

Programme Project Report (PPR)

Diploma in Digital Marketing (ODL Mode)

1. Programme Mission & Objectives

- **Mission:** To provide affordable, flexible, and industry-relevant training in digital marketing through Open & Distance Learning.
- **Objectives:**
 - Build competence in SEO, SEM, social media, content, and analytics.
 - Train learners in digital tools (Google Ads, Facebook Business Manager, HubSpot, Canva).
 - Enhance employability and entrepreneurial skills.
 - Promote lifelong learning in emerging digital technologies.

2. Programme Outcomes

- Learners will be able to design, execute, and evaluate digital campaigns.
- Graduates will be job-ready for roles in agencies, corporates, startups, and freelancing.
- Learners will gain confidence in entrepreneurship and self-employment opportunities.

3. Target Learners

- **Eligibility:** 10+2 or equivalent.
- **Profile:** Students, professionals, entrepreneurs, small business owners.
- **Special Focus:** Rural and semi-urban learners who benefit from ODL flexibility.

4. Programme Structure

Duration: 1 Year (2 Semesters)

Credits: 32

Sr. No.	Paper Code	Title	Credits (T:P)	Summative Assessment	Formative Assessment	Total Marks
FIRST SEMESTER						
1.	D26-DMK-101	Principles of Digital Marketing and Website Design	4(4.0)	70	30	100
2.	D26-DMK-102	Marketing Research and Analytics	4(4.0)	70	30	100
3.	D26-DMK-103	Content Strategy and Graphic Design	4(4.0)	70	30	100
4.	D26-DMK-104	Search Engine Optimization	4(4.0)	70	30	100
SECOND SEMESTER						
5.	D26-DMK-201	Social Media Marketing	4(4.0)	70	30	100
6.	D26-DMK-202	Mobile and Email Marketing	4(4.0)	70	30	100
7.	D26-DMK-203	Paid Advertising, Analytics and Strategy	4(4.0)	70	30	100
8.	D26-DMK-204	Capstone Project and Freelancing	4(0.4)	70	30	100

5. Instructional Design

- **Self-Learning Materials (SLM):** Print + digital modules.
- **Multimedia:** Recorded lectures, webinars, podcasts.
- **Practical Assignments:** Case studies, campaign simulations, analytics reports.
- **Learner Support:** Online forums, counseling, peer interaction.

6. Admission & Evaluation

- **Admission:** Online application via ODL portal.
- **Evaluation:**
 - Internal Assessment (30%) – assignments, quizzes, projects.
 - End-Term Exam (70%) – proctored online/offline.
- **Certification:** Diploma awarded upon completion of all credits.

7. Faculty & Resources

- **Faculty:** Experts in marketing, IT, and industry professionals.
- **Resources:**
 - Digital lab access (Google Analytics, SEMrush, Canva).
 - Library support (e-books, journals, case studies).
 - LMS for online learning.

8. Cost Estimate

- Affordable fee structure with scholarships.
- Fee concessions for disadvantaged learners.
- Budget allocation for faculty, technology, and learner support.

9. Quality Assurance

- Curriculum updated regularly with industry standards.
- Feedback from learners and employers.
- Monitoring by Centre for Distance Education.
- Compliance with UGC-DEB guidelines.