# B.Sc. Digtal Marketing and Advertising

## Apprenticeship Embedded Degree Programme (3 Years)

By:
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# Chapter 1
# General Course Structure
# &
# Credit Distribution

**Definition of Credit**

| | |
|---|---|
| 1 Hr. Lecture (L) per week | 1 credit |
| 1 Hr. Tutorial (T) per week | 1 credit |
| 1 Hr. Practical (P) per week | 0.5 credit |
| 2 Hr. Practical (P) per week | 1 credit |

**A. Range of Credits:**

In the light of the fact that a typical Model Four-year AEDP in Media and Entertainment Skills has about 160 credits, the total number of credits proposed for the three-year program in Media and Entertainment Skills is 120.

**B. Structure of AEDP (3 Year) in Media and Entertainment Skills:**

The structure of the program in Media and Entertainment Skills shall have essentially the following categories of courses with the breakup of credits as given:

| Sr. No. | Category | Suggested Breakup of Credits |
|---|---|---|
| 1 | Program Core courses (Branch specific) | 86* |
| 2 | Open Elective courses (from other technical and /or emerging subjects) | 8* |
| 3 | Vocational (Minor), Project work, seminar, and internship in industry or elsewhere | 12* |
| 4 | CO-Curricular Courses [Environmental Sciences, Induction training, Indian Constitution, Essence of Indian Traditional Knowledge etc.] | 10* |
| 5 | Apprenticeship with Industry | 26* |
| | **Total** | **142*** |

*Minor variation is allowed as per need of the respective disciplines.

## C. Course code and definition:

| Course code | Definitions |
|---|---|
| L | Lecture |
| T | Tutorial |
| P | Practical |
| PC | Program Core Courses |
| OE | Open Elective Courses |
| PR | Project |

## D. Course level coding scheme:

Three-digit number (odd numbers are for the odd semester courses and even numbers are for even semester courses) used as suffix with the Course Code for identifying the level of the course e.g.
101, 102 … etc. for first semester 201, 202 …. Etc. for second semester 301, 302 … for third semester.

## E. Category-wise Courses

### PROGRAM CORE COURSES [PC]

**Note:**
(i) Number of Program Core Courses: 28 (including lab courses)
(ii) Credits: 86

| Sl. No | Code No. | Course Title | Hours per week | | | Semester | Credits |
|---|---|---|---|---|---|---|---|
| | | | L | T | P | | |
| 1 | DMA101 | Communicative English-I | 1 | 0 | 2 | 3 | 2 |
| 2 | DMA102 | Introduction to Digital Marketing and Advertising | 1 | 1 | 0 | 2 | 2 |
| 3 | DMA103 | SEO Optimization | 0 | 2 | 0 | 2 | 2 |
| 4 | DMA104 | Introduction to CRM | 1 | 1 | 2 | 4 | 3 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 5 | DMA105 | Outreach Analysis | 1 | 2 | 2 | 5 | 4 |
| 6 | DMA106 | Email Marketing | 1 | 2 | 0 | 3 | 3 |
| 7 | DMA201 | Communicative English-II | 1 | 0 | 2 | 3 | 2 |
| 8 | DMA202 | Market Research & Niche Potential | 2 | 2 | 2 | 6 | 5 |
| 9 | DMA203 | Content Creation, Management & Promotion | 1 | 1 | 0 | 2 | 2 |
| 10 | DMA204 | Advertising Theor and Global Advertising | 1 | 1 | 0 | 4 | 2 |
| 11 | DMA205 | Introduction to Web Analytics | 1 | 2 | 0 | 3 | 3 |
| 12 | DMA206 | Mobile Marketing | 1 | 0 | 2 | 3 | 2 |
| 13 | DMA301 | Social Media Marketing | 1 | 1 | 2 | 4 | 3 |
| 14 | DMA302 | Digital Marketing Budgeting, Planning & Forecast | 1 | 2 | 0 | 3 | 3 |
| 15 | DMA303 | Public Relations, and Strategic Brand Communication | 1 | 1 | 0 | 4 | 2 |
| 16 | DMA304 | Digital Marketing Project Management | 1 | 1 | 2 | 4 | 3 |
| 17 | DMA305 | Product Marketing (Facebook, Instagram, Google Ads) | 1 | 1 | 2 | 4 | 3 |
| 18 | DMA401 | Computer Science & Advertising | 1 | 1 | 2 | 4 | 3 |
| 19 | DMA402 | Web Design fundamentals | 1 | 2 | 0 | 3 | 3 |
| 20 | DMA403 | Search Engine Optimization | 1 | 2 | 2 | 5 | 4 |
| 21 | DMA404 | Consumer Behavior & Psychology, | 1 | 0 | 2 | 3 | 2 |
| 22 | DMA405 | Web Analytics & Google Analytics | 1 | 0 | 2 | 3 | 2 |
| 23 | DMA406 | Community Connect | 0 | 2 | 0 | 2 | 2 |
| 24 | DMA501 | Affiliate Marketing | 2 | 2 | 2 | 6 | 5 |
| 25 | DMA502 | Website Data Analytics | 2 | 2 | 2 | 6 | 5 |
| 26 | DMA503 | Organizational Behavior | 1 | 1 | 0 | 4 | 2 |
| 27 | DMA504 | Paid Ads Optimization Strategies | 2 | 2 | 2 | 6 | 5 |
| 28 | DMA505 | Neuro-Marketing Fundamentals | 2 | 2 | 2 | 6 | 5 |
| **Total Credits** | | | | | | | 86 |

** The branch code, e.g. ADMC for Content and Creative Writing

### Three-digit number for identifying the level of the course

## OPEN ELECTIVE COURSES [OE]

**Note:**

(i) Number of Open Elective Courses: 13

(ii) Credits: 30

(iii) The Open Elective Courses to be offered in all semesters.

