

**BHARATI VIDYAPEETH
(DEEMED TO BE UNIVERSITY), PUNE (INDIA)**

(Established u/s 3 of the UGC Act, 1956 vide Notification No.F.9-15/95-U-3 of the Govt. of India)

'A+ ' Grade Accreditation by NAAC

"Social Transformation Through Dynamic Education"

SCHOOL OF DISTANCE EDUCATION

PROGRAMME GUIDE

OF

DIPLOMA IN DIGITAL MARKETING

(DDM)

(UNDER FACULTY OF MANAGEMET STUDIES)

BHARATI VIDYAPEETH (DEEMED TO BE UNIVERSITY), PUNE
SCHOOL OF DISTANCE EDUCATION
(Under Faculty of Management Studies)

DIPLOMA IN DIGITAL MARKETING
(Choice Based Credit and Grade System)

1. AIM AND OBJECTIVE

1. To provide the basic understanding about Digital Marketing which will help the students to excel in their professional career,
2. To understand sustainable Digital Marketing Campaigns,
3. To ensure the readiness of students for new generation marketing practices in the Digital world.

2. ADMISSION PROCEDURE

The Application Form is available on website of BVDU School of Distance Education i.e. *distance.bharativedyapeeth.edu*. The candidate will have to apply for admission to any academic programme of his / her choice thorough online. The candidate will be admitted provisionally to the programme on verification of the eligibility for admission. He / She will be asked to complete the eligibility requirement by submitting the required Marksheets, Bonafide Certificate (if required), Leaving/Transfer Certificate, Educational Gap Certificate (if required), Aadhaar Card etc. After verification of required documents candidate admission will be confirmed.

3. ELIGIBILITY:

The candidate must be a Graduate of any Faculty either of this University or of any other University whose degree is recognized, or equivalent to the corresponding degree of this University.

4. DURATION:

The duration of diploma programme conducted through open and distance learning mode is a One Year although student may complete the programme gradually within a maximum period of Three years.

5. MEDIUM OF COURSE:

The medium of instruction and examination is English only.

6. COURSE STRUCTURE :

Sr. No.	Name of the Course	Maximum Marks	No. of Credits	Study Input (in hrs.)
1	Marketing Management	100	8	240
2	Fundamentals of Digital Marketing	100	8	240
3	Social Media Marketing	100	8	240
4	Advanced Digital Marketing	100	8	240

7. SCHEME OF EXAMINATION:

The examination for the diploma programme will be held at the end of the academic session. The medium of instruction and the examination shall be in English. Each course shall be evaluated out of 100 marks out of which 80 marks are for a written examination which will be conducted by the university & 20 marks for submission of assignments.

8. STANDARD OF PASSING:

For all courses, both UE and IA constitute separate heads of passing (HoP). In order to pass in such courses and to earn the assigned credits, the learner must obtain a minimum grade point of 5.0 (40% marks) at UE and also a minimum grade point of 5.0 (40% marks) at IA. . A student who fails at UE in a course has to reappear only at UE as backlog candidate and clear the Head of Passing. Similarly, a student who fails in a course at IA has to reappear only at IA as backlog candidate and clear the Head of Passing to secure the GPA required for passing.

The 10 point Grades and Grade Points according to the following table:

Range of Marks (%)	Grade	Grade Point
$80 \leq \text{Marks} \leq 100$	O	10
$70 \leq \text{Marks} < 80$	A+	9
$60 \leq \text{Marks} < 70$	A	8
$55 \leq \text{Marks} < 60$	B+	7
$50 \leq \text{Marks} < 55$	B	6
$40 \leq \text{Marks} < 50$	C	5
Marks < 40	D	0

Table 1

The performance at UE and IA will be combined to obtain GPA (Grade Point Average) for the course. The weights for performance at UE and IA shall be 80% and 20% respectively. GPA is calculated by adding the UE marks out of 80 and IA marks out of 20. The total marks out of 100 are converted to grade point, which will be the GPA.

Formula to calculate Grade Points (GP):

Suppose that „Max“ is the maximum marks assigned for an examination or evaluation, based on which GP will be computed. In order to determine the GP, Set $x = \text{Max}/10$ (since we have adopted 10 point system). Then GP is calculated by the following formulas

Range of Marks	Formula for the Grade Point
$8x \leq \text{Marks} \leq 10x$	10
$5.5x \leq \text{Marks} < 8x$	Truncate (M/x) + 2
$4x \leq \text{Marks} < 5.5x$	Truncate (M/x) + 1

Table 2

Two kinds of performance indicators, namely the Semester Grade Point Average (SGPA) and the Cumulative Grade Point Average (CGPA) shall be computed at the end of each term. The SGPA measures the cumulative performance of a learner in all the courses in a particular semester, while the CGPA measures the cumulative performance in all the courses since his/her enrollment. The CGPA of learner when he /she completes the programme is the final result of the learner.

