SYLLABUS FOR THE BATCH FROM YEAR 2025 TO 2026 FOR

Certificate /Diploma in Digital Marketing

(Credit Based Evaluation and Grading System)

Semester: I-II

EXAMINATIONS: 2025-2026

The Certificate/Diploma Programme Offered:
- **Certificate Course in Digital Marketing (6 Months duration)**
- **Diploma in Digital Marketing (6+6 = 12 Months duration)**

Program Outcomes:
- **Develop Core Digital Marketing Skills**: Students will be provided with a strong foundation in core digital marketing areas such as social media marketing, search engine optimization (SEO), pay-per-click advertising (PPC), content marketing, email marketing, and web analytics.
- **Master Digital Tools & Technologies**: Students will be familiarized with industry-leading digital marketing tools, platforms, technologies used to manage campaigns, track performance, and optimize strategies.
- **Prepare for Real-World Application**: Students will have hands-on experience through practical projects, and case studies to prepare for real-world challenges and opportunities in digital marketing.

Name of the department: University Business School

In collaboration with

Directorate of Open & Distance Learning and Online Studies

GURU NANAK DEV UNIVERSITY AMRITSAR

Certificate/ Diploma in DIGITAL MARKETING (SEMESTER SYSTEM) Offered by Department of University Business School in Collaboration with Directorate of Open & Distance Learning and Online Studies, Guru Nanak Dev University Amritsar

Eligibility
- +2 or equivalent examination
- Any student pursuing Bachelor Degree, Master Degree, M.Phil., Ph.D. from GNDU campus constituted or affiliated college.

Semester-I

| Paper Code | Subject | Marks | | | Credits |
		Internal Assessment	End Term	Total	
ODDM111T	Introduction to Digital Marketing	30	70	100	4
ODDM112T	Display Advertising	30	70	100	4
ODDM113T	Social Media Marketing	30	70	100	4
ODDM114T	Search Engine Optimisation	30	70	100	4
	Total Marks & Credits	**120**	**280**	**400**	**16**

Semester-II

| Paper Code | Subject | Marks | | | Credits |
		Internal Assessment	End Term	Total	
ODDM211T	Search Engine Advertising	30	70	100	4
ODDM212T	Emerging Online Marketing Platforms	30	70	100	4
ODDM213T	Mobile Marketing	30	70	100	4
ODDM214T	Video Marketing	30	70	100	4
	Total Marks & Credits	**120**	**280**	**400**	**16**

Certificate/ Diploma in DIGITAL MARKETING (SEMESTER SYSTEM) Offered by Department of University Business School in Collaboration with Directorate of Open & Distance Learning and Online Studies, Guru Nanak Dev University Amritsar

Subject Name: Introduction to Digital Marketing
Subject Code: ODDM111T
(Semester – I)

Time: 03 Hours   **Max. Marks: 100 Marks**
Internal Assessment: 30 Marks
End Term: 70 Marks

Instructions for the Paper-Setter/examiner:
1. Question paper shall consist of **Four sections**.
2. Paper setter shall set **Eight questions** in all by selecting **Two questions** of equal marks from each section. However, a question may have sub-parts (not exceeding four sub- parts) and appropriate allocation of marks should be done for each sub-part.
3. Candidates shall attempt **Five questions** in all, by at least selecting **One question** from each section and the **5th question** may be attempted from any of the **Four sections**.
4. The question paper should be strictly according to the instructions mentioned above. In no case a question should be asked outside the syllabus.

SECTION–A

Digital Marketing: Introduction, 5 D's, digital consumer – behavioral traits and engagement, origin and development, 10 C's for internet marketers, online marketing environment in the Modern Economy.

SECTION–B

Internet usage in India, digital marketing landscape, digital marketing strategy, digital marketing plan, ethical and legal framework, skills set, career options in digital marketing.

SECTION–C

Digital marketing mix: product, price, place, promotion. Customer Engagement on social media, strategies to increase media engagement, affiliate marketing, partnership marketing, e-mail marketing, content marketing.

SECTION–D

Technological Advancements in Digital Marketing: Voice search, beacon technology, micro moment marketing, cross device marketing, artificial intelligence, chatbots, big data, virtual reality, augmented reality, blockchain technology, customer relationship management, marketing automation, payment options.

