
Advance Diploma in Digital Marketing – 2 Years

Year 1 – Semester I

S. No.	Paper Numerical	Unique Class & Papers	Paper Name / Subject
1	25101	1ADDM1	Introduction to Digital Marketing
2	25102	1ADDM2	SEO (Search Engine Optimization)
3	25103	1ADDM3	Social Media Marketing (SMM)
4	25104	1ADDM4	Content Strategy & Copywriting

Course Details:

- Digital channels, web fundamentals, KPIs.
- On-page, Off-page SEO, tools like SEMrush.
- FB, IG, LinkedIn, YouTube marketing.
- Creative writing, blog planning, content funnel.

Year 1 – Semester II

S. No.	Paper Numerical	Unique Class & Papers	Paper Name / Subject
1	25201	2ADDM1	Google Ads & Paid Marketing
2	25202	2ADDM2	Email & SMS Marketing
3	25203	2ADDM3	Affiliate Marketing
4	25204	2ADDM4	Practical Project – I

Course Details:

- Search ads, display ads, video ads.
- Automation tools, newsletter creation.

- Affiliate strategies, networks, tracking.
- Live campaign project.

Year 2 – Semester III

S. No.	Paper Numerical	Unique Class & Papers	Paper Name / Subject
1	25301	3ADDM1	Website Planning & Development
2	25302	3ADDM2	E-commerce Marketing
3	25303	3ADDM3	Analytics & Lead Generation
4	25304	3ADDM4	Marketing Automation Tools

Course Details:

- Basic WordPress setup, landing pages.
- Marketplace marketing, product promotion.
- Google Analytics, conversion optimization.
- CRM, automation, workflows.

Year 2 – Semester IV

S. No.	Paper Numerical	Unique Class & Papers	Paper Name / Subject
1	25401	4ADDM1	Advanced Digital Strategy
2	25402	4ADDM2	Freelancing & Personal Branding
3	25403	4ADDM3	Internship / Field Work
4	25404	4ADDM4	Major Project / Viva

Course Details:

- 360° marketing strategy, budgeting, planning.
- Portfolio building, freelancing platforms.
- Industry exposure in digital marketing.
- Final project based on real campaigns.

