

POST GRADUATE (PG) DIPLOMA PROGRAM

IN **DIGITAL AND SOCIAL  
MEDIA MARKETING****Program Code:**

2275505

**Course Duration:**

1 Year

**Course Fees:**

Rs. 30,000/- &amp; \$500

For Indian and International Candidates

**PARUL UNIVERSITY**

Parul University is an intellectual and a creative quest for all its stakeholders viz. Indian and International Students, Parents, Alumni, Faculties, Industry & Academic partners as well as society at large. We believe in proliferating our efforts towards quality education and environment. Every year we advance our targets to make headway to our scholarly endeavors.

Our University brings to everyone the best of all worlds. Be it its ethics, global exposure, contemporary educational practices, innovation and growth, PU outshines in all of these. We aim to make successful academic pursuits through entrepreneurship, research, modernization and partnerships with educationally inclined organizations, thus enhancing our position as the finest education destination.

We have been pioneers in accepting various interdisciplinary programs and have included them to our ideal and promising higher education curriculum. Starting with this decade it's our collective effort to empower more youth towards the pursuit to continuously learn, enhance skills, generate better employment opportunities and become competent entrepreneurs. For this very purpose, we are initiating a plurality of short term courses.

**CENTRE FOR CONTINUING EDUCATION & ONLINE LEARNING**

In this present day world, each year creates a generation gap which leads to change in the demand of job skills by the employers. Parul University has embarked on filling this gap by enlightening students and working professionals with the most updated skill based education and to transform them into adept industry professionals and talented entrepreneurs.

Parul University is introducing multiple programs under Centre for Continuing Education & Online Learning which are developed as per industry requirements and in compliance with the changing market needs.

## **DUAL DEGREE PROGRAM - LETS YOU EARN TWO CREDENTIALS IN DISTINCT DOMAINS**

With the ever increasing knowledge and skills in today's competitive world, Parul University's Dual Degree opportunities allow you to pursue two degrees at the same time. Pursuing dual degrees will provide you with the most competitive advantage, and will give you diverse knowledge in multiple fields and disciplines. Undergraduate and Postgraduate students can undergo two degree programs in distinct fields. All programs offered by Parul University under Dual Degree are designed in line with NEP 2020 and guidelines suggested by University Grants Commission (UGC).

### **Surprising Benefits of Graduating with a Dual Degree**

- Enhancing Employability and Entrepreneurship Skills
- Increase in Knowledge Base
- Diverse Career Options
- Enhancement of Multi-disciplinary Talent
- Saving of Time and Money

### **PREAMBLE**

The Digital and Social Media marketing industry has witnessed unprecedented growth in recent years, with business organizations increasingly recognizing the significance of Digital and Social media channels to create touchpoints with their target audience. The revolutionary and exponential increase in the data driven global economy has led to the expansion of e-businesses which are adapting to the digital landscape to remain competitive in today's dynamic business environment. There is a substantial demand for skilled professionals who can effectively navigate and leverage the digital landscape.

In the contemporary business scenario, all industries rely profoundly on Digital marketing tools to create awareness and offer their products and services in the market. Parul University's One Year Post Graduate Diploma program in Digital and Social Media Marketing will cover key topics such as Digital Marketing, Brand Management, Search Engine Optimization (SEO), Social Media Marketing, Content Marketing, Social Media Analytics and many more. This program is aligned with market demand and provides candidates with industry-relevant skills, the program has an industry-focused approach with the opportunity to connect with industry professionals, engage in real-world projects, and thereby gain hands-on experience which will undoubtedly provide candidates with invaluable practical skills and exposure.

**Program Name:** P G Diploma in Digital and Social Media Marketing

**Program Type:** P G Diploma

**Program Duration:** The total duration of the course will be One Year (two semesters) including practical project work.

**For Whom:** Graduate / Post Graduate of any discipline, Working Professionals, Aspirants from Foreign Countries with Bachelor's Degree or equivalent, Marketing / Promotion Executives, Entrepreneurs (SMEs, MSMEs), Consultants, Academicians, Any other Professionals.

## PROGRAM HIGHLIGHTS

- PG Diploma in Digital Marketing
- Enable candidates to specialize in Digital Marketing Platforms
- Hands-on Practice in Digital and Social Media Platforms
- Develop skills to professionally manage the specialized domains of Digital Marketing Platforms

## CAREER OPPORTUNITIES

A candidate by undergoing this program shall have the following career opportunities:

- Digital Marketing expert in Digital Marketing firms
- Digital Marketing expert in the Marketing division of various SMEs, Middle and Large Scale Companies
- Start one's own Digital Marketing firm
- Freelancer as the Digital Marketing Expert for multiple small and large organizations
- Faculty Expert in Digital Marketing Specialization

## PROGRAM OBJECTIVES AND OUTCOMES

Program Objectives	Program Outcomes
Recall basic concepts of Digital and Social Media Marketing and their role in Marketing Strategy.	Define digital and social media and their role in marketing strategy.
Identify various Social Media Platforms used for Digital Marketing.	Discuss different social media platforms and their integration in the overall marketing plan.
Apply Search Engine Optimization for Marketing Strategies.	Execute Marketing strategy using SEO fundamentals.
Analyze Social Media Platform Analytics.	Differentiate the effectiveness of Social Media Analytics.
Evaluate Digital Marketing Strategies.	Select the optimal Digital Marketing strategy.
Design plan for Marketing Decision Making.	Develop Digital Marketing and Promotion strategies.

## COURSE CURRICULUM:

Semester - I					
Sr. No.	Subject Name	Teaching Scheme (Contact hrs/week)			Credit Assigned
		Theory	Practical/Tutorial	Total	
1	Fundamentals of Marketing	4	0	4	4
2	Brand Management	4	0	4	4
3	Fundamentals of Digital Marketing	4	0	4	4
4	Social Media Marketing	4	0	4	4
5	Project: I	0	8	8	4
			<b>TOTAL</b>		<b>20</b>

Semester - II					
Sr. No.	Subject Name	Teaching Scheme (Contact hrs/week)			Credit Assigned
		Theory	Practical/Tutorial	Total	
1	Email and Mobile Marketing	4	0	4	4
2	Search Engine Optimization (SEO)	4	0	4	4
3	Social Media Analytics	4	0	4	4
4	Web Analytics	4	0	4	4
5	Project: II	0	8	8	4
		<b>TOTAL</b>			<b>20</b>