

Program: B.Voc in Digital Marketing

L = Lecture

T = Tutorial

P = Practical

C = Credits

Semester-I (Digital Marketing Foundations)

S No.	Course Type	Se m	Course Code	Course	L	T	P	C
1	General Education	I		Fundamentals of Marketing & Consumer Behaviour - Marketing Mix: 4Ps (Product, Price, Place, Promotion) & 7Ps for Services - Market Research Methods: Primary vs Secondary, Surveys, Focus Groups, PESTLE & SWOT - Segmentation, Targeting & Positioning (STP Framework) - Consumer Decision-Making Process (Awareness to Purchase to Loyalty) - Buyer Psychology: Maslow's Hierarchy, Cognitive Biases & Emotional Triggers - Principles of Influence: Reciprocity, Scarcity, Social Proof, Authority (Cialdini) - Neuromarketing: How the Brain Responds to Ads, Colours & Messaging - Customer Journey Mapping, Touchpoint Analysis & Building Empathy Maps - Creating Customer Personas & Market Demand Estimation - Traditional vs Digital Marketing: Key Differences, Advantages & Use Cases	2	2	4	6
2	General Education	I		Search Engine Optimization (SEO) - Complete Module - How Search Engines Work: Crawling, Indexing, Ranking & Algorithm Updates - Keyword Research: Search Intent (Informational, Navigational, Transactional), Long-tail & Keyword Clustering - On-Page SEO: Meta Titles, Descriptions, Headings (H1-H6), URL Structure, Alt Text & Internal Linking - Off-Page SEO: Link Building, Guest Posting, Domain Authority & Backlink Audit Techniques - Technical SEO: Site Speed, Mobile-First Indexing, Core Web Vitals, Sitemaps, Robots.txt & Canonical Tags - Schema Markup & Structured Data for Rich Snippets (FAQ, Product, Review Schemas) - Local SEO: Google My Business Optimization, NAP Consistency & Local Citation Building - SEO Auditing: Full Website Audit using SEMrush, Ahrefs, Screaming Frog & Ubersuggest - Google Algorithm Updates: Panda, Penguin, Helpful Content Update & E-E-A-T Framework - SEO Reporting: Tracking Keyword Rankings, Organic Traffic Growth & Search Conversions	2	2	4	6
3	General Education	I		Web Analytics & Digital Marketing Measurement - What is Digital Analytics & Why it Matters for Every Marketing Campaign - Google Analytics 4 (GA4): Interface, Sessions, Users, Engagement Rate & Bounce Rate - Setting Up GA4: Data Streams, Events, Custom Conversions & Audience Segments - Goal & Event Tracking: Form Fills, Button Clicks, Purchases & Video Views - UTM Parameters & Campaign Tracking: Building & Applying UTM Links for All Channels - Google Search Console: Impressions, CTR, Average Position, Index Coverage & Core Web Vitals - Google Tag Manager: Setting Up Tags, Triggers & Variables without Touching Code - Creating Custom Dashboards & Automated Reports in Looker Studio (Google Data Studio) - Interpreting Marketing Data: Which Metrics Matter at Each Stage of the Funnel - Introduction to Hotjar: Heatmaps, Session Recordings & Collecting User Feedback	0	0	2 4	9

4	General Education	I		Communication, Business Writing & Graphic Design for Marketing - Business Email Writing, Professional Correspondence & Client Proposal Formatting - Report Writing, Marketing Briefs & Presentation Structuring for Clients - Persuasive Writing & Storytelling Techniques Applied to Marketing Contexts - Design Principles: Balance, Contrast, Hierarchy, Alignment, White Space & Proximity - Colour Theory for Marketing: Psychology of Colours & Brand Colour Application - Typography: Choosing Fonts, Font Pairing Rules & Readability for Digital Screens - Creating Marketing Creatives using Canva: Social Posts, Banners, Posters, Stories & Presentations - Introduction to Adobe Photoshop: Layers, Masking, Retouching & Exporting for Web - Brand Consistency in Visuals: Style Guides, Brand Kits & Reusable Template Systems - Image Optimization: File Formats (JPG, PNG, WebP), Compression & Platform-specific Sizing	0	0	2 4	9
TOTAL							30	

