

DIGITAL MARKETING

(Certificate Course)

Objective: The course aims to provide knowledge about the concepts, tools, techniques, and relevance of digital marketing in the present changing environment. It also enables the learners to learn the application of digital marketing tools and gain insight about the ethical and legal aspects involved therein.

Eligibility: A candidate must have passed 12th in Commerce from recognized board

SEM I

Unit 1: Introduction Concept, scope, and importance of digital marketing. Traditional marketing versus digital marketing. Challenges and opportunities for digital marketing. Digital penetration in the Indian market. Benefits to the customer; Digital marketing landscape: an overview. Ethical issues and legal challenges in digital marketing. Regulatory framework for digital marketing in India.

Unit 2: Digital Marketing Management Digital-marketing mix. Segmentation, Targeting, Differentiation, and Positioning: Concept, levels, and strategies in a digital environment; Digital technology and customer-relationship management. Digital consumers and their buying decision process.

Unit 3: Digital Marketing Presence Concept and role of Internet in marketing. Online marketing domains. The P.O.E.M framework. Website design and Domain name branding. Search engine optimization: stages, types of traffic, tactics. Online advertising: types, formats, requisites of a good online advertisement. Buying models. Online public relation management. Direct marketing: scope and growth. Email marketing, Facebook marketing, YouTube and Video marketing, Twitter Marketing, Instagram Marketing: types and strategies.

SEM II

Unit 1: Interactive Marketing Interactive marketing: concept and options. Social media marketing: concept and tools. Online communities and social networks. Blogging: types and role. Video marketing: tools and techniques. Mobile marketing tools. PPC marketing. Payment options.

Unit 2: Artificial Intelligence in Marketing Introduction of Artificial Intelligence in Marketing, How does AI Work, Benefit of AI in Marketing Automation, Content creation with AI, AI Tools available for Digital marketing.

Practical Exercises: The learners are required to:

1. Prepare a report on the difference between the popularity of any brand using both digital advertising as well as traditional advertising tools; versus any one brand still focusing most of funds on traditional advertising tools.
2. Create hypothetical advertising tools using Google Ads.
3. Prepare a report on all the possible sources of digital marketing like, Facebook, Instagram, etc

DIPLOMA /CERTIFICATE COURSE IN EVENT MANAGEMENT

S. No	Name of the paper	Practical	Theory	Full marks
	Event marketing	30	70	100
	Event Advertising		70	100
	Event production	30	70	100
	Event planning	30	70	100
	Event Accounting	30	70	100

semester 2

S No	Name of the paper	Practical	Theory	Full marks
1.	Special event topics	30	70	100
2.	Public relations	30	70	100
3.	IT for event management	30	70	100
4.	Cross-cultural management	30	70	100
5.	Event risk management	30	70	100
6.	Dissertation			100

ELIGIBILITY CRITERIA FOR DIPLOMA/CERTIFICATE IN EVENT MANAGEMENT

Admission for the Diploma in Event Management Course in India begins with checking the course's eligibility criteria, including a minimum aggregate of 45-50% in the 10+2 examination. If not percentage, there must be an equal CGPA. A passing score is required on the college-based entrance exams. This course is open to all ages.

ADMISSION PROCESS FOR DIPLOMA/CERTIFICATE IN EVENT MANAGEMENT

The Diploma/certificate in Event Management admission process begins with a minimum aggregate score of 45% to 50% in UG/PG from any recognized college or institute and passing marks on entrance exams conducted by national bodies. Then, aspirants are called to write a written test, participate in group discussions, and have a personal interview after passing the exams. Though the admission process varies from college to college, below mentioned are the steps that one should go through generally to get admission:

SELECTION PROCESS

The selection is based on the Diploma in Event Management eligibility criteria for the listed exams' minimum scores. Once that is done, there might be an entrance test in colleges. After passing those with a decent score, the aspirant is selected. Then, either with/without the loan, the fee has to be paid depending on the ones quoted by the institution.

SYLLABUS

Semester 1

1 Event Marketing:

The Evolution of Event Marketing,
E-Event Marketing,
Corporate Event Marketing,
Social Event Marketing, Association,
Convention and Exhibition Event Marketing.

2 Event Advertising:

Optimize your event registration website
Incorporate QR codes
Create info graphics
Promote your (branded) march

3 Event Planning:

The strategic planning of event design
 Preparing the proposal
Contractual negotiation with suppliers
Safety and security

4 Event Accounting:

Introduction to accounting

Income statement.
Balance sheet.
Statement of cash flows.
Projects (Events) Profitability

5 Event Production:

Introduction to event production
Types of events to be produced
Corporate event production
Production process
Building production team

6 Communication skills:

Effective communication in event
Importance of communication in event
Communication strategies
Pre-event communication tools

semester 2

7 Special event topics:

meaning of special event
Special event companies, meeting and conferences
Managing special events operations
Types of special events

8 Public relations:

Public relations in event management
The role of PR
Importance of PR in event management
PR event planning

9 IT for event management:

Impact of IT in event and marketing management
Research in IT in event industry

Information and communication in technology

10 Cross-cultural management:

Managing culture within organization
Importance of cross-cultural management
International cross-cultural management
Cross-culture events

11 Event risk management:

Event risk and safety
Types of risk in event management
Event risk planning
Importance of risk and safety management

12 Dissertation :

Project work for 15-30 days
Viva-voce of 100 marks on pro