



Certificate course in Digital Marketing

Admission session 2026-27

**CENTER for ESBM
FACULTY of MANAGEMENT STUDIES
Maharshi Dayanand Saraswati University
Ajmer 305009 Rajasthan**

Certificate Course in Digital Marketing

Certificate Course Description

- (i) Title: **Certificate Course in Digital Marketing**

Certificate Course in Digital Marketing

Types of qualifications: Certificate

Minimum credit requirement: 12 Credits

Qualification title/nomenclature: Certificate Course in Digital Marketing

NHEQF level: 4.5

Duration: 3 Months (approx. 12 weeks)

Certificate Course

- (ii) **Introduction**

The Certificate Course in Digital Marketing is a 3-month, skill-oriented Skill Based Certificate Course designed to introduce learners to core concepts, tools, and strategies used in modern digital marketing. This Certificate Course blends conceptual understanding with hands-on practice, enabling learners to plan, execute, and measure digital marketing campaigns across key online channels.

Learners will be exposed to website fundamentals, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing (SMM), Content Marketing (CM), E-mail Marketing, basic analytics, and Online Reputation Management (ORM). The curriculum emphasizes practical applications, case studies, and portfolio-building tasks suitable for entry-level roles or entrepreneurial ventures.

- (iii) **Objectives of the Certificate Course**

The primary objectives of the Certificate Course in Digital Marketing are to:

1. Provide foundational knowledge of the digital marketing ecosystem, terminology, and platforms.
2. Develop practical skills in key functional areas: SEO, SEM, SMM, Content Marketing (CM), and E-mail Marketing.
3. Enable learners to plan and execute basic digital campaigns aligned with organizational or business goals.
4. Build analytical and reporting abilities using common tools (e.g., Google Analytics, Social Media Insights).
5. Foster strategic thinking about target audiences, customer journeys, and digital sales funnels.
6. Encourage ethical and responsible digital practices, including privacy, data protection, and authenticity in communication.
7. Support employability and self-employment by preparing learners for junior-level roles and small-scale entrepreneurial projects.

- (iv) **Employment and Entrepreneurial Scope**

Benefits of Studying Digital Marketing

- Builds job-ready skills demanded by start-ups, MSMEs, agencies, and larger organizations.
- Provides flexible career paths (freelancing, remote work, part-time consulting etc.).
- Enhances ability to promote one's own products or services at low cost.
- Improves data-driven decision-making and understanding of customers' online behaviour.
- Equips learners to adapt to evolving technologies and platforms in the digital space.

Potential Employment Opportunities

After successful completion, learners can pursue entry-level roles such as:

1. Digital Marketing Assistant / Executive (Junior)
2. Social Media Marketing Assistant / Coordinator
3. SEO Executive (Entry-level)
4. PPC / SEM Assistant (Google Ads, Meta Ads support roles)
5. Content Marketing / Digital Content Assistant
6. Email Marketing Assistant / CRM Support
7. Digital Marketing Intern / Trainee in agencies or in-house teams
8. E-Commerce Support Executive (product listing, basic promotions)
9. Marketing Support Staff in small and medium businesses focusing on online growth

These positions can be in Digital Marketing Agencies, E-Commerce Companies, IT firms, Educational Institutions, NGOs, Hospitality Businesses, and traditional companies expanding into digital domains.

Entrepreneurial Opportunities

Learners who wish to be self-employed can consider:

1. Freelance Digital Marketer (offering SEO, social media, or ads management services).
2. Social Media Manager for local businesses, professionals, and organizations.
3. Digital Marketing Consultant for micro and small enterprises.
4. Content Creator / Blogger / YouTuber / Influencer using learned strategies to grow an audience.
5. Affiliate Marketer promoting third-party products/services online for commission.
6. Owner of a Small Online Business / E-commerce Store, using digital marketing to drive sales.
7. Agency Start-up (Micro-agency) focusing on specific niches such as local businesses, education, events, or hospitality.

The Certificate equips learners with the foundational skills to market their own ventures cost-effectively, build online presence, and attract customers digitally.

(v) Learning Outcomes of the Skill based Certificate

After successful completion of the certificate course, learners will be able to:

1. Explain core concepts and terminology of digital marketing, including key channels and metrics.
2. Outline and design a basic digital marketing plan aligned with target audience, objectives, and budget.
3. Create and manage simple websites or landing pages using beginner-friendly tools (e.g., CMS/website builders).
4. Apply fundamental SEO techniques (on-page, basic off-page, keyword research, and technical basics) to improve visibility.
5. Set up and manage basic Search Engine Marketing (SEM) campaigns (e.g., Google Ads) under guidance, including keyword selection and ad creation.
6. Plan and execute Social Media Marketing activities (content calendars, posts, basic engagement strategies) on major platforms.
7. Develop and publish basic digital content (text, image-based posts) aligned with brand voice and audience needs.