(iv) The students can opt for any open elective courses that are offered by any of the respective departments.

| Sl. No | Code No. | Course Title | Hours per week | | | Semester | Credits |
|---|---|---|---|---|---|---|---|
| | | | L | T | P | | |
| 1 | OE | Open Elective (To be Chosen by Student) | 0 | 2 | 0 | 1 | 2 |
| 2 | | Vocational (Minor) | 0 | 2 | 2 | 1 | 3 |
| 3 | | Co-Curricular | 0 | 2 | 0 | 1 | 2 |
| 4 | | Open Elective (To be Chosen by Student) | 0 | 2 | 0 | 2 | 2 |
| 5 | | Vocational (Minor) | 0 | 2 | 2 | 2 | 3 |
| 6 | | Co-Curricular | 0 | 2 | 0 | 2 | 2 |
| 7 | | Open Elective (To be Chosen by Student) | 0 | 2 | 0 | 3 | 2 |
| 8 | | Vocational (Minor) | 0 | 2 | 2 | 3 | 3 |
| 9 | | Co-Curricular | 0 | 2 | 0 | 3 | 2 |
| 10 | | Open Elective (To be Chosen by Student) | 0 | 2 | 0 | 4 | 2 |
| 11 | | Vocational (Minor) | 0 | 2 | 2 | 4 | 3 |
| 12 | | Co-Curricular | 0 | 2 | 0 | 4 | 2 |
| 13 | | Co-Curricular | 0 | 2 | 0 | 5 | 2 |
| **Total Credits** | | | | | | | |

** The branch code, e.g. ADMC for Media Communication
### Three-digit number for identifying the level of the course

## PROJECT WORK AND INTERNSHIP IN INDUSTRY OR ELSEWHERE

| Sl. No | Code No. | Course Title | Hours per week | | | Semester | Credits |
|---|---|---|---|---|---|---|---|
| | | | L | T | P | | |
| 1 | | **Live Project I (Industry Tie-up)** | 0 | 0 | 0 | 2 | 0 |
| 2 | | **Live Project II (Industry Tie-up)** | 0 | 0 | 0 | 4 | 0 |
| 3 | | Project I | 0 | 1 | 4 | 5 | 3 |
| **Total Credits** | | | | | | | 3 |

**Note:**

- Projects can be taken at an industry or also at the institution premises.
- Live projects can also be taken into account when considering internship

## INDUCTION PROGRAM

| Induction program (suggested) | Two-week duration |
|---|---|
| Induction program for students to be offered right at the start of the first YEAR. | • Physical activity<br>• Creative Arts<br>• Universal Human Values<br>• Literary<br>• Proficiency Modules<br>• Lectures by Eminent People<br>• Visits to local Areas<br>• Familiarization to Dept./Branch & Innovations |

## F. Visits/Workshop/Expert Lectures:

a. It is advised to arrange one industrial visit every semester for the students of each branch.

b. It is advised to organize at least one expert lecture per semester for each branch by inviting resource persons from domain specific industry.

## G. Evaluation Scheme (Suggestive only):

**a. For Theory Courses:**

(The weightage of Internal assessment is 40% and for End Semester Exam is 60%) The student has to obtain at least 40% marks individually both in internal assessment and end semester exams to pass.

**b. For Practical Courses:**

(The weightage of Internal assessment is 60% and for End Semester Exam is 40%) The student has to obtain at least 40% marks individually both in internal assessment and end semester exams to pass.

**c. For Internship / Projects / Seminar etc.**

Evaluation is based on work done, quality of report, performance in viva-voce, presentation etc.

**Note:** The internal assessment is based on the student's performance in mid semester tests (two best out of three), quizzes, assignments, class performance, attendance, viva-voce in practical, lab record etc.

## H. Mapping of Marks to Grades

Each course (Theory/Practical) is to be assigned 100 marks, irrespective of the number of credits, and the mapping of marks to grades may be done as per the following table:

| Range of Marks | Assigned Grade |
|---|---|
| 91-100 | AA/A+ |
| 81-90 | AB/A |
| 71-80 | BB/B+ |
| 61-70 | BC/B |
| 51-60 | CC/C+ |
| 46-50 | CD/C |
| 40-45 | DD/D |
| **< 40** | FF/F (Fail due to less marks) |
| - | FR (Fail due to shortage of attendance and therefore, to repeat the course) |

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# CHAPTER 2
# FIRST YEAR CURRICULUM STRUCTURE

| Semester 1 | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Sl. No. | Category of Course | Code No. | Course Title | Hours per week | | | Total Contact hrs/week | Credits |
| | | | | L | T | P | | |
| 1 | PC | DMA101 | Communicative English-I | 1 | 0 | 2 | 3 | 2 |
| 2 | PC | DMA102 | Introduction to Digital Marketing and Advertising | 1 | 1 | 0 | 2 | 2 |
| 3 | PC | DMA103 | SEO Optimization | 0 | 2 | 0 | 2 | 2 |
| 4 | PC | DMA104 | Introduction to CRM | 1 | 1 | 2 | 4 | 3 |
| 5 | PC | DMA105 | Outreach Analysis | 1 | 2 | 2 | 5 | 4 |
| 6 | PC | DMA106 | Email Marketing | 1 | 2 | 0 | 3 | 3 |
| 7 | OE | | Open Elective (To be Chosen by Student) | 0 | 2 | 0 | 2 | 2 |
| 8 | OE | | Vocational (Minor) | 0 | 2 | 2 | 4 | 3 |
| 9 | OE | | Co-Curricular | 0 | 2 | 0 | 2 | 2 |
| Total Credits | | | | | | | | 23 |

| Semester 2 | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Sl. No. | Category of Course | Code No. | Course Title | Hours per week | | | Total Contact hrs/week | Credits |
| | | | | L | T | P | | |
| 1 | PC | DMA201 | Communicative English-II | 1 | 0 | 2 | 3 | 2 |
| 2 | PC | DMA202 | Market Research & Niche Potential | 2 | 2 | 2 | 6 | 5 |
| 3 | PC | DMA203 | Content Creation, Management & Promotion | 1 | 1 | 0 | 2 | 2 |
| 4 | PC | DMA204 | Advertising Theor and Global Advertising | 1 | 1 | 0 | 4 | 2 |
| 5 | PC | DMA205 | Introduction to Web Analytics | 1 | 2 | 0 | 3 | 3 |
| 6 | PC | DMA206 | Mobile Marketing | 1 | 0 | 2 | 3 | 2 |
| 7 | OE | | Open Elective (To be Chosen by Student) | 0 | 2 | 0 | 2 | 2 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| 8 | OE | | Vocational (Minor) | 0 | 2 | 2 | 4 | 3 |
| 9 | OE | | Co-Curricular | 0 | 2 | 0 | 2 | 2 |
| 10 | PR | | **Live Project I (Industry TieUp)** | 0 | 0 | 0 | 0 | 0 |
| **Total Credits** | | | | | | | | 23 |

| **Detailed First Year Curriculum Contents SEMESTER - I** | | |
|---|---|---|
| Course Code | : | DMA101 |
| Course Title | : | Communicative English-I |
| Number of Credits | : | 2(L:1,T:0,P:2) |
| Prerequisites | : | NIL |
| Course Category | : | PC |

