

## Dr. D. Y. Patil Vidyapeeth, Pune

(Deemed to be University)
(Re-accredited by NAAC with a CGPA of 3.62 on a four point scale at A Grade)
(An ISO 9001: 2015 Certified University)

**Centre for Online Learning** 

## PROGRAMME STRUCTURE FOR CERTIFICATE PROGRAMME IN DIGITAL MARKETING

## **Summary**

Programme Title	Total Credits	Total Courses	Total Marks
Certificate Programme in Digital	20	5	500
Marketing (6 months)			

## **Programme Structure**

Course Code	Course Title	Credits	Marks		T	Total Learner's
			Formative Continuous Assessment	Summative Proctored Assessment	Total Marks	Engagement in hours
DM-101	Introduction to Digital Marketing	4	40	60	100	60
DM-102	Search Engine Optimization	4	40	60	100	60
DM-103	Integrated Marketing Communication	4	40	60	100	60
DM-104	Social Media Marketing	4	40	60	100	60
DM-105	Emerging Trends in Information Technology	4	40	60	100	60
	Total	20			500	