8. Set up and run simple email marketing campaigns, including subscriber list management, basic automation, and compliance with anti-spam guidelines.
9. Use basic digital analytics tools (e.g., Google Analytics, platform insights) to track performance and generate simple reports.
10. Demonstrate awareness of ethical, legal, and security considerations (privacy, data protection, intellectual property, transparency).
11. Collaborate effectively in small teams to conceptualize and implement a mini digital campaign or project.
12. Prepare a small digital marketing portfolio (sample campaigns, reports, content pieces) to support job or freelance opportunities.

(vi) **Structure and Credit Distribution (3 Months, 12 Credits)**

Structure for a 3-month (approx. 12-week) skill-based certificate course:

1. Module 1: Foundations of Digital Marketing – 2 Credits
2. Module 2: Website Basics & SEO Fundamentals – 3 Credits
3. Module 3: Social Media & Content Marketing – 3 Credits
4. Module 4: Paid Advertising, Email Marketing & Analytics – 3 Credits
5. Module 5: Integrated Project & Portfolio Development – 1 Credit

(Total = 12 Credits)

(vii) **Minimum Eligibility**

Class 12th Pass with Active Awareness about Information Communication & Technology.

Criteria for Selection of Students for Admission: Merit on the basis of class 12th result.

Reservation as per Government policy.

(viii) **Permissible Number of Seats for one section: 20 Seats**

Structure

Course Code	Course Title	L	T	P	Credits	Internal Assessment	End Term Exam	Total
DMC01	Foundations of Digital Marketing	2	--	--	2	30	70	100
DMC02	Website Basics & SEO Fundamentals	2	--	1	3	30	70	100
DMC03	Social Media & Content Marketing	2	--	1	3	30	70	100
DMC04	Paid Advertising, Email Marketing & Analytics	2	--	1	3	30	70	100
DMC05	Integrated Project & Portfolio Development	--	--	1	1	50	--	50
					12	170	280	450

**Scheme of Examination
(For Certificate Course in Digital Marketing)**

Theory:

Part A:

1. 10 Question of 2 mark each – 20 marks
2. Answer should not exceed more than 20 words. All questions are compulsory

Part B:

1. Any 5 Questions out of 10 Questions, of 10 marks each - 50 marks.
2. Answer should not exceed 400 words.

Sessional:

There will be sessional (internal assessment) of 30 marks conducted by the Department/ Center.

Practical:

Practical exams shall be conducted by one internal and one external examiner of a batch of 20 students in a day.

Duration of Practical exam is 3 hours.

An Exercise File should be prepared by each and every student for Integrated Project & Portfolio Development and should be submitted to the Department/ Center.

Integrated Project & Portfolio Development of 50 marks distribution is as under:

- a. 40 marks for Integrated Project & Portfolio Development
- b. 10 marks for Viva-voce

Eligibility

Class 12th pass with at least 50% marks in aggregate. Admission is strictly on the basis of merit.

Reservation as per Government policy.

Venue

Department/ Center for Entrepreneurship and Small Business Management (Center for ESBM),
MDS University Ajmer.

**Scheme of Examination
(For Certificate Course in Digital Marketing)**

The Certificate Course in Digital Marketing will consist of 1 trimester of 3 months. The examination shall consist of:

- (a) Theory papers
- (b) Practical work

Candidates will be required to pursue a regular, full-time course of study at the Department/ Center for a period of three months in order to be eligible for appearing in the examination.

1. Eligibility for Certificate in Digital Marketing: Class 12th pass with at least 50% marks in aggregate. Admission is strictly on the basis of merit. Reservation as per Government policy
2. Examination:
 - i. There shall be 5 courses (4 theory and 1 practical).
 - ii. Theory paper shall be of 3 hours duration having 100 marks. Out of 100 marks 30 marks shall be considered as internal assessment based on internal test and seminars and 70 marks will be of examination at the end of each trimester or as determined by the University administration.
 - iii. The practical shall be of 50 marks assessed by internal and external examiner.
 - iv. To pass a candidate shall have to score 40% marks in each subject (theory and practical) separately and also 40% marks in aggregate of all the papers prescribed for the examination.
 - v. Due paper(s) will be applicable if a candidate obtains 40% marks in aggregate and fails in not more than one (1) paper (theory). The chance of due paper(s) will be given only thrice.
 - vi. Wherever a candidate appears at for a due paper examination he/she will do so according to the syllabus in force.
 - vii. A candidate not appearing at any examination/ or remain absent in any paper of term end examination shall be deemed as fail in that paper.
3. A candidate for a pass in the examination shall be required to obtain:
 - i. At least 40% marks in the aggregate of all the papers prescribed for the examination and
 - ii. At least 40% marks in the practical(s) wherever prescribed at the examination.