**Objective:**

1. Develop effective verbal and written communication skills.
2. Enhance comprehension and interpretation abilities.
3. Foster critical thinking through engaging with diverse texts.
4. Cultivate interpersonal and group communication skills.
5. Apply language skills relevant to media and entertainment contexts.

**Course Content:**

1. Foundations of English Language
2. Reading Comprehension Strategies
3. Writing Techniques for Media
4. Verbal and Non-verbal Communication
5. Media Literacy and Critical Analysis
6. Presentation Skills for Media Professionals
7. Group Communication Dynamics
8. Cultural Sensitivity in Communication

**Course Outcome:**

1. Proficient written and verbal communication in media settings.
2. Critical analysis and interpretation of media-related content.

3. Effective presentation and public speaking abilities.
4. Collaborative communication skills suitable for team environments.
5. Application of language skills in media and entertainment contexts.

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| Detailed First Year Curriculum Contents<br>SEMESTER - I | | |
|---|---|---|
| Course Code | : | DMA102 |
| Course Title | : | Introduction to Digital Marketing and Advertising |
| Number of Credits | : | 2(L:1,T:1,P:0) |
| Prerequisites | ; | NIL |
| Course Category | : | PC |

**Objective:**

1. Understand the fundamental concepts and principles of digital marketing.
2. Explore the role of digital advertising in contemporary marketing strategies.
3. Gain insights into various digital marketing channels and their applications.
4. Develop a foundational understanding of how digital media is used in advertising.

**Course Content:**

1. Basics of Digital Marketing: Concepts and Frameworks
2. Digital Advertising Strategies and Campaign Planning
3. Digital Marketing Channels: SEO, SEM, Social Media, Email, etc.
4. Case Studies: Successful Digital Marketing and Advertising Campaigns

**Course Outcome:**

1. Apply fundamental concepts of digital marketing to real-world scenarios.
2. Create effective digital advertising strategies and plans.
3. Implement digital marketing campaigns across various channels.
4. Analyze and evaluate the success of digital marketing and advertising efforts.

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| Detailed First Year Curriculum Contents<br>SEMESTER - I | | |
|---|---|---|
| Course Code | : | DMA103 |
| Course Title | : | SEO Optimization |
| Number of Credits | : | 2(L:0,T:2,P:0) |

| | | |
|---|---|---|
| Prerequisites | ; | NIL |
| Course Category | : | PC |

**Objective:**

1. Understand the principles and practices of Search Engine Optimization (SEO).
2. Learn the techniques to optimize web content for better search engine rankings.
3. Explore strategies for on-page and off-page SEO.
4. Gain practical skills in implementing SEO campaigns.

**Course Content:**

1. Introduction to SEO: Concepts and Importance
2. Keyword Research and Analysis
3. On-Page Optimization Techniques
4. Off-Page SEO Strategies
5. SEO Tools and Analytics

**Course Outcome:**

1. Implement SEO techniques to improve website visibility on search engines.
2. Conduct effective keyword research and analysis.
3. Apply on-page optimization strategies for web content.
4. Develop off-page SEO strategies to enhance online presence.
5. Utilize SEO tools and analytics for continuous improvement.

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| **Detailed First Year Curriculum Contents SEMESTER - I** | | |
|---|---|---|
| Course Code | : | DMA104 |
| Course Title | : | Introduction to CRM |
| Number of Credits | : | 3(L:1,T:1,P:2) |
| Prerequisites | ; | NIL |
| Course Category | : | PC |

**Objective:**

1. Understand the fundamentals and significance of Customer Relationship Management (CRM).
2. Learn the role of CRM in digital marketing and advertising.
3. Explore various CRM tools and platforms.
4. Gain practical skills in implementing CRM strategies.

**Course Content:**

1. Introduction to CRM: Concepts and Evolution
2. CRM in Digital Marketing

3. CRM Tools and Platforms
4. Customer Segmentation and Targeting
5. Implementing CRM Strategies

**Course Outcome:**

1. Comprehend the importance of CRM in the digital media and advertising context.
2. Apply CRM principles to enhance customer engagement.
3. Evaluate and select appropriate CRM tools for specific business needs.
4. Implement effective customer segmentation and targeting strategies.
5. Develop and execute CRM strategies for improved customer satisfaction and loyalty.

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| Detailed First Year Curriculum Contents<br>SEMESTER - I | | |
|---|---|---|
| Course Code | : | DMA105 |
| Course Title | : | Outreach Analysis |
| Number of Credits | : | 4(L:1,T:2,P:2) |
| Prerequisites | ; | NIL |
| Course Category | : | PC |

**Objective:**

1. Understand the concept and importance of outreach analysis in digital media and advertising.
2. Learn how to analyze and measure the reach and impact of digital marketing campaigns.
3. Explore tools and techniques for effective outreach analysis.
4. Develop skills to interpret and utilize outreach analysis data.

**Course Content:**

1. Introduction to Outreach Analysis
2. Key Metrics for Measuring Outreach
3. Tools and Technologies for Outreach Analysis
4. Case Studies: Successful Outreach Campaigns
5. Interpreting Outreach Analysis Data

**Course Outcome:**

1. Grasp the significance of outreach analysis in the digital media landscape.
2. Analyze and measure the reach and impact of digital marketing campaigns.
3. Utilize various tools and technologies for effective outreach analysis.
4. Apply insights from outreach analysis to enhance future digital marketing strategies.
5. Demonstrate proficiency in interpreting and presenting outreach analysis data.

