

## Digital Marketing Syllabus

Week/Module	Topics
<b>Week 0</b>	<ul style="list-style-type: none"> <li>• Demo Video</li> <li>• Welcome to the course</li> <li>• Course Schedule</li> <li>• Grading Policy</li> <li>• Exam Details</li> <li>• FAQ</li> </ul>
<b>Week 1: Fundamentals of Digital Marketing</b>	<ul style="list-style-type: none"> <li>• Begin with Basics</li> <li>• Framework for Digital Marketing</li> <li>• Digitization, Digitalisation and Digital Transformation</li> <li>• Digital Business Model</li> <li>• Expert Insights</li> </ul>
<b>Week 2: Customer Experience in Digital Marketing</b>	<ul style="list-style-type: none"> <li>• Brand Success</li> <li>• Customer Experience (CX) in the digital age</li> <li>• Understanding the Customer Journey</li> <li>• Creating a Customer Journey</li> <li>• Conclusion - Understanding and Improving the Customer Journey</li> <li>• Expert Insights</li> </ul>
<b>Week 3: Digital Outbound Marketing</b>	<ul style="list-style-type: none"> <li>• Introduction to Digital Outbound Marketing</li> <li>• Digital Marketing Communication</li> <li>• DMC Characteristics</li> <li>• Communication Plan: 6M's Framework</li> <li>• DM Framework</li> <li>• Paid Media</li> <li>• Expert Insights</li> </ul>
	Mid – Term Assessment
<b>Week 4: Digital Inbound Marketing</b>	<ul style="list-style-type: none"> <li>• Introduction: Digital Inbound Marketing</li> <li>• Inbound Marketing Holistic and Integrated Strategy</li> <li>• Inbound marketing – Engagement</li> <li>• Understanding Engagement in Inbound Marketing</li> <li>• Why people share videos ?</li> </ul>

	<ul style="list-style-type: none"> <li>• Business Objectives of Content Marketing</li> <li>• Content Marketing Phases</li> <li>• Components of SEO</li> <li>• Expert Insights</li> </ul>
<b>Week 5: Leveraging Social Media</b>	<ul style="list-style-type: none"> <li>• Growth of Social Media</li> <li>• Leveraging social media for open innovation</li> <li>• Social strategies</li> <li>• Social Strategy – Options</li> <li>• Amul - Thematically Consistent and Integrated</li> <li>• Social Media Endorsements</li> <li>• Measuring the ROI on Social Media Campaigns</li> <li>• Conclusion</li> <li>• Expert Insights</li> </ul>
<b>Week 6: Customer Insights &amp; Co-Creation</b>	<ul style="list-style-type: none"> <li>• Introduction</li> <li>• Customer Insights and Engagement</li> <li>• Customer Insights Example</li> <li>• Customer Analysis</li> <li>• Customer Retention</li> <li>• Market Development</li> <li>• Product Development</li> <li>• Customer Role in Product Development</li> <li>• Customer Co-creation</li> <li>• Market Development</li> <li>• Expert Insights</li> </ul>
	End – Term Assessment

### Final Exam Details:

If you wish to obtain a certificate, you must register and take the proctored exam in person at one of the designated exam centres. The registration URL will be announced when the registration form is open. To obtain the certification, you need to fill out the online registration form and pay the exam fee. More details will be provided when the exam registration form is published, including any potential changes. For further information on the exam locations and the conditions associated with filling out the form, please refer to the form.

### Grading Policy:

Assessment Type	Weightage
Mid-Term & End-Term	25%



<b>Final Exam</b>	75%
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**Certificate Eligibility:**

- 40% marks and above in Mid Term & End Term
- 40% marks and above in the final proctored exam

***Disclaimer: In order to be eligible for the certificate, you must register for enrolment and exams using the same email ID. If different email IDs are used, you will not be considered eligible for the certificate.***