social media influence, peer groups, reference groups
- Cultural and demographic determinants
- Trust, risk perception, and privacy concerns in online environments

Unit III: Digital Consumer Decision-Making   **12 Hours**
- Stages of consumer decision-making in digital platforms
- Information search behaviour
- Evaluation of alternatives online
- Conversion behaviour, abandoned carts, and retargeting
- Customer retention and loyalty in digital ecosystems

Unit IV: Introduction to Digital Marketing Analytics   **12 Hours**
- Concept and importance of analytics
- Types of analytics: descriptive, predictive, prescriptive
- Key digital metrics: impressions, CTR, CPC, ROI, engagement metrics
- Dashboarding and reporting basics
- Tools overview: Google Analytics, Google Data Studio, Meta Insights, YouTube Analytics

Unit V: Application of Analytics in Consumer Insights   **12 Hours**
- Tracking consumer behaviour across channels
- Funnel analysis and attribution models
- A/B Testing and optimisation
- Using analytics to improve content marketing, SEO, SEM, and social media
- Case studies: data-driven digital marketing decisions

References
1. Kotler, P., Keller, K. L. Marketing Management. Pearson.
2. Solomon, M. R. Consumer Behaviour: Buying, Having, and Being. Pearson.
3. Chaffey, D. & Ellis-Chadwick, F. Digital Marketing. Pearson.
4. Kaushik, A. Web Analytics 2.0. Wiley.
5. Ryan, D. Understanding Digital Marketing. Kogan Page.
6. Google Analytics Academy – Official Material.

| Course Code: **PDDGM104** | MOOC/NPTEL/SWAYAM |
| No. of Credits**: 3** | |

An appropriate online content, as recommended by the department at the time of enrollment/ semester registration.

| Course Code: **PDDGM105** | MOOC/NPTEL/SWAYAM |
| No. of Credits: **3** | |

An appropriate online content, as recommended by the department at the time of enrollment/ semester registration.

Course Code: PDDGM106 No. of Credits: 2	**Internship / Experiential Learning Report**

Overview

The Practical & Experiential Learning Report for DMM106 is designed to provide hands-on exposure and reflection within the digital marketing domain. This two-credit course requires students to engage in real-world activities, document their learning process, and critically evaluate their experience in alignment with digital marketing principles.

Objectives
- Apply digital marketing concepts through practical engagement with live projects or internships.
- Develop problem-solving and communication skills in a professional digital marketing context.
- Reflect on experiential learning and articulate growth in digital marketing skills.

Structure of the Report
1. **Title Page**
   - Course Code and Title: DMM106 – Practical & Experiential Learning Report
   - Student's Name, Roll Number, Semester, Institute Name
   - Project/Internship Title
2. **Acknowledgement**
   - Recognise individuals/organisations instrumental in your experiential learning.
3. **Table of Contents**
   - List all headings and sub-sections with page numbers.
4. **Introduction**
   - Brief background of the organisation, project, or internship.
   - Objectives and expected outcomes of your practical engagement.
5. **Description of Activities**
   - Detailed documentation of roles, responsibilities, and tasks performed.
   - Include timelines, teams, and tools used.
6. **Learning Outcomes**
   - Map specific tasks/projects to digital marketing concepts (SEO, SEM, Social Media, Analytics, etc.).
   - Discuss personal skill development—technical, analytical, communication, teamwork.
7. **Challenges and Solutions**
   - Identify key challenges faced during the engagement.
   - Outline approaches, learning strategies, and tools used to overcome them.
8. **Critical Reflection**
   - Assess how the experience contributed to your understanding of digital marketing.
   - Highlight strengths, weaknesses, and areas for future improvement.
9. **Conclusion**
   - Summarize overall takeaways and professional growth.
10. **Annexures/Appendices** (If applicable)
    - Project deliverables, screenshots, certificates, campaign reports, survey results, etc.
11. **References** (if external content or case studies are discussed)
    - List of books, websites, articles, and tools referred.