Semester-II (Content & Paid Media)

S No.	Course Type	Sem	Course Code	Course	L	T	P	C
1	General Education	II		Social Media Marketing (SMM) - All Platforms & Full Strategy - Overview of All Major Platforms: Facebook, Instagram, LinkedIn, YouTube, Twitter/X, Pinterest & Threads - How Platform Algorithms Work & What Content Gets Distributed and Prioritized - Social Media Strategy: Goal Setting, Platform Selection Based on Target Audience - Content Calendar Planning & Scheduling using Buffer, Hootsuite & Meta Business Suite - Organic Content Creation: Reels, Stories, Carousels, Static Posts & Live Streaming - Hashtag Research Strategy, Trend Leveraging & Understanding Virality Mechanics - Community Management: Responding to Comments, DMs, Reviews & Handling Criticism - Social Media Analytics: Reach, Impressions, Engagement Rate, Saves & Follower Growth - LinkedIn Marketing for B2B, Thought Leadership & Building a Professional Personal Brand - YouTube Channel Setup, Video Optimization, Playlists & Organic Growth Strategy	2	2	4	6
2	General Education	II		Content Writing, Copywriting & Content Marketing Strategy - Fundamentals of Content Marketing: Why Content is the Engine Behind Every Digital Channel - Blog Writing: Structure (Intro, Body, CTA), SEO Integration & Strategic Keyword Placement - Headline Formulas: AIDA, PAS & FAB - Writing Headlines That Get Clicked - Ad Copywriting: Headlines, Subheadlines, CTAs, Value Propositions & Tagline Creation - Social Media Caption Writing: Hooks, Pattern Interrupts, Engagement Triggers & Story Copy - Long-form vs Short-form Content Strategy: When to Use Each & How to Repurpose Efficiently - Content Repurposing: Converting One Blog Post into 10+ Assets (Reels, Infographics, Emails, Threads) - Landing Page Copywriting: Conversion-focused Writing, Trust Signals & Objection Handling - Writing Product Descriptions for E-Commerce Platforms (Amazon, Flipkart, Shopify) - Building a Full Content Strategy: Pillars, Ideation, Production Pipeline, Distribution & Measurement	2	2	4	6

3	General Education	II		Email Marketing & Marketing Automation - Complete Module - Email Marketing Strategy: List Building Techniques, Lead Magnets & Opt-in Form Design - Email Campaign Design: Template Structure, Visual Hierarchy, CTA Placement & Mobile Optimization - Audience Segmentation: Behavioural, Demographic, Purchase History & Lifecycle-based Segments - Personalization Techniques: Dynamic Content, First-name Tags & Behavioural Trigger Emails - A/B Testing: Subject Lines, Preview Text, Send Times, CTA Copy & Email Layouts - Marketing Automation Workflows: Welcome Series, Drip Campaigns, Cart Abandonment & Re-engagement - Tools in Depth: Mailchimp, HubSpot, ActiveCampaign & Klaviyo - Setup, Automation & Reporting - Email Deliverability: Understanding SPF, DKIM, DMARC, Spam Filters & Inbox Placement - GDPR, CAN-SPAM & Compliance: Permission-based Marketing & Unsubscribe Management - Email KPIs: Open Rate, CTR, Conversion Rate, Bounce Rate, Unsubscribe Rate & List Health	0	0	2 4	9
4	General Education	II		Google Ads, Meta Ads & Complete Paid Advertising (PPC) - Introduction to the Paid Media Ecosystem: How PPC Works, Ad Auctions & Bidding Strategies - Google Ads Account Structure: Campaigns, Ad Groups, Ads & Keywords Hierarchy - Search Ads: Keyword Match Types (Broad, Phrase, Exact, Negative), Quality Score & Ad Rank Formula - Smart Bidding: CPC, CPA, Target ROAS, Maximize Conversions & Impression Share Strategies - Display Ads: Banner Creation, Affinity & In-market Audience Targeting, Placements & Remarketing - Video Ads (YouTube): TrueView In-stream, Bumper Ads, In-feed & Non-skippable Ad Formats - Shopping Ads: Google Merchant Centre Setup, Product Feed Optimization & Smart Shopping Campaigns - Meta Ads Manager: Campaign Objectives, Custom Audiences, Lookalike Audiences & Retargeting Setup - Ad Creative Best Practices: Image Specs, Video Ads, Carousel & Dynamic Ads for Meta & Google - Conversion Tracking: Setting up Google Ads Conversions, Meta Pixel, ROI Calculation & Optimization	0	0	2 4	9
TOTAL							30	