Suggested Readings;
1. Gupta, Seema-Digital Marketing; McGraw Hill Education.
2. Gay Richard, Charlesworth Alan & Esen Rita- Online Marketing, Online Resource Center, Oxford University Press.
3. Bhatia, Puneet Singh-Fundamentals of Digital Marketing, Pearson Publisher, Edition 2017.
4. Dan Zarella, Social Media Marketing, O Reilly. R Solomon and Tracy, Social Media Marketing: Pearson New International Edition.

Certificate/ Diploma in DIGITAL MARKETING (SEMESTER SYSTEM) Offered by Department of University Business School in Collaboration with Directorate of Open & Distance Learning and Online Studies, Guru Nanak Dev University Amritsar

Subject Name: Display Advertising
Subject Code: ODDM112T
(Semester – I)

Time: 03 Hours   **Max. Marks: 100 Marks**
                                                        Internal Assessment: 30 Marks
                                                        End Term: 70 Marks

Instructions for the Paper-Setter/examiner:
1. Question paper shall consist of **Four sections**.
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Section-A
- Concept of Display Advertising – Display Advertising Media
- Digital Metrics – Ad Impressions, Clicks, Click Through Rate
- Types of Display Ads – Format, Display Ad size
- How to make a good ad
- Display Plan

Section-B
- Targeting in Digital Marketing – Content Targeting, Placement Targeting, Remarketing, Interest Categories
- Geographic and Language Tagging – Demographics, Mobile, CRM, Lookalike Targeting
- Other Targeting Methods – Ad scheduling, Frequency Capping

Section-C
- Ad Server
- Ad Exchange – Open Exchanges, Private Exchanges, Real-time bidding, Programmatic Dynamic Creative Optimization, Programmatic Audio, Music Applications, News Applications, Call Intent Targeting

Section-D
- Challenges Faced by Display Advertising – Ad viewability, Metrics available for viewability, On-target reach, Ad Fraud, Brand Health, Media Quality, Ad blockers
- Case Studies related to Display Advertising

Suggested Readings:
1. Gupta, S., Digital Marketing, McGraw Hill Education (India) Pvt. Ltd., Chennai.
2. Gay Richard, Charlesworth Alan & Esen Rita- Online Marketing, Online Resource Center, Oxford University Press.

3. Bhatia, Puneet Singh-Fundamentals of Digital Marketing, Pearson Publisher, Edition 2017.

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Subject Name: Social Media Marketing
Subject Code: ODDM113T
(Semester – I)

Time: 03 Hours

Max. Marks: 100 Marks
Internal Assessment: 30 Marks
End Term: 70 Marks

Instructions for the Paper-Setter/examiner:

1. Question paper shall consist of **Four sections**.
2. Paper setter shall set **Eight questions** in all by selecting **Two questions** of equal marks from each section. However, a question may have sub-parts (not exceeding four sub- parts) and appropriate allocation of marks should be done for each sub-part.
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SECTION–A

- Social media: Importance for organizations and consumers, advantages and disadvantages, social web and customer engagement, the engagement process.
- Influencers in social media and types of influencers.

SECTION–B

- Social media strategy: Introduction, process, content strategy, target group, platform, implementation, measure
- Social entertainment: forms and gamification.

SECTION–C

- Social Media Marketing Plan: strategies, social listening, assessing social media presence, social media competitive analysis, social media goals
- Measurement: on site metrics, off site metrics.

SECTION–D

- Social Media Marketing Platforms and Trends: Facebook, Instagram, Twitter, Blogging, Vlogging, Podcasts, webinars, live streaming, sharing videos, photos and Images.

Suggested Readings;

1. Gupta, Seema-Digital Marketing; McGraw Hill Education.

2. Gay Richard, Charlesworth Alan & Esen Rita- Online Marketing, Online Resource Center, Oxford University Press.

3. Bhatia, Puneet Singh-Fundamentals of Digital Marketing, Pearson Publisher, Edition 2017.

4. Dan Zarella, Social Media Marketing, O Reilly. R Solomon and Tracy, Social Media Marketing: Pearson New International Edition.