Passed with First Division 60% of the aggregate marks taken together of all the courses
Passed with second division 48%

All the rest will be declared to have passed the examination.
4. The grace marks shall be given up to 1% of the total aggregate marks of theory and practical of that semester in maximum one paper.
5. Candidates reappearing at an examination in a subsequent year shall be examined in accordance with the scheme and syllabi in force and shall be entitled to the award of the Certificate of year in which they clear the last failing/unclear paper.

Detailed Syllabus (3-Month Plan)

Module 1: Foundations of Digital Marketing (2 Credits)

Duration: Weeks 1–2

Unit 1: Introduction to Marketing & Digital Transformation

- Traditional vs digital marketing: similarities and differences
- The marketing funnel and customer journey (Awareness–Consideration–Conversion–Loyalty)
- Omni-channel and multi-channel concepts
- Role of digital marketing in start-ups, MSMEs, and large organizations

Unit 2: Digital Marketing Ecosystem & Channels

- Overview of major channels: SEO, SEM, SMM, content marketing, email, display, affiliate, influencer marketing
- Paid vs owned vs earned media
- B2B vs B2C digital strategies (basic differences and examples)

Unit 3: Target Audience & Digital Consumer Behavior

- Defining target audience and customer personas
- Understanding online search and social behavior
- Basics of segmentation, targeting, and positioning (STP) in digital context

Unit 4: Goal Setting & Basic Campaign Planning

- SMART goals for digital campaigns
- Key performance indicators (KPIs): impressions, clicks, CTR, CPC, CPA, ROI, engagement rate, conversion rate
- Introduction to digital marketing plan components

Practical Activities (Module 1):

- Identify and analyze digital presence of 2–3 brands.
- Prepare a simple customer persona and basic campaign objective for a chosen business.

Module 2: Website Basics & SEO Fundamentals (3 Credits)

Duration: Weeks 3–5

Unit 1: Website Fundamentals

- Role of websites and landing pages in digital marketing
- Basic website structure: homepage, product/service pages, contact, blog
- Introduction to CMS (e.g., WordPress/Wix) and no-code site builders
- Essentials of mobile responsiveness and user experience (UX)
- Best practices for calls-to-action (CTAs) and forms

Unit 2: Introduction to SEO

- What is SEO and why it matters
- How search engines work: crawling, indexing, ranking
- On-page vs off-page vs technical SEO (overview)

Unit 3: Keyword Research & On-Page SEO

- Understanding user intent and keyword types (short-tail, long-tail)
- Basic tools for keyword research (free or freemium tools)
- On-page optimization:
 - Title tags, meta descriptions, headings (H1–H3)
 - URL structure and internal linking
 - Image optimization (alt text, file names)
 - Content relevance and readability

Unit 4: Off-Page & Basic Technical SEO

- Concept of backlinks and authority
- Safe and ethical link-building practices (directories, partnerships, content)
- Basics of technical SEO:
 - Site speed, mobile-friendliness
 - XML sitemaps and robots.txt (introductory level)
 - HTTPS and site security basics

Unit 5: Local SEO (Introductory)

- Importance for local businesses
- Google Business Profile (formerly Google My Business) basics
- Managing reviews and local citations

Practical Activities (Module 2):

- Create or analyze a simple website/landing page for structure and UX.
- Conduct basic keyword research for a chosen topic/business.
- Optimize at least one page (titles, meta description, headings, basic content).
- Set up or review a Google Business Profile listing (if possible, real or mock).

Module 3: Social Media & Content Marketing (3 Credits)

Duration: Weeks 6–7

Unit 1: Social Media Marketing Basics

- Major platforms: Facebook, Instagram, LinkedIn, X (Twitter), YouTube, others
- Organic vs paid social media
- Choosing platforms based on audience and goals

Unit 2: Social Media Strategy & Content Planning

- Elements of a social media strategy
- Content pillars and themes
- Content calendar: frequency, timing, and formats (posts, stories, reels, videos, lives)
- Community management: responding to comments, messages, feedback

Unit 3: Content Marketing Essentials

- Role of content in digital marketing
- Types of content: blogs, articles, infographics, videos, podcasts, short-form content
- Basics of creating compelling headlines and copy (AIDA, storytelling, clarity)
- Integrating SEO with content marketing (keywords in content)

