

Program Structure

Certificate Programme in Digital Marketing

Summary:

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

Programme Structure

Course Code	Course Title	Credits	Marks		Total Marks	Total learner's Engagement in Hours
			Formative Assessment	Summative Assessment		
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	