Report Writing Guidelines
- **Length:** 15–20 pages (excluding annexures).
- **Format:** Typed, A4, double-spaced, Times New Roman 12pt, 1-inch margins
- **Originality:** All work must be original, with external work properly cited.

Evaluation Criteria

Criteria	Weightage (%)
Internship / Experiential Learning Report	50%
Viva-Voce	50%
Total	100%

Course Code: PDDGM201 No. of Credits: 4 Total Hours: 60 Hours	**Search Engine Marketing and Optimisation**

Course Objectives
- To provide a deep understanding of the principles and practices of search engine marketing (SEM) and search engine optimization (SEO).
- To develop skills for planning, executing, and measuring effective SEM/SEO campaigns in digital environments.
- To impart insight on the latest tools, techniques, and ethical considerations for improving organic and paid search visibility.
- To enable students to analyses, interpret, and act on search analytics data for business decision-making.

Learning Outcomes
Upon successful completion of this course, students will be able to:
- Explain foundational theories and contemporary practices in SEO and SEM.
- Design, implement, and evaluate organic search and paid advertising strategies on significant search engines.
- Apply keyword research, site optimization, content strategies, and analytics in real-world scenarios.
- Leverage industry tools for SEO audits, PPC campaign management, and conversion tracking.
- Discuss and uphold ethical, legal, and privacy standards in search marketing practice.

Course Outline:
Unit I: Introduction to SEM & SEO   12 Hours
- Definition, scope, and significance of SEM and SEO
- Anatomy of search engines: crawling, indexing, ranking
- Introduction to search engine result pages (SERPs) and paid vs. organic listings
- Search engine algorithms and updates
- Fundamentals of keyword research

Unit II: On-page and Off-page Optimization   12 Hours
- On-page SEO: site architecture, meta tags, content optimization, URL structuring, mobile-friendliness, internal linking
- Off-page SEO: backlink building, outreach strategies, citation building, influencer partnerships
- Technical SEO: crawlability, indexation, sitemaps, schema markup
- Tools for SEO analysis and audits

Unit III: Search Engine Marketing (SEM) and PPC Campaigns   12 Hours
- Overview of SEM and pay-per-click (PPC) advertising
- Setting up Google Ads/Bing Ads campaigns, ad groups, and keyword targeting
- Ad copywriting, landing page design for conversions
- Budgeting, bidding strategies, and campaign optimization
- Measuring and reporting PPC performance (CTR, CPC, CPA, ROI)

Unit IV: Analytics, Trends & Ethics in Search Marketing   **12 Hours**
- Introduction to Google Analytics, Google Search Console, and SEM tools
- Analysing search data, traffic, engagement, and conversion metrics
- Staying updated with industry trends: voice search, local SEO, AI in search
- Legal and ethical considerations: click fraud, compliance, privacy
- Case studies and best practices

Unit V: Lab Activity: **12 Hours**

1. **Explore Search Engine Basics**: Use Google Search Console demo to see how search engines crawl and index a website.
2. **Organic vs. Paid Results**: Search for given keywords in Google and identify organic vs. paid results on the SERP.
3. **Keyword Research Practice:** Use free tools (Google Keyword Planner, Ubersuggest, Answer The Public) to find 5–10 relevant keywords.
4. **Webpage Optimisation:** Optimize a sample webpage by writing a meta title, meta description, and adding alt tags to images.
5. **Improve URL Structure & Sitemap:** Rewrite long/complex URLs into SEO-friendly URLs and generate a simple sitemap for submission.
6. **Basic SEO Site Audit:** Run a free SEO check (SEO Site Checkup or Screaming Frog trial) and note 3 main improvement areas.
7. **Set up a Dummy Google Ads Campaign**: Create a basic ad group with keywords and one text ad (no need to publish).
8. **Landing Page Design**: Create a simple conversion-focused landing page using Wix or WordPress (headline, CTA, form).
9. **PPC Report Calculation**: With the given sample data, calculate CTR, CPC, CPA, and ROI for a campaign.
10. **Analytics & Local SEO:** Explore a Google Analytics demo account for traffic insights and create/optimize a Google My Business profile.