The SGPA is calculated by the formula

$$\text{SGPA} = \frac{\sum C_k * GP_k}{\sum C_k}$$

where, C_k is the Credit value assigned to a course and GP_k is the GPA obtained by the learner in the course. In the above, the sum is taken over all the courses that the learner has undertaken for the study during the Semester, including those in which he/she might have failed or those for which he/she remained absent. **The SGPA shall be calculated up to two decimal place accuracy.**

The CGPA is calculated by the following formula

$$\text{CGPA} = \frac{\sum C_k * GP_k}{\sum C_k}$$

where, C_k is the Credit value assigned to a course and GP_k is the GPA obtained by the learner in the course. In the above, the sum is taken over all the courses that the learner has undertaken for the study from the time of his/her enrollment and also during the semester for which CGPA is calculated. **The CGPA shall be calculated up to two decimal place accuracy.**

The formula to compute equivalent percentage marks for specified CGPA:

% marks (CGPA)	$(10 * \text{CGPA}) - 10$	If $5.00 \leq \text{CGPA} < 6.00$
	$(5 * \text{CGPA}) + 20$	If $6.00 \leq \text{CGPA} < 8.00$
	$(10 * \text{CGPA}) - 20$	If $8.00 \leq \text{CGPA} < 9.00$
	$(20 * \text{CGPA}) - 110$	If $9.00 \leq \text{CGPA} < 9.50$
	$(40 * \text{CGPA}) - 300$	If $9.50 \leq \text{CGPA} \leq 10.00$

Table 3

9. AWARD OF HONOURS:

A student who has completed the minimum credits specified for the programme shall be declared to have passed in the programme. The final result will be in terms of letter grade only and is based on the CGPA of all courses studied and passed. The criteria for the award of honours are given below.

Range of CGPA	Final Grade	Performance Descriptor	Equivalent Range of Marks (%)
$9.5 \leq \text{CGPA} \leq 10$	O	Outstanding	$80 \leq \text{Marks} \leq 100$
$9.0 \leq \text{CGPA} \leq 9.49$	A+	Excellent	$70 \leq \text{Marks} < 80$
$8.0 \leq \text{CGPA} \leq 8.99$	A	Very Good	$60 \leq \text{Marks} < 70$
$7.0 \leq \text{CGPA} \leq 7.99$	B+	Good	$55 \leq \text{Marks} < 60$
$6.0 \leq \text{CGPA} \leq 6.99$	B	Average	$50 \leq \text{Marks} < 55$
$5.0 \leq \text{CGPA} \leq 5.99$	C	Satisfactory	$40 \leq \text{Marks} < 50$
CGPA below 5.0	F	Fail	Marks below 40

Table 4

Course 101: Marketing Management

Credits: 8

Course Objectives: To enhance management students' knowledge as regards to basics of marketing and know the applications of marketing skills required

Learning Outcome: Students will learn basic concepts of marketing, STP, consumer behavior and marketing research

Unit No.	Contents
1	Introduction to Marketing: Core concepts of marketing: Need, want, demand, value, exchange, customer satisfaction & customer delight. Marketing Vs Selling. Approaches to Marketing: Production, Product, Sales, Marketing, Societal, Relational. Marketing Environment: Analyzing Macro Environment - Political, Economic, Socio-cultural and Technical Environment (PEST analysis)
2	Segmentation, Targeting and Positioning: Meaning, need and importance, bases for consumer market segmentation and industrial market segmentation, evaluation of identified segments and selection and evaluation of target market. targeting strategies. Levels of market segmentation: segment marketing, niche marketing, local marketing, individual marketing. Positioning and Differentiation: meaning, concept, product, service, people and image differentiation, ways to position the product.
3	Marketing Mix: Concept, Seven P's of marketing mix: Product – meaning, levels of product, product mix- product line, width, length, depth. Product life cycle – Concept, stages in PLC, characteristics and strategies for each stage of PLC. Brand – Concept, Brand Creation Price – meaning, objectives of pricing, pricing approaches- cost based, competition based and market based, pricing strategies- skimming pricing, penetrative pricing ,psychological or odd pricing, perceived value pricing , loss leader pricing etc. Place- Importance of distribution in marketing of products or services, Types of intermediaries, levels of channels, Channel Management Decisions- factors considered for selection and motivation of dealers and retailers, channel conflict- concept, types of channel conflict, ways to resolve channel conflicts Promotion- Elements of promotion mix: meaning of advertising, sales promotion, personal selling, public relations, publicity, direct marketing and event marketing and sponsorship. Brief Overview- People, Process, Physical Evidence
4	Consumer Behaviour: Concept of Marketing Myopia. Meaning of Consumer, Customer, consumer behaviour and buying motives.
5	Marketing Research: Need and Importance of Marketing Research, Marketing Research Process, Types of Marketing Research. Marketing Information System- overview.
6	Case Studies

Suggested Readings (Books, Websites etc):

1. Principles of Marketing 12th Edition - Philip Kotler and Gary Armstrong

2. Marketing Management – Rajan Saxena, Tata McGraw Hill Publications
3. Marketing Management - V.S.Ramaswamy and S.Namakumari
4. Services Marketing – Christopher Lovelock
5. Fundamentals of Marketing – Stanton
6. Marketing Research – G.C. Beri

Suggested MOOC: <https://www.coursera.org/learn/marketing-management>

Course 102: Fundamentals of Digital Marketing

Crédits: 8

Course Objectives: Develop an understanding of the basic concepts and issues in digital marketing

Learning Outcome: In this module, students will learn about the basic concepts of digital marketing such as SEO, SEM, Content marketing, E-mail marketing, Websites and Mobile Apps.