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| Detailed First Year Curriculum Contents<br>SEMESTER - I | | |
|---|---|---|
| Course Code | : | DMA106 |
| Course Title | : | Email Marketing |
| Number of Credits | : | 3(L:1,T:2,P:0) |
| Prerequisites | ; | NIL |
| Course Category | : | PC |

**Objective:**

1. Understand the fundamentals and importance of email marketing in the digital landscape.
2. Learn how to create effective and engaging email campaigns.
3. Explore strategies for building and managing email lists.
4. Gain insights into analyzing and optimizing email marketing performance.

**Course Content:**

1. Introduction to Email Marketing
2. Creating Effective Email Campaigns
3. Building and Managing Email Lists
4. Email Marketing Analytics and Optimization
5. Compliance and Ethical Considerations in Email Marketing

**Course Outcome:**

1. Comprehend the fundamental concepts and significance of email marketing.
2. Develop the skills to create compelling and result-oriented email campaigns.
3. Understand the strategies involved in building and maintaining effective email lists.
4. Analyze and optimize email marketing performance using relevant metrics.
5. Demonstrate an understanding of ethical considerations and compliance in email marketing practices.

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| Detailed First Year Curriculum Contents<br>SEMESTER - II | | |
|---|---|---|
| Course Code | : | DMA201 |
| Course Title | : | Communicative English-II |
| Number of Credits | : | 2(L:1,T:0,P:2) |

| | | |
|---|---|---|
| Prerequisites | ; | NIL |
| Course Category | : | PC |

**Objective:**

1. Enhance proficiency in English language skills for effective communication.
2. Develop advanced writing skills suitable for various media platforms.
3. Understand the principles of effective verbal and non-verbal communication.
4. Explore advanced concepts in media-related language usage.
5. Apply communication strategies in diverse media contexts.

**Course Content:**

1. Advanced Writing Techniques for Media
2. Verbal and Non-Verbal Communication Strategies
3. Professional Communication in Media Industry
4. Media-related Language Usage and Style
5. Language Proficiency in Different Media Genres
6. Effective Communication in Visual and Digital Media
7. Multimodal Communication Skills

**Course Outcome:**

1. Improved proficiency in written and spoken English.
2. Advanced writing skills suitable for various media genres.
3. Enhanced understanding of effective communication principles.
4. Application of advanced language usage in media contexts.
5. Proficient communication in diverse media platforms.

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| Detailed First Year Curriculum Contents<br>SEMESTER - II | | |
|---|---|---|
| Course Code | : | DMA202 |
| Course Title | : | Market Research & Niche Potential |
| Number of Credits | : | 5(L:2,T:2,P:2) |
| Prerequisites | : | NIL |
| Course Category | : | PC |

**Objective:**

1. Comprehend the significance of market research in digital media and advertising.
2. Develop skills in conducting effective market research and identifying niche opportunities.
3. Understand the role of market segmentation in targeted digital advertising.
4. Explore strategies for evaluating and tapping into niche markets.

**Course Content:**

1. Introduction to Market Research in Digital Media and Advertising
2. Techniques for Conducting Effective Market Research
3. Role of Market Segmentation in Targeted Advertising
4. Identifying and Exploring Niche Markets
5. Strategies for Tapping into Niche Opportunities

**Course Outcome:**

1. Understand the importance of market research in the context of digital media and advertising.
2. Acquire practical skills in conducting effective market research.
3. Comprehend the role of market segmentation in crafting targeted digital advertising campaigns.
4. Identify and explore niche markets for strategic advertising.
5. Develop strategies for leveraging niche opportunities in the digital landscape.

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| **Detailed First Year Curriculum Contents SEMESTER - II** | | |
|---|---|---|
| Course Code | : | DMA203 |
| Course Title | : | Content Creation, Management & Promotion |
| Number of Credits | : | 2(L:1,T:1,P:0) |
| Prerequisites | ; | NIL |
| Course Category | : | PC |

**Objective:**

1. Understand the principles of content creation in the digital media landscape.
2. Develop skills in managing and organizing digital content effectively.
3. Comprehend strategies for promoting digital content across various platforms.
4. Explore techniques for optimizing content for audience engagement and reach.

**Course Content:**

1. Principles of Content Creation in Digital Media
2. Management and Organization of Digital Content
3. Strategies for Promoting Content Across Platforms
4. Optimization Techniques for Audience Engagement

**Course Outcome:**

1. Gain a deep understanding of content creation principles in the digital context.
2. Acquire practical skills in managing and organizing digital content efficiently.
3. Comprehend effective strategies for promoting digital content across diverse platforms.
4. Develop the ability to optimize content for enhanced audience engagement and reach.

Course Outcome:

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| Detailed First Year Curriculum Contents<br>SEMESTER - II | | |
|---|---|---|
| Course Code | : | DMA204 |
| Course Title | : | Advertising Theory and Global Advertising |
| Number of Credits | : | 2(L:1,T:1,P:0) |
| Prerequisites | ; | NIL |
| Course Category | : | PC |

**Objective:**

1. Understand the theoretical foundations of advertising in the global context.
2. Analyze the role of cultural, social, and economic factors in shaping advertising strategies.
3. Explore the evolution of advertising theories and their application in the digital era.
4. Develop critical thinking skills for evaluating and adapting advertising theories in a globalized marketplace.

**Course Content:**

1. Theoretical Foundations of Advertising
2. Cultural, Social, and Economic Factors in Global Advertising
3. Evolution of Advertising Theories in the Digital Era
4. Application of Advertising Theories in a Globalized Marketplace

**Course Outcome:**

1. Gain a comprehensive understanding of advertising theories in a global context.
2. Analyze and apply cultural, social, and economic factors in crafting effective advertising strategies.

3. Explore the evolution of advertising theories and their relevance in the digital age.
4. Develop critical thinking skills for adapting and applying advertising theories in a globalized marketplace.