References
1. Jason McDonald, SEO Workbook: Search Engine Optimisation Success in Seven Steps, Santa Clara Media.
2. David Szetela & Joseph Kerschbaum, Pay-Per-Click Search Engine Marketing: An Hour a Day, Wiley.
3. Eric Enge, Stephan Spencer & Jessie Stricchiola, The Art of SEO, O'Reilly Media.
4. Brad Geddes, Advanced Google AdWords, Sybex/Wiley.
5. Kristopher B. Jones, SEO Visual Blueprint, Wiley.
6. Rebecca Lieb, Search Engine Marketing, Inc., Pearson.

<table>
<tr><td>Course Code: PDDGM202
No. of Credits: 4
Total Hours: 60</td><td>Email, Mobile and Affiliate Marketing</td></tr>
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Course Objectives
- To introduce foundational and advanced concepts in email, mobile, and affiliate marketing.
- To develop skills in planning, designing, executing, and measuring campaigns across email, mobile, and affiliate channels.
- To familiarize students with the latest tools and technologies for direct and performance-based digital marketing.
- To foster an understanding of legal, ethical, and privacy considerations in digital marketing communication.

Learning Outcomes
After completing this course, students will be able to:
- Explain the mechanics and strategies of successful email, mobile, and affiliate marketing.
- Design, implement, and optimize direct marketing campaigns for real-world brand objectives.
- Analyze key campaign performance metrics and employ tools for monitoring and improvement.
- Apply best practices and comply with legal and ethical standards in all three marketing channels.

Course Outline:
Unit I: Email Marketing Fundamentals   12 Hours
- Introduction to email marketing: definition, types, benefits, and challenges.
- Permission-based marketing, list building, and subscriber segmentation.
- Crafting effective email content: subject lines, copywriting, design, CTAs.
- Email campaign types: newsletters, promotional, transactional, drip campaigns.
- Deliverability, spam compliance (CAN-SPAM, GDPR), and reputation management.
- Introduction to major email marketing platforms (e.g., Mailchimp, Sendinblue).

Unit II: Email Campaign Optimisation and Analytics   12 Hours
- A/B testing, personalization, and dynamic content.
- Automation workflows and lifecycle email marketing.
- Tracking and interpreting key metrics: open rates, CTR, conversions, bounces, and unsubscribes.
- Advanced segmentation, re-engagement, and retention strategies.
- Case studies of successful and failed campaigns.

Unit III: Mobile Marketing Strategies   12 Hours
- Overview of mobile marketing: SMS, MMS, push notifications, in-app messages.
- Mobile-first design: responsive content, user experience, and landing pages.
- Geo-targeting, location-based services, and mobile advertising formats.
- Mobile apps and QR codes as marketing tools.
- Compliance and privacy: opt-in/opt-out strategies, regulations (TCPA, GDPR).

Unit IV: Affiliate Marketing and Performance Optimisation   **12 Hours**
- Introduction to affiliate marketing: definitions, models (CPS, CPL, CPA, CPC).
- Structure of affiliate networks and programs: stakeholders and payment structures.
- Selecting affiliates, onboarding, and relationship management.
- Tracking, analytics, and attribution models in affiliate marketing.
- Fraud, compliance, and ethical considerations.
- Case studies: successful affiliate and performance marketing examples.