Certificate/ Diploma in DIGITAL MARKETING (SEMESTER SYSTEM) Offered by Department of University Business School in Collaboration with Directorate of Open & Distance Learning and Online Studies, Guru Nanak Dev University Amritsar

Subject Name: Search Engine Optimization
Subject Code: ODDM114T
(Semester – I)

Time: 03 Hours

Max. Marks: 100 Marks
Internal Assessment: 30 Marks
End Term: 70 Marks

Instructions for the Paper-Setter/examiner:

1. Question paper shall consist of **Four sections**.
2. Paper setter shall set **Eight questions** in all by selecting **Two questions** of equal marks from each section. However, a question may have sub-parts (not exceeding four sub- parts) and appropriate allocation of marks should be done for each sub-part.
3. Candidates shall attempt **Five questions** in all, by at least selecting **One question** from each section and the **5th question** may be attempted from any of the **Four sections**.
4. The question paper should be strictly according to the instructions mentioned above. In no case a question should be asked outside the syllabus.

Section-A
- The concept of Search Engine Optimization
- SEO Phases, Website Audit

Section-B
- On-Page Optimization – Technical Elements, Domains, 404/500 Errors, Keywords, Microsites
- Off-page optimization – Backlink, Authority and Hubs, Blog Posts, Press Release, Directories, Forums

Section-C
- Social Media Reach
- SEO Tactics, Google Search Engine, other suggested tools
- Google Maps Marketing, Google My Business

Section-D
- SEO Visual Search- visual search over traditional search, Google Lens
- Subdomains vs Subfolders
- Having a great website

Suggested Readings;

1. Gupta, Seema-Digital Marketing; McGraw Hill Education.

2. Dan Zarella, Social Media Marketing, O Reilly. R Solomon and Tracy, Social Media Marketing: Pearson New International Edition.

3. Kingsnorth, Simon – Digital Marketing Strategy; Kogan Page Ltd.

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Subject Name: Search Engine Advertising
Subject Code: ODDM211T
(Semester – II)

Time: 03 Hours

Max. Marks: 100 Marks
Internal Assessment: 30 Marks
End Term: 70 Marks

Instructions for the Paper-Setter/examiner:
1. Question paper shall consist of **Four sections**.
2. Paper setter shall set **Eight questions** in all by selecting **Two questions** of equal marks from each section. However, a question may have sub-parts (not exceeding four sub- parts) and appropriate allocation of marks should be done for each sub-part.
3. Candidates shall attempt **Five questions** in all, by at least selecting **One question** from each section and the **5th question** may be attempted from any of the **Four sections**.
4. The question paper should be strictly according to the instructions mentioned above. In no case a question should be asked outside the syllabus.

Section-A
- Introduction to Search Engine Advertising
- Why pay for search advertising? – Capture intent, ease of action, controlled costs, analytics, competition

Section-B
- Understanding Ad placement and Ad Ranks
- Why is Ad Rank important – Primary effects, Competition for attention theory, information overload

Section-C
- Google Ads account – campaigns, ad groups, Anatomy of a search Ad
- Best practices for creating Effective Ads
- Enhancing your ad campaign – Keyword targeting, creating advanced ad formats, shopping ads, Conversion tracking, invalid clicks

Section-D
- Performance reports – Segments, Formats, Filters, Rows and columns, Search Terms, Auction insights
- E-commerce ads vs Google ads
- Case Studies related to Search Engine Advertising

Suggested Readings:
1. Gupta, S., Digital Marketing, McGraw Hill Education (India) Pvt. Ltd., Chennai.
2. Gay Richard, Charlesworth Alan & Esen Rita- Online Marketing, Online Resource Center, Oxford University Press.
3. Kingsnorth, Simon – Digital Marketing Strategy; Kogan Page Ltd.

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Subject Name: Emerging Online Marketing Platforms
Subject Code: ODDM212T
(Semester – II)

Time: 03 Hours

Max. Marks: 100 Marks
Internal Assessment: 30 Marks
End Term: 70 Marks

Instructions for the Paper-Setter/examiner:
1. Question paper shall consist of **Four sections**.
2. Paper setter shall set **Eight questions** in all by selecting **Two questions** of equal marks from each section. However, a question may have sub-parts (not exceeding four sub- parts) and appropriate allocation of marks should be done for each sub-part.
3. Candidates shall attempt **Five questions** in all, by at least selecting **One question** from each section and the **5th question** may be attempted from any of the **Four sections**.
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Section-A
- Facebook Marketing – Organic marketing, Paid marketing, Facebook Insights, Facebook Ads Manager, Facebook Pixel, Facebook Business Manager
- Case Studies