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| Detailed First Year Curriculum Contents<br>SEMESTER - II | | |
|---|---|---|
| Course Code | : | DMA205 |
| Course Title | : | Introduction to Web Analytics |
| Number of Credits | : | 3(L:1,T:2,P:0) |
| Prerequisites | ; | NIL |
| Course Category | : | PC |

**Objective:**

1. Understand the fundamentals and importance of web analytics in digital marketing.
2. Learn how to set up and configure web analytics tools for effective data tracking.
3. Analyze and interpret web analytics data to derive actionable insights.
4. Apply web analytics insights to optimize digital marketing strategies.

**Course Content:**

1. Fundamentals and Importance of Web Analytics
2. Setting up and Configuring Web Analytics Tools
3. Data Tracking and Analysis
4. Applying Web Analytics Insights in Digital Marketing

**Course Outcome:**

1. Acquire a solid understanding of the fundamentals and significance of web analytics in digital marketing.
2. Gain practical skills in setting up and configuring web analytics tools.
3. Develop the ability to analyze and interpret web analytics data to derive actionable insights.
4. Apply web analytics insights to optimize digital marketing strategies effectively.

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| Detailed First Year Curriculum Contents<br>SEMESTER - II | | |
|---|---|---|
| Course Code | : | DMA206 |
| Course Title | : | Mobile Marketing |

| | | |
|---|---|---|
| Number of Credits | : | 2(L:1,T:0,P:2) |
| Prerequisites | : | NIL |
| Course Category | : | PC |

**Objective:**

1. Understand the principles and strategies of mobile marketing.
2. Explore mobile advertising platforms and technologies.
3. Develop skills in creating effective mobile marketing campaigns.
4. Analyze and measure the performance of mobile marketing initiatives.

**Course Content:**

1. Principles and Strategies of Mobile Marketing
2. Mobile Advertising Platforms and Technologies
3. Creating Effective Mobile Marketing Campaigns
4. Performance Analysis and Measurement in Mobile Marketing

**Course Outcome:**

1. Acquire a comprehensive understanding of the principles and strategies of mobile marketing.
2. Explore various mobile advertising platforms and technologies.
3. Develop practical skills in designing and implementing effective mobile marketing campaigns.
4. Learn to analyze and measure the performance of mobile marketing initiatives for optimization.

# CHAPTER 3
# SECOND YEAR CURRICULUM STRUCTURE

| Semester 3 | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Sl. No. | Category of Course | Code No. | Course Title | Hours per week | | | Total Contact hrs/week | Credits |
| | | | | L | T | P | | |
| 1 | PC | DMA301 | Social Media Marketing | 1 | 1 | 2 | 4 | 3 |
| 2 | PC | DMA302 | Digital Marketing Budgeting, Planning & Forecast | 1 | 2 | 0 | 3 | 3 |
| 3 | PC | DMA303 | Public Relations, and Strategic Brand Communication | 1 | 1 | 0 | 4 | 2 |
| 4 | PC | DMA304 | Digital Marketing Project Management | 1 | 1 | 2 | 4 | 3 |
| 5 | PC | DMA305 | Product Marketing (Facebook, Instagram, Google Ads) | 1 | 1 | 2 | 4 | 3 |
| 6 | OE | | Open Elective (To be Chosen by Student) | 0 | 2 | 0 | 2 | 2 |
| 7 | OE | | Vocational (Minor) | 0 | 2 | 2 | 4 | 3 |
| 8 | OE | | Co-Curricular | 0 | 2 | 0 | 2 | 2 |
| Total Credits | | | | | | | | 21 |

| Semester 4 | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Sl. No. | Category of Course | Code No. | Course Title | Hours per week | | | Total Contact hrs/week | Credits |
| | | | | L | T | P | | |
| 1 | PC | DMA401 | Computer Science & Advertising | 1 | 1 | 2 | 4 | 3 |
| 2 | PC | DMA402 | Web Design fundamentals | 1 | 2 | 0 | 3 | 3 |
| 3 | PC | DMA403 | Search Engine Optimization | 1 | 2 | 2 | 5 | 4 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| 4 | PC | DMA404 | Consumer Behavior & Psychology, | 1 | 0 | 2 | 3 | 2 |
| 5 | PC | DMA405 | Web Analytics & Google Analytics | 1 | 0 | 2 | 3 | 2 |
| 6 | PC | DMA406 | Community Connect | 0 | 2 | 0 | 2 | 2 |
| 7 | OE | | Open Elective (To be Chosen by Student) | 0 | 2 | 0 | 2 | 2 |
| 8 | OE | | Vocational (Minor) | 0 | 2 | 2 | 4 | 3 |
| 9 | OE | | Co-Curricular | 0 | 2 | 0 | 2 | 2 |
| 10 | PR | | **Live Project II (Industry TieUp)** | 0 | 0 | 0 | 0 | 0 |
| **Total Credits** | | | | | | | | 23 |

| **Detailed First Year Curriculum Contents SEMESTER - III** | | |
|---|---|---|
| Course Code | : | DMA301 |
| Course Title | : | Social Media Marketing |
| Number of Credits | : | 3(L:1,T:1,P:2) |
| Prerequisites | ; | NIL |
| Course Category | : | PC |

**Objective:**

1. Understand the role and significance of social media in marketing.
2. Explore various social media platforms and their features.
3. Develop skills in creating engaging and effective social media content.
4. Learn strategies for social media advertising and promotion.

**Course Content:**

1. Role and Significance of Social Media in Marketing
2. Exploration of Social Media Platforms and Their Features
3. Creating Engaging and Effective Social Media Content
4. Strategies for Social Media Advertising and Promotion

**Course Outcome:**

1. Gain a profound understanding of the role and significance of social media in modern marketing.

2. Acquire knowledge about the features and functionalities of various social media platforms.
3. Develop practical skills in creating content that engages and resonates with the target audience.
4. Learn effective strategies for utilizing social media for advertising and promotional activities.

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| Detailed First Year Curriculum Contents<br>SEMESTER - III | | |
|---|---|---|
| Course Code | : | DMA302 |
| Course Title | : | Digital Marketing Budgeting, Planning & Forecast |
| Number of Credits | : | 3(L:1,T:2,P:0) |
| Prerequisites | ; | NIL |
| Course Category | : | PC |

**Objective:**

1. Understand the importance of budgeting and planning in digital marketing.
2. Learn the process of creating a digital marketing budget.
3. Explore forecasting techniques for digital marketing campaigns.
4. Develop skills in implementing budgeting and planning strategies in real-world scenarios.