Unit V: Lab Activities: **12 Hours**
1. **Affiliate Marketing Demo** – Explore Amazon Associates or Flipkart Affiliate dashboards.
2. **Influencer Marketing Simulation** – Students design a micro-influencer campaign (identify influencers, draft outreach messages).
3. **Video Ad Creation** – Create a short promotional video using Canva or InVideo.
4. **Ethics Case Study** – Analyse real cases of fake news, privacy issues, or misleading campaigns and present solutions.
5. **Mini-project:** Students design a complete **multi-channel campaign** (SEO + SEM + Social Media + Email), highlighting ethical practices and compliance.

References
1. Chad S. White, Email Marketing Rules: A Step-by-Step Guide to the Best Practices (3rd Edition), AdPress.
2. Matt Bailey, Digital Marketing: An Hour a Day, Wiley.
3. Jeffery Rayport & B. Jaworski, Introduction to E-Commerce and Digital Marketing, McGraw-Hill.
4. Susan K. Jones, Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising, Kogan Page Limited.
5. Geno Prussakov, Affiliate Program Management: An Hour a Day, Wiley.
6. Eric Benjamin Seufert, Freemium Economics: Leveraging Analytics and User Segmentation to Drive Revenue, Morgan Kaufmann.

Course Code: **PDDGM203**	MOOC/NPTEL/SWAYAM
No. of Credits**: 3**	

An appropriate online content, as recommended by the department at the time of enrollment/semester registration.

Course Code: **PDDGM204**	MOOC/NPTEL/SWAYAM
No. of Credits**: 3**	

An appropriate online content, as recommended by the department at the time of enrollment/semester registration.

Overview

The 6-credit digital marketing project is a comprehensive, outcome-oriented assignment that synthesises theory and practice. Students are expected to independently or collaboratively conceptualise, plan, execute, and evaluate a substantive digital marketing campaign or strategy for a real or simulated business or social initiative.

Objectives
- To apply advanced digital marketing knowledge in a live or simulated environment.
- To develop skills in research, strategic planning, creative execution, and performance analysis.
- To cultivate professional project management and teamwork competency.
- To critically reflect upon outcomes concerning industry best practices and ethical standards**.**

Project Scope
- The project should address a real marketing challenge or opportunity, whether for a business, NGO, startup, or personal brand.
- Key domains include (but are not limited to): search engine marketing, social media, content creation, web analytics, influencer/affiliate marketing, email/mobile marketing, ecommerce campaigns, or integrated digital marketing strategies.

Project Structure

1. **Proposal (to be Approved Before Execution)**
   - Project title and objectives
   - Background/context and rationale
   - Target audience and value proposition
   - Proposed strategy, channels, and tools
   - Timeline and deliverables
   - Expected outcomes and KPIs
2. **Project Execution**
   - Conduct research, competitor, and audience analysis
   - Design and implement the agreed digital marketing solution or campaign
   - Use digital tools for campaign management, automation, analytics, and reporting
   - Monitor, adjust, and optimise based on real-time feedback and data
3. **Final Report**
   - Executive Summary
   - Introduction and project background
   - Methodology and planning, campaign blueprint
   - Detailed documentation of activities, content, and campaign artefacts (with screenshots or links)
   - Results and analysis: measured against KPIs, analytics data, and objectives
   - Challenges encountered and solutions adopted

- Reflection on learnings, best practices, and future recommendations
- Conclusion
- References, annexures

4. **Viva/Presentation**
- Clear, concise, and visually engaging presentation
- Demonstrate project workflow, outcomes, and learning
- Q&A on choices, challenges, and insights

Report Writing Guidelines
- **Length:** Minimum 50 pages (excluding annexures and references)
- **Format:** Typed, A4 size, double-spaced, Times New Roman 12pt, 1-inch margins
- **Submission:** PDF (and campaign links or artefacts, as applicable)
- **Originality:** Work must be original, with sources and third-party content/collaborators acknowledged
- **Language:** Use formal, business English; be clear, precise, and professional

Assessment Criteria

Criteria	Weightage (%)
Project Report	50%
Viva-Voce	50%
Total	100%