Unit 4: Tools & Best Practices for Social Media

- Basic design tools (e.g., Canva or similar) for creating posts
- Platform-specific best practices (image sizes, caption styles, use of hashtags)
- Basic understanding of algorithms and reach/engagement tactics

Unit 5: Online Reputation & Influencer Basics

- Online reputation management (ORM): monitoring and responding to feedback
- Handling negative comments and reviews
- Introduction to influencer marketing: micro vs macro influencers, brand collaborations (conceptual)

Practical Activities (Module 3):

- Create a 1-month sample social media content calendar for a brand.
- Design 3–5 sample posts using a basic design tool.
- Draft copy for a blog post or long-form article on a chosen topic.

Module 4: Paid Advertising, Email Marketing & Analytics (3 Credits)

Duration: Weeks 8–10

Unit 1: Introduction to Paid Advertising (PPC / SEM)

- Organic vs paid traffic
 - Basics of Google Ads (Search Network):
 - Structure: campaigns, ad groups, ads, keywords
 - Match types (introductory)
 - Quality Score concept (basic overview)
- Basics of social media ads (e.g., Facebook/Instagram Ads overview)

Unit 2: Creating Simple Ad Campaigns (Conceptual + Demo)

- Defining campaign objective and budget
- Writing effective ad copy and selecting visuals
- Basic targeting options: location, age, interests (social media)
- Understanding key performance metrics for ads (CTR, CPC, CPM, conversions)

Unit 3: Email Marketing Fundamentals

- Role of email marketing in nurturing leads and retaining customers
- Building and segmenting email lists (ethically)
- Email campaign types: newsletters, promotions, transactional, drip campaigns
- Basics of email design: subject lines, body copy, CTAs
- Compliance: consent, unsubscribe options, anti-spam norms (e.g., CAN-SPAM principles, GDPR awareness conceptually)

Unit 4: Introduction to Digital Analytics

- Role of analytics in measuring performance and optimizing campaigns
 - Overview of Google Analytics (GA4 or current version):
 - Basic metrics: users, sessions, bounce rate, traffic sources
 - Simple goal tracking and events (introductory demonstration)
- Platform analytics: Facebook/Instagram Insights, YouTube Analytics (overview)

Unit 5: Reporting & Optimization Basics

- Creating simple performance reports (summary tables, charts)
- Interpreting data to make basic recommendations (improve CTR, conversions, etc.)
- Continuous improvement loop: test–measure–optimize

Practical Activities (Module 4):

- Draft concept of a search or social media ad campaign (keywords/targeting, ad copy, visual brief).
- Prepare a sample email newsletter (subject, body, CTA).
- Analyze basic website or social media analytics data (given sample data) and create a short performance summary.

Module 5: Integrated Project & Portfolio Development (1 Credit)

Duration: Weeks 11–12

Unit 1: Project Planning

- Selection of a project:
 - A real or hypothetical small business/start-up, NGO, personal brand, or product.
- Defining objectives, target audience, channels, and timeframe.

Unit 2: Campaign Design & Execution (Mini-Project)

Learners plan and design a mini digital marketing campaign that may include:

- A simple website/landing page structure or outline (or review of an existing one).

- Keyword list and SEO recommendations for at least 1–2 pages.
- A 2–4 weeks social media content plan with sample posts.
- Sample paid ad concept (search or social): objectives, targeting, sample creatives.
- Sample email campaign (if relevant to project).

Unit 3: Measurement & Reflection

- Define 3–5 key KPIs for the project.
- Prepare a basic report (even if based on hypothetical or limited data) explaining:
 - Planned activities
 - Expected outcomes
 - How success would be measured and improved

Unit 4: Portfolio & Career Readiness

- Organizing work samples (campaign plans, content, mock-ups) into a simple portfolio.
- Basics of preparing a digital-marketing-oriented CV/resume.
- Overview of common entry-level job roles, freelancing platforms, and further learning pathways.

Practical Activities (Module 5):

- Group or individual presentation of the mini-project.
- Submission of a basic portfolio folder (digital).

Summary Alignment with NHEQF Level 4.5

- **Knowledge:** Foundational conceptual understanding of digital marketing theories, tools, and practices.
- **Skills:** Application of basic techniques in SEO, SMM, content, email, and analytics; use of standard tools at an introductory level.
- **Application & Problem Solving:** Ability to design and implement small-scale campaigns and solve straightforward marketing problems.
- **Communication:** Preparation of digital content, reports, and presentations suited for professional contexts.
- **Professional Readiness:** Entry-level employability and capacity to undertake guided freelance/entrepreneurial projects.