**Course Content:**

1. Importance of Budgeting and Planning in Digital Marketing
2. Process of Creating a Digital Marketing Budget
3. Exploration of Forecasting Techniques for Digital Marketing Campaigns
4. Implementation of Budgeting and Planning Strategies in Real-World Scenarios

**Course Outcome:**

1. Gain a comprehensive understanding of the role of budgeting and planning in the context of digital marketing.
2. Acquire practical skills in creating and managing a digital marketing budget.
3. Explore forecasting techniques to make informed decisions for digital marketing campaigns.
4. Apply budgeting and planning strategies effectively in real-world digital marketing scenarios.

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| Detailed First Year Curriculum Contents<br>SEMESTER - III | | |
|---|---|---|
| Course Code | : | DMA303 |
| Course Title | : | Public Relations, and Strategic Brand Communication |
| Number of Credits | : | 2(L:1,T:1,P:0) |
| Prerequisites | ; | NIL |
| Course Category | : | PC |

**Objective:**

1. Understand the principles and importance of public relations in the digital media landscape.
2. Learn strategies for strategic brand communication in the context of digital media.
3. Explore the role of public relations in shaping brand perception and reputation.
4. Develop skills in crafting effective and strategic communication plans for brands.

**Course Content:**

1. Principles and Importance of Public Relations in Digital Media
2. Strategies for Strategic Brand Communication in Digital Media
3. Role of Public Relations in Shaping Brand Perception and Reputation
4. Crafting Effective and Strategic Communication Plans for Brands

**Course Outcome:**

1. Acquire a deep understanding of the principles and significance of public relations in the digital media era.
2. Develop strategic thinking and planning skills for effective brand communication in the digital landscape.
3. Explore the impact of public relations on shaping brand perception and maintaining reputation.
4. Apply knowledge and skills to create communication plans that align with brand objectives in the digital realm.

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| Detailed First Year Curriculum Contents<br>SEMESTER - III | | |
|---|---|---|
| Course Code | : | DMA304 |
| Course Title | : | Digital Marketing Project Management |
| Number of Credits | : | 3(L:1,T:1,P:2) |
| Prerequisites | ; | NIL |

| | | |
|---|---|---|
| Course Category | : | PC |

**Objective:**

1. Understand the principles of project management in the context of digital marketing.
2. Learn to plan, execute, and monitor digital marketing projects effectively.
3. Develop skills in budgeting, resource allocation, and time management for digital marketing initiatives.
4. Explore strategies for risk management and problem-solving in digital marketing projects.

**Course Content:**

1. Principles of Project Management in Digital Marketing
2. Planning, Execution, and Monitoring of Digital Marketing Projects
3. Budgeting, Resource Allocation, and Time Management in Digital Marketing
4. Risk Management and Problem-Solving Strategies in Digital Marketing Projects

**Course Outcome:**

1. Acquire a solid understanding of project management principles and their application in digital marketing.
2. Develop practical skills in planning, executing, and monitoring digital marketing projects.
3. Gain expertise in budgeting, resource allocation, and time management for successful digital marketing initiatives.
4. Apply strategies for risk management and problem-solving to ensure the smooth execution of digital marketing projects.

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| **Detailed First Year Curriculum Contents SEMESTER - III** | | |
|---|---|---|
| Course Code | : | DMA305 |
| Course Title | : | Product Marketing (Facebook, Instagram, Google Ads) |
| Number of Credits | : | 3(L:1,T:1,P:2) |
| Prerequisites | ; | NIL |
| Course Category | : | PC |

**Objective:**

1. Understand the principles and strategies of product marketing on Facebook, Instagram, and Google Ads.

2. Learn to create effective and targeted marketing campaigns for products on social media platforms.
3. Develop skills in utilizing the unique features of Facebook, Instagram, and Google Ads for product promotion.
4. Explore analytics and performance tracking for optimizing product marketing campaigns.

**Course Content:**

1. Principles and Strategies of Product Marketing on Facebook
2. Principles and Strategies of Product Marketing on Instagram
3. Principles and Strategies of Product Marketing on Google Ads
4. Creating Effective and Targeted Product Marketing Campaigns on Social Media
5. Utilizing Unique Features of Facebook, Instagram, and Google Ads for Product Promotion
6. Analytics and Performance Tracking for Optimizing Product Marketing Campaigns

**Course Outcome:**

1. Acquire comprehensive knowledge of product marketing principles on Facebook, Instagram, and Google Ads.
2. Develop practical skills in designing and executing effective product marketing campaigns on social media.
3. Gain expertise in leveraging the unique features of each platform for optimized product promotion.
4. Apply analytics and performance tracking to assess and enhance the effectiveness of product marketing efforts.

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| **Detailed First Year Curriculum Contents SEMESTER – IV** | | |
|---|---|---|
| Course Code | : | DMA401 |
| Course Title | : | Computer Science & Advertising |
| Number of Credits | : | 3(L:1,T:1,P:2) |
| Prerequisites | ; | NIL |
| Course Category | : | PC |

**Objective:**

1. Understand the intersection of computer science and advertising in the digital media landscape.
2. Explore the role of algorithms and artificial intelligence in targeted advertising.
3. Develop skills in utilizing computer science concepts for optimizing digital advertising campaigns.

4. Gain insights into the ethical considerations and challenges at the intersection of computer science and advertising.

**Course Content:**

1. Introduction to Computer Science in the Context of Advertising
2. Algorithms and Artificial Intelligence in Targeted Advertising
3. Optimization of Digital Advertising Campaigns using Computer Science Concepts
4. Ethical Considerations in Computer Science and Advertising

**Course Outcome:**

1. Grasp the relationship between computer science and advertising in the digital media industry.
2. Understand how algorithms and artificial intelligence contribute to the efficiency of targeted advertising.
3. Apply computer science concepts to optimize the design and execution of digital advertising campaigns.
4. Evaluate ethical considerations and challenges at the intersection of computer science and advertising.