Unit No.	Contents
1	E-Marketing- Concept, Benefits of Digital Marketing, Digital marketing Vs Traditional Marketing, , Changing consumer behaviour in digital world. Online Marketing Mix E-CRM-Introduction
2	SEO and SEM Introduction to Search engine SEO- On page optimisation and off page optimisation SEM- Introduction to paid marketing
3	Content marketing Introduction, Objectives of content marketing, writing great content
4	E-mail Marketing- Introduction ,objectives, benefits Introduction to Mobile Marketing – concept, benefits Blogging and Podcasting- concept, benefits Introduction to Online Videos
5	Building Digital assets : Web sites, Landing Pages, Mobile site, Mobile App
6	Case Studies

Suggested Readings (Books, Websites etc):

1. Principles of Marketing 12th Edition - Philip Kotler and Gary Armstrong
2. Digital Marketing- Vandana Ahuja
3. Web Marketing- Arnold, et al
4. Social Media Marketing All-In-One for Dummies By Jan Zimmerman and Deborah Ng, 2017
5. Fundamentals of Digital Marketing , Pearson Publication

Suggested MOOC:

<https://www.coursera.org/learn/marketing-digital?specialization=digital-marketing>

Course 103 : Social Media Marketing

Credits: 8

Course Objectives: To develop an understanding about Social media, various platforms of social media and its use in marketing

Learning Outcome: Students will learn how to use social media for marketing products/services/brands

Unit No.	Contents
1	Understanding Social Media, video marketing on social media
2	Social Media Plan, Social media page management, Social Media ads, Targeting
3	Facebook Marketing- Understanding, Facebook, handling facebook page, advertising on facebook
4	Twitter Marketing- Understanding, Twitter, Twitter marketing strategy
5	Instagram Marketing- Understanding Instagram, handling Instagram page, advertising on Instagram Linkedin for lead generation and personal branding Discussion on Social media ROI
6	Case Studies

Suggested Readings (Books, Websites etc):

1. Principles of Marketing 12th Edition - Philip Kotler and Gary Armstrong
2. Digital Marketing-Vandana Ahuja
3. Web Marketing-Arnold,et al
4. Social Media Marketing All-In-One for Dummies By Jan Zimmerman and Deborah Ng,2017
5. Fundamentals of Digital Marketing , Pearson Publication

Suggested MOOC:

<https://www.coursera.org/learn/marketing-digital?specialization=digital-marketing>

Course 104 : Advanced Digital Marketing

Credits : 8

Course Objectives: To equip students with the knowledge and applications of various digital platforms and give them knowledge about Google Analytics and other marketing analytics tools to help get started with website data analytics.

Learning Outcome: Students will be able to learn tools to create digital advertising and use various analytical tools

Unit No.	Contents
1	Digital Advertising- Concept, Types, Display advertising, contextuel advertising Writing Ads- Creating copy, writing PPC Ad copy, Understanding Ad metrics, Tracking performance and conversion Advertising Planning- Ad scheduling, Ad delivery, Allocating funds Google Adwords- Overview, Understanding inorganic serch results, Introduction to Google Adwords and PPC
2	You Tube Video campaign, You Tube Analytics, Advertising Planning- Ad scheduling, ad delivery, Allocating funds
3	Appstore Optimisation-About Apps, Mobile site Vs Apps, Analysing App Optimization, Online toos to create App frontend, On page ASO, Off Page ASO, Localisation
4	Analytics- Gathering data, tools and techniques, Google Analytics- Introduction, Understanding of Google Analytics, cookie, bounce, link tagging
5	IOT and peek into the future Innovations and peek into the future, Building IOT concepts, examples of IOT around us, New Technologies, Opportunités in the new world
6	Case Studies

Suggested Readings (Books, Websites etc):

1. Marketing 4.0 ; Moving rom Traditional to Digital, by Philip Kotler
2. Digital Marketing-Vandana Ahuja
3. Web Marketing-Arnold,et al
4. Social Media Marketing All-In-One for Dummies By Jan Zimmerman and Deborah Ng,2017
5. Fundamentals of Digital Marketing, Pearson Publication

Suggested MOOC:

<https://www.coursera.org/learn/marketing-analytics>