SYLLABUS FOR BOARD OF STUDIES ADOPTION — generated from the live catalogue record

Digital Marketing, SEO and Performance Advertising

X-C3 · 5 days (configurable 1–5 days) · Commerce · Business & Finance · Years: 2nd, 3rd, PG

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OVERVIEW

Students plan, run and measure a live digital campaign across search and social.

Every business now markets online; graduates who can run and measure a real campaign meet one of the highest-volume hiring demands in the commerce space.

HOURS AND CREDIT POSITION

Contact hours: 40 Guided project: 20 Self-study: 0 Notional total: 60

Credit claim: 2

60 notional hours ÷ 30 hours per credit (NSQF track, UGC Micro-credentials Guidelines §5.3.3) = 2 credits.

COURSE OUTCOMES

CO1. Plan a digital marketing funnel for a stated business goal (K3)
CO2. Optimise a web page for search using keyword research (K3)
CO3. Build a search advertising campaign with targeted bidding (K3)
CO4. Measure campaign performance using web analytics (K4)
CO5. Optimise a live campaign from its measured results (K5)

COURSE CONTENT — MODULES

Hours shown are the recommended format; module time scales proportionally when the engagement runs 1–5 days.

Module 1 — Digital marketing foundations (5h recommended)
Theory: Channels, the marketing funnel, metrics
Lab: Map a funnel for a business
Output: Funnel plan

Module 2 — Content and on-page SEO (5h recommended)
Theory: Keyword research, on-page optimisation
Lab: Optimise a web page
Output: Optimised page

Module 3 — Technical and off-page SEO (5h recommended)
Theory: Site health, backlinks, authority
Lab: Audit a site's SEO health
Output: SEO audit

Module 4 — Search advertising (5h recommended)
Theory: Google Ads, keywords, bidding
Lab: Build a search campaign
Output: Search campaign

Module 5 — Social advertising (5h recommended)
Theory: Audience targeting, creative
Lab: Build a social campaign
Output: Social campaign

Module 6 — Analytics (5h recommended)
Theory: Web analytics, conversion tracking
Lab: Set up conversion tracking
Output: Tracking setup

Module 7 — Campaign optimisation (5h recommended)
Theory: A/B testing, budget allocation
Lab: Test and reallocate budget
Output: Optimisation log

Module 8 — Capstone campaign (5h recommended)
Theory: A live campaign with a results report
Lab: Run a live campaign
Output: Campaign results report

ASSESSMENT SCHEME (100 MARKS)

Continuous exercises — 40 marks
Portfolio capstone — 40 marks
Critique & viva voce — 20 marks

CO–PO MAPPING

CO1 !’ PO3 (strength 2)
Funnel planning is solution design.

CO2 !’ PO5 (strength 2)
SEO tooling is modern-tool usage.

CO3 !’ PO5 (strength 2)
Ad platforms are modern tools.

CO4 !’ PO4 (strength 2)
Analytics is investigation of performance.

CO5 !’ PO4 (strength 2)
Data-driven optimisation is investigative judgement.

EVERY PARTICIPANT RECEIVES

- Certificate of completion
- Course material
- LMS access
- Interview question bank
- Mock interview & viva practice
- Optional nasscom NSQF assessment (priced per candidate on your quotation)

FEE

¹1,250 per student, incl. GST
Excludes the optional nasscom assessment where offered. Final pricing on your college's quotation.

DESIGNED BY

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