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| **Detailed First Year Curriculum Contents SEMESTER - IV** | | |
|---|---|---|
| Course Code | : | DMA402 |
| Course Title | : | Web Design fundamentals |
| Number of Credits | : | 3(L:1,T:2,P:0) |
| Prerequisites | ; | NIL |
| Course Category | : | PC |

**Objective:**

1. Acquire foundational knowledge of web design principles and concepts.
2. Develop practical skills in creating visually appealing and user-friendly web interfaces.
3. Understand the importance of responsive design and accessibility in web development.
4. Explore the role of web design in shaping user experience and engagement.

**Course Content:**

1. Introduction to Web Design Principles and Concepts
2. Practical Application of Web Design Skills
3. Responsive Design and Accessibility in Web Development
4. The Role of Web Design in Shaping User Experience

**Course Outcome:**

1. Demonstrate a solid understanding of foundational web design principles.

2. Create visually appealing and user-friendly web interfaces.
3. Implement responsive design and accessibility standards in web development projects.
4. Recognize the impact of web design on enhancing user experience and engagement.

*******

| Detailed First Year Curriculum Contents<br>SEMESTER - IV | | |
|---|---|---|
| Course Code | : | DMA403 |
| Course Title | : | Search Engine Optimization |
| Number of Credits | : | 4(L:1,T:2,P:2) |
| Prerequisites | ; | NIL |
| Course Category | : | PC |

**Objective:**

1. Develop a comprehensive understanding of the principles and techniques of Search Engine Optimization (SEO).
2. Acquire practical skills in optimizing web content for better search engine rankings.
3. Explore advanced SEO strategies for improving website visibility and traffic.
4. Understand the role of SEO in digital marketing and online presence.

**Course Content:**

1. Fundamentals of Search Engine Optimization (SEO)
2. Practical Implementation of SEO Techniques
3. Advanced SEO Strategies for Improved Visibility
4. The Role of SEO in Digital Marketing

**Course Outcome:**

1. Demonstrate a deep understanding of SEO principles and techniques.
2. Apply practical SEO skills to optimize web content effectively.
3. Implement advanced SEO strategies to enhance website visibility and traffic.
4. Recognize the importance of SEO in shaping digital marketing strategies and online presence.

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| Detailed First Year Curriculum Contents<br>SEMESTER - IV | | |
|---|---|---|
| Course Code | : | DMA404 |
| Course Title | : | Consumer Behavior & Psychology, |

| | | |
|---|---|---|
| Number of Credits | : | 2(L:1,T:0,P:2) |
| Prerequisites | ; | NIL |
| Course Category | : | PC |

**Objective:**

1. Gain insights into consumer behavior and psychological factors influencing purchasing decisions.
2. Understand the role of psychology in shaping advertising and marketing strategies.
3. Analyze consumer trends and preferences to create targeted advertising campaigns.
4. Explore the psychological impact of different advertising techniques on consumer perception.

**Course Content:**

1. Introduction to Consumer Behavior
2. Psychological Factors Affecting Consumer Decisions
3. Analyzing Consumer Trends and Preferences
4. Psychological Impact of Advertising Techniques

**Course Outcome:**

1. Demonstrate a nuanced understanding of consumer behavior and psychology.
2. Apply psychological principles to enhance advertising and marketing strategies.
3. Analyze consumer trends and preferences for effective campaign targeting.
4. Evaluate the psychological impact of diverse advertising techniques on consumer perception.

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| **Detailed First Year Curriculum Contents SEMESTER - IV** | | |
|---|---|---|
| Course Code | : | DMA405 |
| Course Title | : | Web Analytics & Google Analytics |
| Number of Credits | : | 2(L:1,T:0,P:2) |
| Prerequisites | ; | NIL |
| Course Category | : | PC |

**Objective:**

1. Develop proficiency in using web analytics tools, with a focus on Google Analytics.
2. Understand the key metrics and data points relevant to digital marketing and website performance.

3. Learn how to interpret analytics data to optimize digital marketing strategies.
4. Apply web analytics insights to enhance user experience and achieve marketing objectives.

**Course Content:**

1. Introduction to Web Analytics and Its Importance
2. Exploring Key Metrics in Google Analytics
3. Interpreting Analytics Data for Digital Marketing Optimization
4. Applying Analytics Insights for Enhanced User Experience

**Course Outcome:**

1. Demonstrate proficiency in using web analytics tools, especially Google Analytics.
2. Understand and analyze key metrics and data points relevant to digital marketing.
3. Apply insights derived from web analytics to optimize digital marketing strategies.
4. Enhance user experience and achieve marketing objectives through effective use of web analytics.

| **Detailed First Year Curriculum Contents SEMESTER - IV** | | |
|---|---|---|
| Course Code | : | DMA406 |
| Course Title | : | Community Connect |
| Number of Credits | : | 2(L:0,T:2,P:0) |
| Prerequisites | ; | NIL |
| Course Category | : | PC |

**Objective:**

1. Understand the concept and importance of community engagement in media communication.
2. Explore various strategies for fostering community connections.
3. Develop skills in creating and maintaining positive relationships with diverse communities.
4. Understand the role of media in building and sustaining community partnerships.
5. Gain insights into the ethical considerations of community engagement in media.
6. Learn effective communication methods for community outreach.
7. Explore case studies and best practices in successful community connect initiatives.
8. Develop practical skills in designing and implementing community-oriented media projects.

**Course Content:**

1. Introduction to Community Connect in Media Communication
2. Strategies for Fostering Community Connections
3. Building Positive Relationships with Diverse Communities
4. Media's Role in Building and Sustaining Community Partnerships
5. Ethical Considerations in Community Engagement
6. Effective Communication Methods for Community Outreach
7. Case Studies and Best Practices in Community Connect Initiatives
8. Designing and Implementing Community-Oriented Media Projects

**Course Outcome:**

1. Comprehensive understanding of community engagement in media communication.
2. Proficiency in devising strategies for effective community connections.
3. Skills in building positive relationships with diverse communities.
4. Understanding the role of media in fostering community partnerships.
5. Ethical awareness in community engagement practices.
6. Effective communication methods for successful community outreach.
7. Knowledge of case studies and best practices in community connect initiatives.
8. Practical skills in designing and implementing community-oriented media projects.

