

Post Graduate Diploma in Digital Marketing

Traditional marketing methods alone are not enough in current marketing world. Organizations have started shifting to tools and techniques of Digital marketing from traditional tools. Digital Marketing is not only a rapidly growing force in the current marketing playing field, it is set to be the future of marketing, and it seems likely that digital media will soon replace more traditional forms altogether. As the digital economy experiences major growth, the demand for skilled digital professionals is significant and growing. In addition, those businesses that fail to adapt to this new marketing climate are at great risk of going extinct sooner rather than later. Thus, in recent scenario, there is a greater need of understanding the various elements of Digital marketing and there are very few sources / opportunities available for someone who is interested in learning this emerging field.

GUJARAT TECHNOLOGICAL UNIVERSITY

| AHMEDABAD (GUJARAT), INDIA. | WWW.GTU.AC.IN |





GUJARAT TECHNOLOGICAL UNIVERSITY
Graduate School of Management Studies
Centre for Marketing Excellence

Announces

**Post Graduate Diploma in Digital Marketing
(PGDDM)**

ABOUT PGDDM:

Recognizing the trend of Digital Marketing globally, GTU is introducing post Graduate Diploma in Digital Marketing under its PG Research centre for Marketing Excellence, Graduate School of Management Studies.

Graduate School of Management Studies (GSMS) GTU's One of the PG School has started AICTE approved MBA (International Business) from Academic year 2018-2019 and also runs M.Phil. in Business Management and different E-Courses like Post Graduate Diploma in Digital Marketing, Post Graduate Diploma in Asian Business and Gandhian Philosophy commerce from academic year 2017-2018. Graduate School of Management Studies strives to adapt and explore the innovative pedagogy in teaching and learning of Business Management Courses through its best available infrastructure and Intellectual Capital to develop competitive, responsible and effective individuals in society for better future civilization.

Course Highlights:

- Any Eligible Graduate can opt for the post Graduate Diploma in Digital Marketing
- Course Duration: 1 year (Divided into three semesters)
- The Regular MBA students of GTU can also opt as additional post graduate diploma Course
- The course will be offered through contact classes and E-mode with the Interaction Session for the subject guidance. The course material will be available online on the course portal and will be provided during contact classes to all the students.
- The student has to study 7 subjects and prepare a project during the span of course.

Tuition Fees:

Students from India: INR. 20,000/-

Students from foreign nations: US\$ 1200/-*

Course Delivery:

1. The course shall be delivered through contact classes and E-mode platform. The course content will be available in the form of study material, presentations, video and pre-recorded lectures and lectures.
2. Student may also request for the online interaction/contact classes for interaction with concerned faculty for resolving the learning difficulties in weekends.

Duration of the Course:

Total Course Duration will be 1 year including practical assignments

Teaching Methodology

1. The delivery of the course shall be through contact classes in online mode.
2. The students will be provided the Log-In ID and Password for the e-learning platform of GTU . The course content will be available in form of study material, presentations, video and pre-recorded lectures.
3. Student may also request for the online interaction with concerned faculty through skype/google hangout for resolving the learning difficulties by taking prior appointment.

Course Assessment (PGDDM)

1. The course carries total marks of 800.
2. There will be seven theory subjects and one Project, each of 100 marks.
3. At the end of all semesters, the student will have to appear in the written exam conducted by GTU. The evaluation of each subject will be done on external and internal component. The Proportion of External and Internal is 7:3.
4. During third trimester, the students will have to work on seminar course and have to prepare a project. The Viva Voce will be conducted for Seminar Course and Project.

Passing Criteria

The passing criteria for the course is 40%.

SUBJECTS COVERED IN PGDDM

Trimester I

Subject Name	Sub Code
Fundamentals of Digital Marketing	1517501
Search Engine Optimization	1517502
Content and E-mail Marketing	1517503

Trimester II

Search Engine Marketing	1527501
Social Media Marketing	1527502
Web Analytics	1527503

Trimester III

Seminar Course	1537501
Project	1537502

Procedure for Application

1. Fill in the online Expression of Interest Form (EOI)
2. Shortlisted Candidates will be contacted through e-mail for submitting the application form along with the required documents.
3. After verifying the documents, the candidates will be informed to submit the respective fees through online mode.
4. The participants will be enrolled for the course log in ID and password will be provided to access online portal

Course – Coordinator

Dr. Krishna Vaghela

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Faculty Members at GTU:

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Assistant Professor, Gujarat Technological University

Dr. Kaushal Bhatt, Ph.D., M.Phil., MBA, M. Com.
Assistant Professor, Gujarat Technological University

Dr. Sarika Srivastava Ph.D., UGC-NET, MBA, UP-SLET
Assistant Professor, Gujarat Technological University



GUJARAT TECHNOLOGICAL UNIVERSITY

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