Semester-III (Advanced Digital Strategies)

S No.	Course Type	Sem	Course Code	Course	L	T	P	C
1	General Education	III		E-Commerce Marketing & Marketplace Management - Introduction to E-Commerce Business Models: D2C, B2B, B2C, Marketplace & Subscription - Setting Up an Online Store: Shopify Basics, WooCommerce Overview & Website Must-haves for Selling - Product Listing Optimization: Titles, Bullet Points, Descriptions, Images & A+ Content - Marketplace Marketing: Amazon Seller Central, Flipkart & Meesho - Ads, Promotions & Ranking - E-Commerce SEO: Category Page, Product Page SEO & Internal Linking for Stores - Conversion Rate Optimization (CRO): Landing Page Design, Checkout Funnel Fixes & UX Improvements - Abandoned Cart Recovery: Email Sequences, Retargeting Ads, Push Notifications & Exit-intent Popups - Customer Retention Strategies: Loyalty Programmes, Upselling, Cross-selling & Post-purchase Journeys - E-Commerce Analytics: Revenue, Average Order Value (AOV), CAC & Customer Lifetime Value (LTV) - Running Seasonal Campaigns, Flash Sales, Coupon Marketing & Festive Promotional Strategies	2	2	4	6

2	General Education	III	<p>Video Marketing, YouTube SEO & Visual Content Production</p> <ul style="list-style-type: none"> - The Power of Video in Digital Marketing: Platform Trends & How Consumers Engage with Video - Video Content Strategy: Types - Explainer, Testimonial, Product Demo, Behind the Scenes & Vlog - Scriptwriting & Storyboarding: Planning a Marketing Video Before Any Filming Begins - Video Production Basics: Lighting Setup, Sound Quality, Framing Techniques & On-camera Confidence - Video Editing Tools: CapCut (Mobile), Adobe Premiere Pro & DaVinci Resolve (Desktop) - YouTube SEO: Channel Setup, Video Title & Description Optimization, Tags, Chapters & Custom Thumbnails - YouTube Analytics: Watch Time, Click-through Rate (CTR), Audience Retention & Subscriber Growth - Short-form Video Strategy: Instagram Reels & YouTube Shorts - Hooks, Pacing & Trending Audio - Live Streaming for Marketing: YouTube Live, Instagram Live & LinkedIn Live Best Practices - Video Repurposing: Turning Long Videos into Shorts, Blog Posts, Podcasts & Email Content 	2	2	4	6
3	General Education	III	<p>Influencer Marketing, Affiliate Marketing & Online Reputation Management (ORM)</p> <ul style="list-style-type: none"> - Introduction to Influencer Marketing: Nano (1K-10K), Micro (10K-100K), Macro & Celebrity Tiers - Identifying the Right Influencers: Niche Fit, Engagement Rate, Audience Quality & Authenticity Checks - Influencer Outreach: Writing Pitch Emails, Collaboration Proposals & Gifted vs Paid Partnership Structures - Creating Influencer Briefs: Deliverables, Timelines, Dos & Don'ts & Brand Guidelines for Creators - Campaign Management: Content Review, Approval Cycles & Publishing Coordination - Measuring Influencer ROI: Reach, Impressions, Engagement, Story Views, Conversions & CPE - Affiliate Marketing Setup: Programme Structure, Tracking Links, Cookies & Commission Models - Affiliate Networks & Tools: Impact, ShareASale, CJ Affiliate & Amazon Associates - Online Reputation Management (ORM): Monitoring Brand Mentions using Google Alerts & Brandwatch - Handling Negative Reviews, PR Crises & Brand Criticism Professionally Across All Platforms 	0	0	2 4	9
4	General Education	III	<p>Brand Management & Full Digital Marketing Strategy Planning</p> <ul style="list-style-type: none"> - What Makes a Brand: Identity, Image, Equity & Brand Voice Framework - Creating Brand Guidelines: Logo Usage, Colour Palette, Typography & Tone of Voice Document - Brand Storytelling: Crafting a Compelling Origin Story, Mission & Emotional Brand Narrative - Building a 360-Degree Digital Marketing Strategy: Channel Mix, Budget Allocation & KPIs - Conducting a Full Digital Audit: Evaluating SEO, Social, Paid, Email, Website & ORM Health - Competitor Benchmarking, Gap Analysis & Positioning Strategy Development - Marketing Funnel Strategy: Top (Awareness), Middle (Consideration) & Bottom (Conversion) Tactics - Campaign Planning: Writing a Creative Brief, Messaging Framework & Media Plan - Freelancing & Entrepreneurship in Digital Marketing: Pricing, Writing Proposals & Client Acquisition - Personal Branding for Marketers: Building a Portfolio, Optimizing LinkedIn & Thought Leadership 	0	0	2 4	9
TOTAL							30

