Post Graduate Certificate in Management (Digital Marketing) [PGCM [DM]

PROGRAMME CURRICULUM

Semester I

Integrated E-Marketing

Section I

1. What Is Marketing?
2. What Is Digital Marketing?
3. Advantages And Disadvantages Of Digital Marketing

Section II

4. Marketing Mix In Digital Business
5. Product In Digital World
6. Price In Digital World
7. Distribution In Digital World
8. Promotion In Digital World

Section III

9. Tools And Techniques Of Digital Marketing
10. Social Media Marketing, Email Marketing
11. You-Tube Advertising, Display Advertising
12. 12 .Mobile Marketing (Google Ad-Word & Bing)
13. 13 Keyword Auctioning
14. Search Engine Marketing & Optimization (Hat SEO Strategies)

E-Customer Relationship Management

1. Data Warehousing
2. Data Mining
3. Know Your Customer
4. Customer Loyalty And Retention
5. E-Marketing – Intelligence
6. M – Commerce
7. Digital Communities
8. CRM Through Effective Customer Complaint Handling
9. Call Centre To Contact Centre To Customer Interaction Centre
10. Customer Experience Management

E- Supply Chain Management

1. Introduction to Concepts in Supply Chain Management
2. E-Business and E-SCM
3. Sourcing in E-SCM
4. Distribution and Logistics Management
5. Logistics & E-SCM
6. 6.Inventory Management in E-SCM
7. Packaging
8. Warehouse Management

Internet And Web Optimisation

1. Internet And Web Optimisation
2. Internet
3. Web And Internet
4. Internet Retailing
5. The Website And Business
6. Website Optimization
7. Secure Electronic Transaction (SET)
8. Track Your Product

Search Engine Optimization (SEO)

1. Search Engines And Basics
2. On Page Optimization
3. Advanced SEO Course Content
4. Off-Page Optimization

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PROGRAMME CURRICULUM

Semester II

Email Marketing And Mobile SEO

1. Tips To Maximize Email Marketing Success
2. Know Your Audience
3. Craft Your Message
4. Choose The Right Format
5. Look For Measurable Results
6. Understand Different Devices
7. Understand Key Points In Going Mobile
8. Select Your Mobile Configuration
9. Frequently Asked Questions
10. Signal Your Configuration To Search Engines
11. Avoid Common Mistakes
12. Configure For Other Devices

Search Engine Marketing (SEM)

1. Advertising On Google Ad Words: An Overview
2. The Concept Of SEM
3. Creating Your Ad Campaign
4. Creating A Text Ad
5. Choose An Ad Format
6. How Ad Groups Work
7. Understanding Your Ad Group Status
8. Google Analytics And Ad

Words Social Media Marketing (SMM)

1. What Is Social Media?
2. Why Does My Company Need Social Media?
3. The Value Of Social Media
4. Facebook
5. Twitter
6. Google+
7. LinkedIn
8. You Tube And Pinterest
9. Pinterest

Online Market Research

1. Fundamentals Of Market Research
2. Online Market Research Process – I
3. Sampling
4. Questionnaire Design Development
5. Scaling
6. Data Collection – Online Primary Data
7. Data Preparation And Processing
8. Data Analysis And Interpretation
9. Multivariate Analysis
10. Presentation Of Research Findings

Project

Students are required to submit a online Project by the end of Semester II.