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# CHAPTER 4
# THIRD YEAR CURRICULUM STRUCTURE

| Semester 5 | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Sl. No. | Category of Course | Code No. | Course Title | Hours per week | | | Total Contact hrs/week | Credits |
| | | | | L | T | P | | |
| 1 | PC | DMA501 | Affiliate Marketing | 2 | 2 | 2 | 6 | 5 |
| 2 | PC | DMA502 | Website Data Analytics | 2 | 2 | 2 | 6 | 5 |
| 3 | PC | DMA503 | Organizational Behavior | 1 | 1 | 0 | 4 | 2 |
| 4 | PC | DMA504 | Paid Ads Optimization Strategies | 2 | 2 | 2 | 6 | 5 |
| 5 | PC | DMA505 | Neuro-Marketing Fundamentals | 2 | 2 | 2 | 6 | 5 |
| 6 | OE | | Co-Curricular | 0 | 2 | 0 | 2 | 2 |
| 7 | PR | | Project I | 0 | 1 | 4 | 5 | 3 |
| Total Credits | | | | | | | | 27 |

| Semester 6 | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Sl. No. | Category of Course | Code No. | Course Title | Hours per week | | | Total Contact hrs/week | Credits |
| | | | | L | T | P | | |
| 1 | DSE | | Apprenticeship with Indsutry | 0 | 26 | 0 | 26 | 26 |
| Total Credits | | | | | | | | 26 |

| Detailed First Year Curriculum Contents<br>SEMESTER - V | | |
|---|---|---|
| Course Code | : | DMA501 |
| Course Title | : | Affiliate Marketing |
| Number of Credits | : | 5(L:2,T:2,P:2) |
| Prerequisites | ; | NIL |
| Course Category | : | PC |

**Objective:**

1. Gain a comprehensive understanding of the concept and principles of affiliate marketing.
2. Explore various affiliate marketing strategies and techniques.
3. Learn to effectively set up and manage affiliate marketing programs.
4. Understand the role of affiliate marketing in digital advertising and revenue generation.

**Course Content:**

1. Introduction to Affiliate Marketing and Its Significance
2. Strategies and Techniques in Affiliate Marketing
3. Setting Up and Managing Affiliate Marketing Programs
4. Role of Affiliate Marketing in Digital Advertising and Revenue Generation

**Course Outcome:**

1. Demonstrate a comprehensive understanding of affiliate marketing concepts and principles.
2. Apply various affiliate marketing strategies and techniques for optimal results.
3. Effectively set up and manage affiliate marketing programs.
4. Understand the role of affiliate marketing in the broader context of digital advertising and revenue generation.

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| Detailed First Year Curriculum Contents<br>SEMESTER - V | | |
|---|---|---|
| Course Code | : | DMA502 |
| Course Title | : | Website Data Analytics |
| Number of Credits | : | 5(L:2,T:2,P:2) |

| | | |
|---|---|---|
| Prerequisites | ; | NIL |
| Course Category | : | PC |

**Objective:**

1. Develop proficiency in using web analytics tools for data measurement and analysis.
2. Understand the role of website data analytics in digital marketing strategies.
3. Learn to interpret and draw insights from website data to optimize performance.
4. Gain skills in utilizing data analytics for making informed decisions in digital media.

**Course Content:**

1. Introduction to Website Data Analytics and Key Metrics
2. Tools and Techniques for Web Analytics
3. Interpreting and Drawing Insights from Website Data
4. Application of Data Analytics in Digital Marketing Strategies

**Course Outcome:**

1. Demonstrate proficiency in using web analytics tools for data measurement and analysis.
2. Understand the role of website data analytics in developing effective digital marketing strategies.
3. Interpret and draw actionable insights from website data to optimize digital media performance.
4. Apply data analytics skills to make informed decisions in the context of digital media and advertising.

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| **Detailed First Year Curriculum Contents SEMESTER – V** | | |
|---|---|---|
| Course Code | : | DMA503 |
| Course Title | : | Organizational Behavior |
| Number of Credits | : | 2(L:1,T:1,P:0) |
| Prerequisites | ; | NIL |
| Course Category | : | PC |

**Objective:**

1. Develop an understanding of the fundamental concepts and theories of organizational behavior.
2. Analyze the impact of organizational behavior on individual and group dynamics.
3. Explore the role of leadership, motivation, and communication in organizational settings.

4. Apply organizational behavior principles to real-world scenarios in the context of digital media and advertising.

**Course Content:**

1. Introduction to Organizational Behavior: Concepts and Theories
2. Individual and Group Dynamics in Organizations
3. Leadership and Motivation in the Digital Media Industry
4. Communication Strategies for Effective Organizational Behavior

**Course Outcome:**

1. Demonstrate a comprehensive understanding of the fundamental concepts and theories of organizational behavior.
2. Analyze and evaluate the impact of organizational behavior on individual and group dynamics within a digital media and advertising context.
3. Apply leadership, motivation, and communication principles to enhance organizational effectiveness in the digital media industry.
4. Utilize organizational behavior knowledge to address challenges and opportunities in the dynamic field of digital media and advertising.

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| **Detailed First Year Curriculum Contents SEMESTER – V** | | |
|---|---|---|
| Course Code | : | DMA504 |
| Course Title | : | Paid Ads Optimization Strategies |
| Number of Credits | : | 5(L:2,T:2,P:2) |
| Prerequisites | ; | NIL |
| Course Category | : | PC |

**Objective:**

1. Understand the fundamentals of paid advertising and its role in digital media strategies.
2. Analyze different paid advertising platforms and their optimization techniques.
3. Develop skills in creating effective paid ad campaigns tailored to specific digital media channels.
4. Explore advanced strategies for optimizing paid ads to maximize ROI.

**Course Content:**

1. Introduction to Paid Advertising in Digital Media
2. Paid Ads Platforms: Features and Optimization Techniques
3. Creating Effective Paid Ad Campaigns
4. Advanced Strategies for Paid Ads Optimization

**Course Outcome:**

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