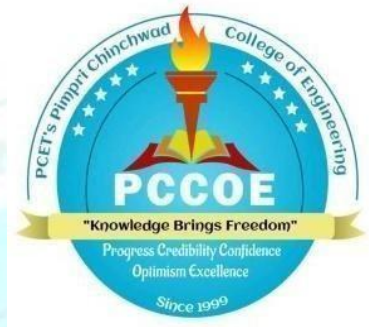


impri Chinchwad Education Trust's

PIMPRI CHINCHWAD COLLEGE OF ENGINEERING

SECTOR NO. 26, PRADHIKARAN, NIGDI, PUNE 411044

(An Autonomous Institute Approved by AICTE and Affiliated to SPPU, Pune)



Curriculum Structure and Syllabus

of

Multi-Disciplinary Minor (MDM) in Digital Marketing (Regulations 2023)



Effective from Academic Year 2024-25

Institute Vision

To be one of the top 100 Engineering Institutes of India in coming five years by offering exemplarily Ethical, Sustainable and Value Added Quality Education through a matching ecosystem for building successful careers.

Institute Mission

1. Serving the needs of the society at large through establishment of a state-of-art Engineering Institute.
2. Imparting right Attitude, Skills, and Knowledge for self-sustenance through Quality Education.
3. Creating globally competent and Sensible engineers, researchers and entrepreneurs with ability to think and act independently in demanding situations.

EOMS Policy

“We at PCCOE are committed to offer exemplarily Ethical, Sustainable and Value Added Quality Education to satisfy the applicable requirements, needs and expectations of the Students and Stakeholders.

We shall strive for technical development of students by creating globally competent and sensible engineers, researchers and entrepreneurs through Quality Education.

We are committed for Institute’s social responsibilities and managing Intellectual property.

We shall achieve this by establishing and strengthening state-of-the-art Engineering Institute through continual improvement in effective implementation of Educational Organizations Management Systems (EOMS).”

Course Approval Summary

Board of Studies - Department of Computer Engineering

Sr. No.	Name of the Course	Course Code	Page number	Signature and stamp of BoS chairman
1	Foundations of Digital Marketing	BCE23MD01	6	
2	Digital Marketing using Social Media	BCE24MD02	9	
3	Social Media Analytics	BCE25MD03	12	
4	Digital Marketing Tools Laboratory	BCE25MD04	14	
5	Fundamentals of E-commerce	BCE26MD05	17	
6	Capstone Project	BCE27MD06	20	