S No.	Course Type	Se m	Course Code	Course	L	T	P	C
1	On-The-Job-Training	IV		SEO & Analytics Implementation on Live Client Websites [Applied from Semester I] - Performing complete SEO audits for real client websites using SEMrush, Ahrefs & Screaming Frog - Executing on-page SEO changes: updating meta titles, descriptions, headings, alt text & internal links - Building backlinks through guest posting, directory listings & outreach to relevant websites - Identifying & resolving technical SEO issues: broken links, page speed problems & mobile usability errors - Setting up GA4 & Google Search Console for clients, configuring UTM tracking for all campaigns - Building automated SEO & traffic performance reports in Looker Studio and presenting to clients monthly			4	2
2	On-The-Job-Training	IV		Social Media Account Management for Real Brands [Applied from Semester II] - Managing live Instagram, Facebook, LinkedIn & YouTube accounts for assigned brands daily - Creating and executing monthly content calendars with Reels, carousels, stories & static posts - Writing captions with strong hooks, relevant hashtags & CTAs, scheduling via Buffer or Hootsuite - Handling community management: responding to all comments, DMs, reviews & escalating issues - Analysing monthly platform analytics: reach, engagement rate, follower growth & top-performing content - Presenting monthly social media reports with data-backed insights & next-month improvement strategy			8	4
3	On-The-Job-Training	IV		Content Production & Copywriting for Live Client Campaigns [Applied from Semester II] - Writing SEO-optimized blog articles for client websites (minimum 2 published articles per month) - Producing ad copy for Meta & Google campaigns: headlines, descriptions, CTAs & display ad text - Writing email newsletters, promotional blast campaigns & 3-step automated email sequences for clients - Creating landing page copy, product descriptions & social media captions for live brand campaigns - Repurposing long-form content into short-form posts, infographics, quote graphics & email snippets - Submitting all content for supervisor and client review, incorporating feedback & meeting all deadlines			4 8	24
TOTAL								30

Semester-V (Digital Marketing Practicum II)

S No.	Course Type	Se m	Course Code	Course	L	T	P	C
1	On-The-Job-Training	V		Live Google Ads & Meta Paid Advertising Campaign Management [Applied from Semester II] - Setting up & managing live Google Search, Display & YouTube campaigns for real client accounts - Configuring Meta Ads Manager: selecting objectives, building audiences & uploading ad creatives - Installing & verifying Meta Pixel & Google Tag Manager conversion tracking on client websites - Monitoring daily ad metrics: spend, CTR, CPC, ROAS & adjusting bids and targeting in real time - Running A/B tests on ad creatives, headline variations, audience segments & landing page versions - Preparing weekly paid media reports covering budget utilization, ROI & optimization actions taken			4	2

