
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

13,200 per student, incl. GST

Excludes the optional nasscom assessment where offered. Final pricing on your college's quotation.

DESIGNED BY

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