

Dr. D. Y. Patil Vidyapeeth, Pune

(Deemed to be University)

(Re-accredited by NAAC with a CGPA of 3.64 on a four-point scale at 'A++ Grade)
(An ISO 9001: 2015 Certified University)

Centre for Online Learning

Program Structure

Certificate Programme in Digital Marketing

Summary:

Programme Title	Total Credits	Total Course	Total Marks	
Certificate Programme in	20	5	500	
Digital Marketing (6 Months)		2	200	

Programme Structure

Course Code	Course Title	Credits	Marks			Total
			Formative Assessment	Summative Assessment	Total Marks	learner's Engagement in Hours
DM-101	Introduction to Digital Marketing	4	30	70	100	60
DM-102	Search Engine Optimization	4	30	70	100	60
DM-103	Integrated Marketing Communication	4	30	70	100	60
DM-104	Social Media Marketing	4	30	70	100	60
DM-105	Emerging Trends in Information Technology	4	30	70	100	60
		20			500	