

PGCM IN DIGITAL MARKETING

Dear Student,

Greetings from **MIT School of Distance Education, Pune.**

Thank you for inquiring with MIT School of Distance Education (MITSDE), Pune. As per our discussion, kindly click the link below for more detailed information about the program.

Website Link : <https://mitsde.com/PGCMDigitalMarketing>

Learning Outcomes:

- Learn the latest concepts in digital marketing
- Understand the working of tools used in Digital Marketing
- Learn to create a brand through digital marketing
- Learn how to analyze the trends and design campaigns
- Understand how to become a virtual brand manager

COURSE SYLLABUS:

Semester I

Code	Subject	Credits
FS1F01	Foundations of Business Management (HR, Marketing, Finance & Operations)	4
FS1LA1	Legal Aspects of Business	4
FS2C10	Strategic Management	4
FS2C07	Management Information System	4
FS0W01	Digital Marketing	4

Total Credits 20

Semester II

Code	Subject	Credits
FS3W06	Product and Brand Management	4
FS3W05	Integrated Marketing Communication	4
FS2SS2	SEO & SEM	4
FS3EI5	Social Media Marketing	4
FS2SF2	Social Media Analytics & Future Trends	4
PWPGC	Project Work	6

Total Credits 26

PROGRAM TOOLS: Google Analytics | Google Adwords | Social Media Marketing Tools

Note :

- ✓ The above course curriculum is subject to revision as per AICTE guidelines from time to time and as per industry updates.
- ✓ Exams would be conducted during the January and July exam cycles.
- ✓ Students will have to attempt all the components in the Learning Management System and submit FOUR Quizzes (15 marks each) for each subject.
- ✓ Internal Examinations carry 60% marks (4 Quizzes of 15 Marks each) and External Proctored Exam carry 40% weightage (passing criteria for both internal & external exam is 50%).

Fee Structure

Fee Option	Installment I	Installment II	Installment III	Total Fee
Lumpsum	-	-	-	₹ 54,000
Installment	₹ 25,000	₹ 17,500	₹ 17,500	₹ 60,000

* Study Material will be provided to the students in the form of hard copies of books. Students who opt only for the soft copy of the books will be eligible for a discount of Rs. 5000/- in their tuition fees.

Note:

1. First Instalment needs to be paid at the time of Admission
2. Project fee of 1500 INR at the time of Evaluation
3. Students are required to pay an additional exam fee of 500 INR per subject

Potential Career

Successful completion of the program will ready you to pursue multiple roles in Digital Marketing, across various domains. Few exceptional job prospects are:

- ✓ Digital marketing executive
- ✓ Digital marketing manager
- ✓ Content writing executive
- ✓ Content manager
- ✓ SEO manager
- ✓ Social Media manager
- ✓ Digital marketing specialist
- ✓ Acquisition manager