

**Department of Studies and Research
in Business Administration**

Proposal

**Postgraduate Diploma in Digital Marketing
and E-Commerce**

(One Year Course)

2024-2025

Postgraduate Diploma in Digital Marketing and E-Commerce

Introduction:

In today's fast-paced, tech-driven world, digital marketing has become a cornerstone of every business. To meet the industry demand Tumkur University is offering PG Diploma in Digital Marketing and E-Commerce. The course is designed to imbibe the necessary skills and knowledge to thrive in today's digital marketplace. The program equip with practical tools, strategies, knowledge and skills, necessary to excel in the rapidly evolving field of digital marketing and E Commerce through a blend of theoretical insights and practical applications, the program equips students with a comprehensive understanding of web-based and mobile-based technologies that foster interactive communication among various stakeholders. The program is designed for aspiring graduates/ Entrepreneurs/ Working professionals / marketers, professionals who want make a career in Digital Marketing and E commerce seeking career advancement, and entrepreneurs looking to leverage digital platforms for growth.

Program Highlights

- **Duration:** 1 Year
- **Study Mode:** On-Campus
- **Eligibility:** Graduates from any discipline with 45% for SC/ST and 50% for GM
- **Focus Areas:** Real-world applications, live projects, Case Studies.

Who Should Enroll?

- Graduates looking to build a career in digital marketing.
- Working professionals who want to upskill or switch to a digital marketing role.
- Entrepreneurs aiming to boost their business through online marketing.
- Marketing professionals seeking advanced digital marketing strategies.

Career Opportunities

- Digital Marketing Manager
- E-Commerce Specialist
- SEO/SEM Expert

- Social Media Manager
- E-Commerce Platform Manager
- PPC Campaign Manager

Course Objectives:

1. To provide students with the ability to create and execute effective digital marketing strategies that aligns with business objectives and drive measurable results.
2. Equip students with the skills necessary to design, manage, and optimize e-commerce platforms and processes, enhancing online sales and customer experience.
3. To enable students to analyze digital marketing and e-commerce data using advanced tools, facilitating informed decision-making and campaign optimization.
4. To educate students on the legal and ethical considerations in digital marketing and e-commerce, ensuring adherence to relevant regulations and best practices.

Course Outcomes:

1. Graduates will be adopted to planning and implementing targeted digital advertising campaigns across various platforms to achieve business goals.
2. Graduates will be skilled in setting up and managing e-commerce platforms, including product management, customer service, and order fulfilment.
3. Graduates will effectively use analytics tools to monitor and assess digital marketing and e-commerce performance, making data-driven adjustments for improved outcomes.
4. Graduates will have a clear understanding of the legal and ethical guidelines in digital marketing and e-commerce, ensuring compliant and responsible practice.

Eligibility Criteria:

- Bachelor's degree in any discipline from a recognized university or equivalent qualification.
- Basic knowledge of marketing principles is desirable but not mandatory.
- Relevant work experience in marketing or business is an advantage.

Teaching pedagogy:

The program employs a blend of teaching methodologies, including lectures, case studies, hands-on workshops, industry guest lectures, and practical projects. This approach ensures a well-rounded learning experience that combines theoretical knowledge with real-world application.

This diploma program is designed to provide a robust and practical education in digital marketing and e-commerce, preparing students for successful careers in this ever-expanding field.

Students will be taught through the combination of lecture, readings, case study, group discussions, role playing, Management games, audio video lectures, with a view to encourage them to develop their own leadership strengths and developing a path for success by improving the identified strengths and overcoming the limitations.

- Practical /Field Work / Assignment are part of contact hours for the faculty and must be considered in the workload.
- Each course content shall have indicative case studies which can be dealt in the class by the course instructor.

Medium of Instruction:

- The medium of instruction for the program is English.

Workshops and special lecture: The Department shall organize special lectures, workshops, Seminars, Academia Lecture series by inviting domain experts and Industry Leaders. The Department shall also organize workshops on Ad creation, Web Analytics, Content Marketing, Search Engine Optimization, to enhance the practical knowledge and confidence level of students to face employment interviews.

Credits:

Every ONE hour session per week of Lecture amounts to 1 credit per hour. One-year course, spread across 2 semesters with 44 credits.

Course Structure of PG Diploma in Digital Marketing and E Commerce

I Semester

Sl.No	Title of the Paper	CIE	ESE	Total	Credit
1	Fundamentals to Digital Marketing and E- Commerce	30	70	100	4
2	Digital Marketing for E Commerce	30	70	100	4
3	Search Engine Optimization and Search Engine Marketing	30	70	100	4
4	Social Media Marketing	30	70	100	4
5	E Commerce Infrastructure and Technology	30	70	100	4
6	Supply Chain Management for E commerce	30	70	100	4
7	Total	180	420	600	24

II SEMESTER

Sl.NO	Title of the paper	CIE	ESE	Total	Credit
1.	E Mail Marketing and mobile marketing	30	70	100	4
2.	Affiliate Marketing and Influencer Marketing	30	70	100	4
3.	Analytics and Metrics in Digital Marketing	30	70	100	4
4.	Website design and optimization	30	70	100	4
5.	Legal and ethical issues in Digital Marketing	30	70	100	4
6.	Project	30	70	100	4
7.	Total	180	420	600	24

Total Credits for the program = 44 CREDITS

Continuous Internal Evaluation (CIE) Component:

- The CIE component includes periodic assignments, quizzes, presentations, and class participation, which together account for 40% of the final grade.
- The Continuous Internal Evaluation (CIE) component is a crucial aspect of the Postgraduate Diploma in Digital Marketing and E-Commerce, ensuring on going assessment of students' understanding and engagement throughout the course.
- It comprises periodic assignments that challenge students to apply theoretical concepts to practical scenarios, fostering critical thinking and problem-solving skills.
- Quizzes are designed to test and reinforce knowledge on key topics, while presentations offer students the opportunity to articulate their insights and findings effectively, enhancing their communication skills.
- Additionally, class participation is encouraged to promote active learning and collaboration, enabling students to contribute to discussions and share diverse perspectives. Collectively, these CIE elements provide a comprehensive evaluation framework, supporting students' academic growth and preparing them for real-world applications in the digital marketing and e-commerce fields.

Project:

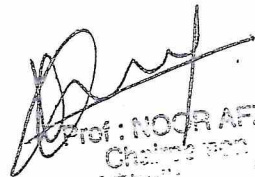
- Students are expected to carry out a Live Project in Second Semester.
- Students are required to complete a practical project that involves designing a comprehensive digital marketing or e-commerce strategy, demonstrating their ability to apply theoretical knowledge to real-world scenarios.

Fee:

- The total fee for the Postgraduate Diploma in Digital Marketing and E-Commerce is ₹30,000.

Skill component Digital Marketing and E-Commerce Strategy

- Develop a complete Digital Marketing and E-Commerce strategy for a real or simulated business. Implement SEO, SEM, Social Media, and Content Marketing strategies.
- Design an E-Commerce platform, optimize the user experience, and manage digital campaigns.
- Develop a comprehensive E-Commerce business plan.
- Design and launch an E-Commerce store using platforms like Amazon or Big Basket


Prof: NOOR AFZA
Chairman
Dept. of ...
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