
Diploma in Digital Marketing – 1 Year

Semester – I

S. No.	Paper Numerical	Unique Class & Papers	Paper Name / Subject
1	24101	1DDM1	Fundamentals of Digital Marketing
2	24102	1DDM2	Search Engine Optimization (SEO)
3	24103	1DDM3	Social Media Marketing (SMM)
4	24104	1DDM4	Content Marketing & Blogging

Course Details:

- Digital ecosystem, digital channels, KPIs.
- On-page SEO, off-page SEO, tools.
- FB/IG marketing, ads manager, campaign types.
- Content writing, blogging, content strategy.

Semester – II

S. No.	Paper Numerical	Unique Class & Papers	Paper Name / Subject
1	24201	2DDM1	Google Ads & Paid Advertising
2	24202	2DDM2	Email & Affiliate Marketing
3	24203	2DDM3	Analytics & Lead Generation
4	24204	2DDM4	Project / Practical Work

Course Details:

- Google Ads search, display, video ads.
- Email automation, affiliate networks.
- Google Analytics, performance tracking.
- Live project + campaign report.