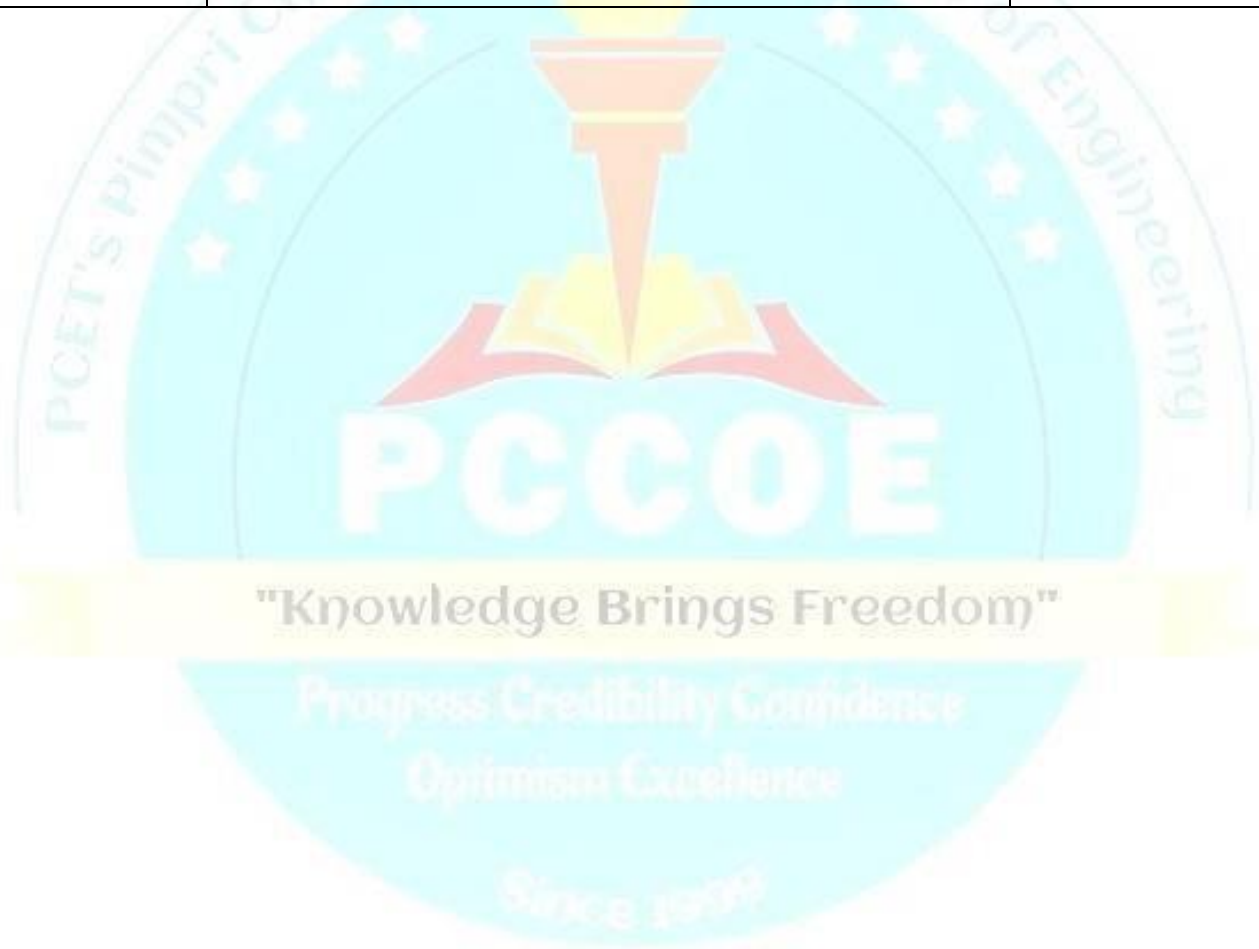
Approved by Academic Council:

"Knowledge Brings Freedom"

Chairman, Academic Council
Pimpri Chinchwad College of Engineering

INDEX

Sr. No.	Content	Page No.
1	Preface	1
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5	Course Syllabus of Semester- V Courses	12
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PREFACE

Digital Marketing has emerged as a critical component of contemporary business strategies, revolutionizing how companies connect with customers and promote their products and services. The demand for professionals with expertise in digital marketing is steadily increasing across industries. In recognition of the growing importance of digital marketing skills across diverse industries, we are pleased to offer a multidisciplinary minor in Digital Marketing.

The curriculum is designed to equip students with essential knowledge and practical skills in digital marketing, empowering them to leverage technology and data-driven approaches to enhance their professional profiles and career opportunities. Engineering students completing this minor will have a competitive edge in the job market, as they possess a unique blend of technical and marketing skills. They can explore opportunities in technology firms, marketing agencies, E-Commerce companies, and various other sectors where digital marketing plays a crucial role in driving business growth and innovation. Overall, the Multidisciplinary Minor in Digital Marketing offers an invaluable opportunity for students to broaden their skill sets, enhance their career prospects, and make meaningful contributions to the evolving landscape of digital marketing.

Objectives of MDM:

1. Provide students with a foundation in digital marketing principles, practices and strategies.
2. Provide students with practical skills and strategies to utilize social media effectively in digital marketing campaigns
3. To equip students with hands-on experience using a diverse range of digital marketing analytics and techniques.
4. Introduce students to e-commerce concepts, business models, and strategies, enabling them to understand the integration of e-commerce platforms and digital marketing techniques for online business success.
5. Engage students in project where they apply digital marketing concepts, strategies, and tools to design and implement a real-world digital marketing campaign, demonstrating their ability to integrate theory and practice in solving marketing challenges.

