

JAMSHEDPUR WOMEN'S UNIVERSITY
CERTIFICATE COURSE ON DIGITAL MARKETING
(1-Year Programme)
ADMISSION INFORMATION

INTRODUCTION

Department of Commerce & Business Management, Jamshedpur women's University, Jamshedpur is dedicated towards, creating dynamic Business environment in accordance with the present competitive environment, we have introduced Certificate course in DIGITAL MARKETING . GST has been biggest Tax reform in India. The certificate course on DIGITAL MARKETING is designed to give. In-depth knowledge of Goods service Tax. It will help students to give working knowledge on DIGITAL MARKETING. The course is aimed to benefit students for seeking career opportunities in the Taxation domain. DIGITAL MARKETING course can prepare students to face competitions and they can learn practical



Sl.No	Information	Dates
1.	Eligibility for Admission	Bachelor Degree and PG with any stream (Art, Science and Commerce) with 45% Marks
2.	Fee structure	Rs 10,000 /- Per semester
3.	Course Duration	2 Semesters

Digital Marketing

Department of Commerce & Business Management, Jamshedpur women's University, Jamshedpur is dedicated to, creating a dynamic Business environment in accordance with the present competitive environment, we have introduced a Certificate course in Digital Marketing

It can help students to seek career opportunities in the marketing domain, nowadays Digital Marketing has a very vast area and it is constantly evolving on different platforms. Building Experience in digital marketing impacts website rankings and provides multiple opportunities for career growth.

- a) **Eligibility** – Students of Jamshedpur Women's University Jamshedpur of any stream, (Science, Art, Commerce) UG / PG / Vocational, are eligible for Admission.

Fees - 10,000 per semester

Duration – one year (2 semesters)

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 scenario. It also enables the learners to learn the application of digital marketing tools and acquaint 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, Benefits 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