

**PROGRAMME STRUCTURE FOR CERTIFICATE PROGRAMME IN
DIGITAL MARKETING****Summary**

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

Programme Structure

Course Code	Course Title	Credits	Marks		Total Marks	Total Learner's Engagement in hours
			Formative Continuous Assessment	Summative Proctored Assessment		
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	