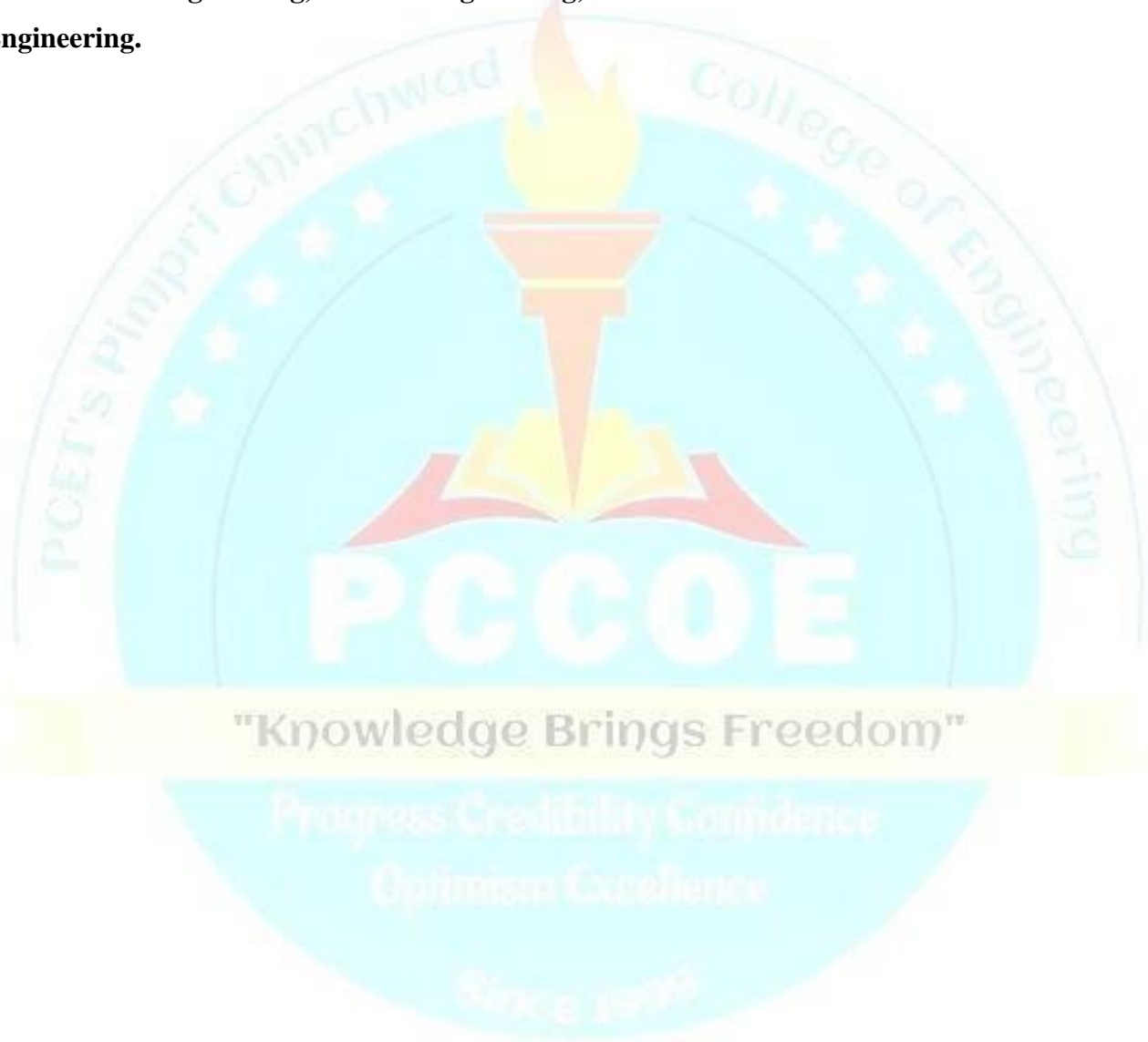
Outcome of MDM:

1. Gain fundamental knowledge and understanding of digital marketing concepts, principles, and strategies.
2. Develop expertise in leveraging social media platforms for digital marketing purposes.
3. Acquire proficiency in using digital marketing analytics and techniques through hands-on experience.

4. Understand the fundamentals of e-commerce and its role in digital marketing strategies.
5. Apply knowledge and skills acquired throughout the program to develop a comprehensive digital marketing campaign.

MDM is offered by the Computer Engineering department.

Applicable to students of Computer Engineering, CSE-AIML, Information Technology, Mechanical Engineering, Civil Engineering, and Electronics and Telecommunication Engineering.



