

DCC-APDMGAI-3183

ADVANCED PROGRAM IN DIGITAL MARKETING WITH GEN AI [Term-1]

| SL No. | TOPIC |
|--------|---|
| 1 | Advanced Analysis |
| 2 | Advanced Marketing Automation |
| 3 | Affiliate Marketing |
| 4 | Career Launchpad |
| 5 | Concepts of Web Design and Development |
| 6 | Data Privacy and Digital Marketing Ethics |
| 7 | Foundations of Digital Marketing |
| 8 | Kit for Semester 1 |
| 9 | Paid Advertising Strategies |
| 10 | Portfolio Powerhouse-Demo Reel |
| 11 | Role of AI in Digital Marketing |
| 12 | Search and Display Marketing |
| 13 | Social Media Marketing |