

DIPLOMA IN DIGITAL MARKETING (DDM) (2-SEMESTERS)

Eligibility Conditions:

Pass in 10+2 examination from BSEH (Bhiwani) or any other recognized Board.

Medium of instructions

Medium of Study Material	Medium of Question Papers	Candidates can write Answers in the following languages
English	Hindi and English	English

Programmes of Study and Schemes of Examinations

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