

## DIPLOMA PROGRAM IN **DIGITAL MARKETING**

**Course Duration:**

1 Year

**Course Fees:**

Rs. 25,000/-

**Mode:**

Online



### **PARUL UNIVERSITY**

Parul University is a multidisciplinary destination of learning and innovation, propelling quality in higher education with a record of being India's youngest private university to receive NAAC A++ accreditation in the first cycle. Situated in Vadodara, Gujarat, Parul University, is an embodiment of the nation's essence of cultural heritage blended with modern innovations and academic practices for student enrichment, while fostering national and global development.

The University is an amalgamation of faculties and institutes that offer a plethora of diploma, undergraduate, postgraduate, and doctoral programs in numerous disciplines. Through its uniquely structured, industry-linked, and field-aligned programs, the University holds a noteworthy record of fulfilling the infinite dreams of students, by launching their lucrative careers towards high trajectories through start-up incubation and impeccable placement records. The 150-acre eco-friendly campus is home to over 50,000+ offline students and 6000+ online students from every State of India and over 3,500+ international students from 75+ countries, making Parul University a truly culturally global destination. In recognition of Parul University's excellence in education it has been awarded for being the Best Private University in Western India by Praxis Media and Best University in Placements by ASSOCHAM and the Most Outstanding University in West Zone for having Highest Nationalities in Campus at the World Education Summit Awards.

### **CENTER FOR DISTANCE & ONLINE EDUCATION**

The Centre for Distance and Online Education (CDOE) at Parul University is a dedicated academic division committed to offering quality education through flexible and accessible online learning formats. Rooted in the University's ethos of academic excellence and innovation, the CDOE is designed to support learners who aspire to upgrade their skills without compromising on their professional or personal responsibilities. The Centre offers a carefully curated set of Online Diploma and PG Diploma programs that address emerging industry needs and equip learners with practical, job-oriented knowledge.

Offered under the umbrella of Parul University—accredited with NAAC A++ and recognized by UGC—these programs reflect the institution's commitment to making impactful education accessible to all. The CDOE combines subject expertise with digital pedagogy to deliver a rich, interactive, and learner-focused experience.

## **ABOUT THE PROGRAM**

A Diploma in Digital Marketing is a comprehensive course that aims to teach individuals the core concepts and practical skills needed to succeed in the digital marketing industry. The course is designed to provide a deep understanding of various digital marketing strategies, tools, and techniques that can be used to promote products or services online.

Typically, a diploma in digital marketing covers topics such as social media marketing, email marketing, mobile marketing, and social media analytics. Students may also learn about marketing branding, and consumer behaviour. After completing a Diploma in Digital Marketing, individuals may find job opportunities in various industries such as advertising, marketing, media, e-commerce, and communication. They may also pursue higher education in this field, such as a degree in marketing or digital media.

**Program Name:** Diploma Program in Digital Marketing

**Program Type:** Diploma

**For Whom:** Individuals with 10+2 education or relevant education

## **PROGRAM HIGHLIGHTS**

- Project Work on Digital Marketing
- Understanding marketing concepts and strategies
- Understanding Social Media Platforms and Analytics
- Industry Centric Curriculum
- High End Animated Videos & Course Content

## **CAREER OPPORTUNITIES**

A candidate by undergoing this program shall have the following career opportunities: On successful completion of the course the candidates can either get employed or become a self-employed Entrepreneur in the following fields:

1. Social Media Executive
2. Digital Marketing Manager
3. Digital Marketing – Entrepreneur
4. Content Writer
5. Marketing Manager

## PROGRAM OBJECTIVES AND OUTCOMES

Program Objectives	Program Outcomes
State key concepts and principles of marketing management	Recall fundamental theories of marketing management
Explain the concepts of brand management consumer behaviour and marketing strategies	Recognize various strategies and techniques used by marketers
Apply various digital tools for marketing and branding.	Demonstrate skill sets related to the digital marketing platforms
Analyse social media and digital marketing platforms.	Examine various strategies used for social media and digital marketing platforms
Evaluate proposed advertising strategies used for marketing and digital marketing platforms.	Select appropriate marketing and advertising strategies for marketing and digital marketing platforms.
Design digital marketing campaigns for products and services.	Develop digital marketing skills using social media analytics and platforms

## COURSE CURRICULUM:

Semester – I		
Sr. No.	Subject Name	Credit Assigned
1	Marketing Management	4
2	Advertising Management	4
3	Brand Management	4
4	Consumer Behaviour	4
5	Fundamentals of Digital Marketing	4
<b>Total</b>		<b>20</b>

Semester – II		
Sr. No.	Subject Name	Credit Assigned
1	Social Media Marketing	4
2	Email and Mobile Marketing	4
3	Search Engine Optimisation	4
4	Social Media Analytics	4
5	Project	4
<b>Total</b>		<b>20</b>



FOR ANY QUERY  
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