

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

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

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.

Who Can Join?

1. GTU regular MBA student
2. Aspirants from Foreign Countries having bachelor degree or equivalent qualification or professional experience of 3 years.
3. Aspirants from India having bachelor degree of any stream.
4. Aspirants having MBA / MCA/ ME / M. Pharm degree and willing to acquire the additional knowledge of Digital Marketing
5. Working executives from the businesses operating/intending to operate through Electronic mode having graduation degree

Tuition Fees:

Students from India: INR. 10,000/-

Students from foreign nations: US\$ 600/-*

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 class at campus and E-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 each semester, 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 50%.

SUBJECTS COVERED IN PGDDM

Trimester I

Subject Name	Sub Code
Fundamentals of Digital Marketing	DM-01
Search Engine Optimization	DM-02
Content and E-mail Marketing	DM-03

Trimester II

Search Engine Marketing	DM-04
Social Media Marketing	DM-05
Web Analytics	DM-06

Trimester III

Seminar Course	DM-07
Project	DM-08

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 starting from Sept-2017 and log in ID and password will be provided to access online portal

Expression of Interest Form

Link: <https://goo.gl/S3aapD>

Last date for registration is 15th July, 2018

About GTU's Management PG Research Centres:

Centre for Global Business Studies:

About CGBS:

Purpose: established to construct a coherent global perspective in Management education and research

Focused region for the study:

- North America
- Europe
- South America and Caribbean countries
- Africa
- Middle East
- Central Asia
- East Asia
- Pacific Countries & South Asia.

Activities:

- Promotes the research work in field of business management
- Facilitates the foreign study programs across the branches
- Expanding the scope by tie-up with foreign universities.
- Internationalization of the university in all possible areas

Mission of CGBS:

- Attracting scholars in field of education and research
- Internationalization of the faculties and students
- Creating an eco-system for innovation - leveraging academic and industrial research for global business studies
- Fostering entrepreneurship through global business studies.
- Becoming a hub for global business research to help academia and industry

International Students at GTU:

321 students from 41 countries of the world are studying full-time courses at GTU.

'INDO-EAST ASIAN STUDY CENTRE'

Asia has a major influence on world culture and the world's economy. Countries such as Russia, China, Japan and India produce products and services that are used by every nation in the world. Asia is also abundant in natural resources. Oil in the Middle East is a major supplier of much of the world's energy. The 'Indo-East Asian Study Centre' fulfils the need for an authentic center of study and information about East Asia in India. It hosts visiting Professors, Writers, Creative Artists, Media Personalities, Diplomats, Statesmen and delegations from Universities and Industries. It also helps businesses in East Asia to establish mutually beneficial interactions with businesses in Gujarat/ India.

Center for Governance Systems (CGS):

About the CGS:

GTU has started working on a Monitor for Good Governance, which will make it possible to objectively determine how well the governance systems are working. It is initiating studies in the field of Governance System in Businesses, Industries, Universities, Hospitals, NGOs and Governments. So that it might be able to help organizations improve their working through new policies or modifying existing policies and protocols and through creating or modifying management structures.

Objectives of CGS:

- To make the students/researchers/practitioners aware about the Governance practices.
- To take up joint research projects with foreign universities.
- To study, research and train managers in effective governance practices.
- To compare the governance system of Indian industry/sector/business with their developed nations' counterparts and to develop the governance models.

Centre for Business Ethics & CSR:

Vision:

Instrumental in creating and maintaining trust

Promoting practices based on principles of Ethics and behaviour, driven by human values.

Mission:

Develop and Provide systems and procedures for training 'Minds' of people in such a way that they become capable of thinking ethically and an environment with mutual understanding is created in every organization
Every individual may be able to reach his/ her optimum capability for harmoniously moving together towards achieving the larger objectives of the organization.

Centre for Financial Services:

Objectives:

- To offer training and education in the area of financial services and other areas of finance and economics by conducting long and short term courses.
- To conduct various in-house and external research projects in the area of financial services and other areas of finance and economics.
- To provide consultancy/advisory to the external bodies/institutes in the area of financial services and other areas of finance and economics.

Centre for Marketing Excellence:

Centre for Marketing Excellence is the dedicated centre to look after the research work in field of Marketing area. The Centre for Marketing Excellence has initiated vary reputed projects namely, **Kotler's Incubator for Ayurveda Medicines**. Kotler's Incubator for Ayurvedic Medicines is a part of the World Marketing Summit (WMS) initiative, started by the World's most influential Marketing Guru Professor Philip Kotler. Professor Kotler has initiated the concept of incubator and has set up WMS. The Centre is also very active in application based research projects funded by private limited companies, statutory bodies and government organizations; in niches of Governance in Marketing, Sales and Logistics Management, Brand Management, Product Management, Product / Service Promotions, Market Segmentation and Consumer Behavior and other related aspects in Marketing Management.

For More details on GTU's Management PG research Centre, Kindly go through the following web link:

<http://gtupgcenters.edu.in/>

Course – Coordinator

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