2	On-The-Job-Training	V		E-Commerce Campaign Execution & Live Marketplace Management [Applied from Semester III] - Managing live product listings on Amazon, Flipkart or Shopify for assigned brand accounts - Optimizing product titles, bullet points, descriptions, images & backend keywords for marketplace SEO - Setting up sponsored product ads, seasonal promotions & running flash sale campaigns - Monitoring performance metrics: conversion rate, AOV, abandoned cart rate, returns & customer reviews - Implementing CRO improvements: refining product pages, streamlining checkout & adding trust signals - Coordinating with logistics, inventory & customer support teams in a live business environment			8	4
3	On-The-Job-Training	V		Video Production, YouTube Management & Influencer Campaign Execution [Applied from Semester III] - Planning, scripting, filming & editing short-form and long-form video content for real brand channels - Publishing YouTube videos with optimized titles, descriptions, tags, chapters & custom thumbnails - Creating Instagram Reels & YouTube Shorts weekly for brand accounts with strong hooks & trending audio - Identifying, outreaching & onboarding micro-influencers for live brand collaboration campaigns - Reviewing influencer content deliverables, ensuring brand brief compliance & managing publishing - Measuring video & influencer campaign performance: views, watch time, engagement & conversions			4 8	24
TOTAL								30

Semester-VI (Industry Internship & Capstone)

S No.	Course Type	Se m	Course Code	Course	L	T	P	C
1	On-The-Job-Training	VI		Independent 360-Degree Digital Campaign Management - Full Client Handling [Applied from All Semesters] - Independently managing complete digital campaigns across SEO, Paid, Social, Email & Content simultaneously - Conducting monthly digital audits & updating strategy dynamically based on live performance data - Planning full campaign budgets: allocating spend across channels & justifying decisions with analytics - Leading client calls: presenting monthly strategy plans, reporting campaign results & managing feedback - Handling real-time crises: negative PR, ad disapprovals, sudden ranking drops & social media backlash - Collaborating with design, development, sales & leadership teams in a live agency or brand environment			4	2
2	On-The-Job-Training	VI		Brand Management, ORM & Advanced Analytics in a Live Environment [Applied from Semester I & III] - Maintaining brand voice, tone & visual consistency across all digital touchpoints for real clients - Creating & updating brand guidelines, content style guides & reusable creative template libraries - Monitoring brand mentions daily using Google Alerts or Brandwatch and actioning responses - Managing negative reviews on Google, Amazon & social platforms with professional brand-safe responses - Building multi-channel reporting dashboards in Looker Studio using GA4, Meta, Google Ads & Email data - Preparing monthly performance reviews with funnel analysis, insights & next-quarter strategic recommendations			8	4

3	On-The-Job-Training	VI		Professional Development, Certifications & Industry Readiness [Applied from All Semesters] - Building a comprehensive professional portfolio documenting all campaigns, results & case studies - Resume writing, LinkedIn profile optimization, cover letter crafting & interview preparation workshops - Completing industry certifications: Google Analytics, Google Ads, Meta Blueprint & HubSpot Inbound - Attending live industry webinars, digital marketing events & networking with professionals - Mock client pitch sessions: presenting campaign proposals to faculty & industry mentors for feedback - Freelancing readiness: setting up a service profile, writing client proposals & pricing packages			8	4
4	On-The-Job-Training	VI		Capstone Project - Complete Real-World Digital Marketing Campaign [Synthesis of All 3 Teaching Semesters] - Selecting a real or live brand & conducting a full 360-degree digital audit (SEO, Social, Paid, Email, Video & ORM) - Developing a complete multi-channel strategy with goals, KPIs, budget breakdown, timeline & creative direction - Executing the full campaign independently across all channels covered in Semesters I, II & III - Tracking all KPIs weekly in a live dashboard, analysing results & iterating strategy based on real data - Compiling final results into a comprehensive case study report with before/after analysis & key learnings - Presenting the Capstone Project to faculty, industry jury & peers for final evaluation & programme certification			40	20
	TOTAL							30

Note: Program structure is indicative and subject to university guidelines.