Section-B
- LinkedIn Strategy – Importance of LinkedIn presence, Website demographics, Content Strategy, LinkedIn Analytics, Ad Campaign
- Case Studies

Section-C
- Instagram – Objectives, Content Strategy, Hashtags, Videos, Sposored Ads, IGTV

Section-D
- Snapchat – How does it work, snapchat strategy
- Pinterest – Basic features, How is Pinterest Different, Pinterest Strategy

Suggested Readings:
1. Gupta, S., Digital Marketing, McGraw Hill Education (India) Pvt. Ltd., Chennai.
2. Gay Richard, Charlesworth Alan & Esen Rita- Online Marketing, Online Resource Center, Oxford University Press.
3. Bhatia, Puneet Singh-Fundamentals of Digital Marketing, Pearson Publisher, Edition 2017.

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Subject Name: Mobile Marketing
Subject Code: ODDM213T
(Semester – II)

Time: 03 Hours

Max. Marks: 100 Marks
Internal Assessment: 30 Marks
End Term: 70 Marks

Instructions for the Paper-Setter/examiner:
1. Question paper shall consist of **Four sections**.
2. Paper setter shall set **Eight questions** in all by selecting **Two questions** of equal marks from each section. However, a question may have sub-parts (not exceeding four sub- parts) and appropriate allocation of marks should be done for each sub-part.
3. Candidates shall attempt **Five questions** in all, by at least selecting **One question** from each section and the **5th question** may be attempted from any of the **Four sections**.
4. The question paper should be strictly according to the instructions mentioned above. In no case a question should be asked outside the syllabus.

Section-A
- Introduction to Mobile Marketing; Understanding Mobile Devices; Significance of Mobile Marketing; Evolution of Mobile Marketing; Differences between Mobile and Traditional Marketing

Section-B
- Emerging Trends in Mobile Marketing; SMS Marketing; Mobile Apps and In-app Advertising; Location-Based Marketing, QR Codes, Interactive Voice Response (IVR)

Section-C
- Display Ads; Social Media Ads; Mobile-friendly Website Optimization; AI and Machine Learning in Mobile Marketing; Key Performance Indicators (KPIs) for Mobile Campaigns; Google Analytics for Mobile

Section-D
- Growth and Trends in M-commerce; Mobile Wallets and Payment Gateways (like Google Pay); Importance of Mobile Applications; Augmented Reality (AR) and Virtual Reality (VR) in Mobile Marketing

Suggested Readings:
1. Gupta, S., Digital Marketing, McGraw Hill Education (India) Pvt. Ltd., Chennai.
2. Gay Richard, Charlesworth Alan & Esen Rita- Online Marketing, Online Resource Center, Oxford University Press.
3. Bhatia, Puneet Singh-Fundamentals of Digital Marketing, Pearson Publisher, Edition 2017.
4. Kingsnorth, Simon – Digital Marketing Strategy; Kogan Page Ltd.

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Subject Name: Video Marketing
Subject Code: ODDM214T
(Semester – II)

Time: 03 Hours

Max. Marks: 100 Marks
Internal Assessment: 30 Marks
End Term: 70 Marks

Instructions for the Paper-Setter/examiner:
1. Question paper shall consist of **Four sections**.
2. Paper setter shall set **Eight questions** in all by selecting **Two questions** of equal marks from each section. However, a question may have sub-parts (not exceeding four sub- parts) and appropriate allocation of marks should be done for each sub-part.
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Section-A
- Why Businesses need video marketing
- How can video marketing be leveraged by using different social media platforms – Facebook, YouTube, Instagram, LinkedIn, Twitter

Section-B
- Types of Marketing Videos – Awareness stage, consideration stage, personalized message
- Video Creation Process
- Best Practices in Video Marketing

Section-C
- Video Optimization for improving reach
- YouTube Marketing – Channels, Algorithm, Ads, Ad Campaigns, Analytics

Section-D
- Common Mistakes in Video Marketing
- On-Demand Video
- Video Analytics – engagement metric, play rate, view count, click-through rate, social sharing, conversion rate, watch time

Suggested Readings:
1. Gupta, S., Digital Marketing, McGraw Hill Education (India) Pvt. Ltd., Chennai.
2. Gay Richard, Charlesworth Alan & Esen Rita- Online Marketing, Online Resource Center, Oxford University Press.
3. Bhatia, Puneet Singh-Fundamentals of Digital Marketing, Pearson Publisher, Edition 2017.