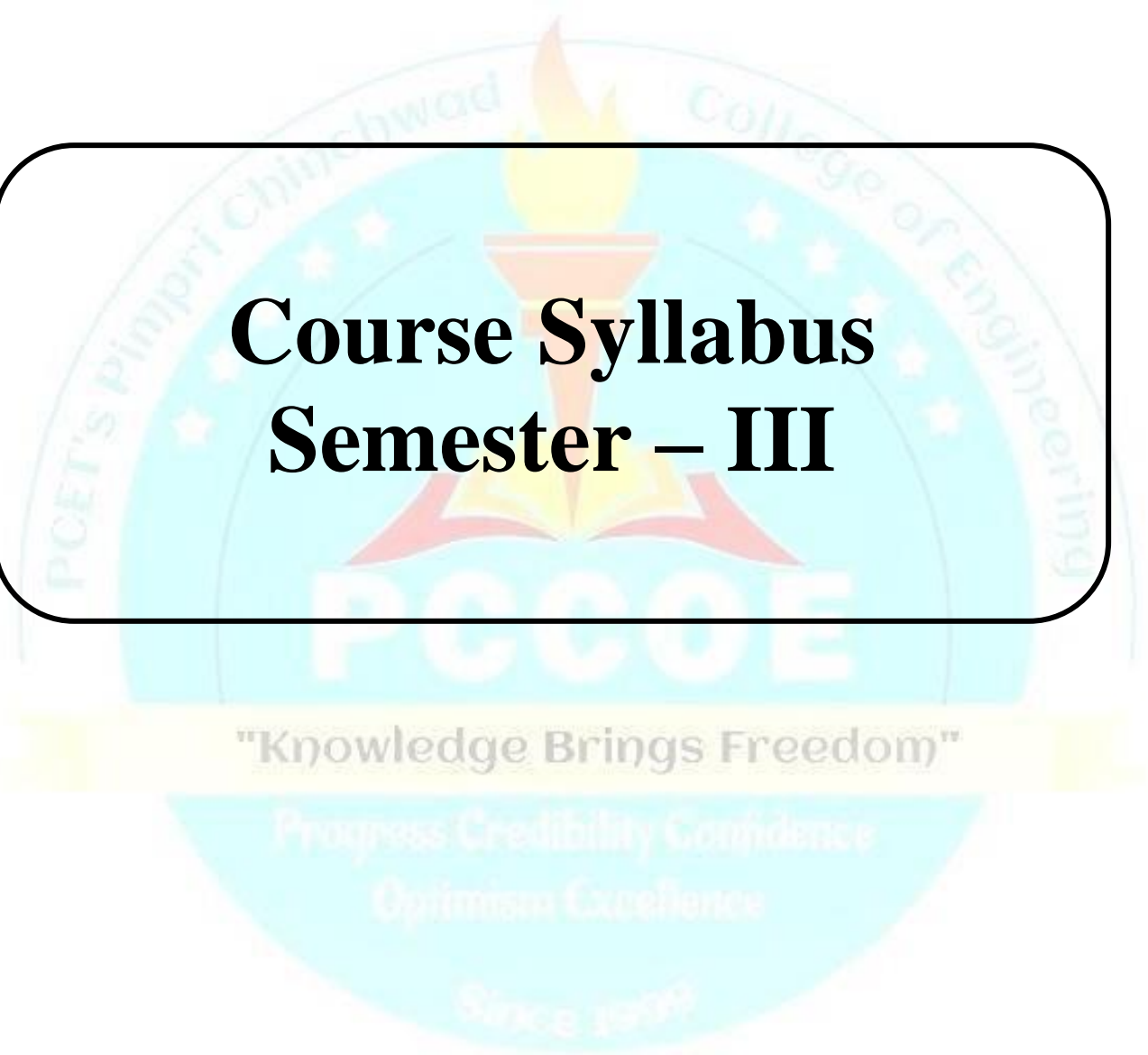


Curriculum Structure MDM in Digital Marketing

CURRICULUM STRUCTURE
MDM in Digital Marketing (Regulations 2023)
(With effect from Academic Year 2024-25)

Course Code	Course Name	Credit Scheme				Teaching Scheme (Hours/Week)			Evaluation Scheme and Marks						
		L	P	T	Total	L	P	T	FA		SA	TW	PR	OR	Total
									FA1	FA2					
Semester III															
BCE23MD01	Foundations of Digital Marketing	2	-	-	2	2	-	-	10	10	30	-	-	-	50
Semester IV															
BCE24MD02	Digital Marketing using Social Media	2	-	-	2	2	-	-	10	10	30	-	-	-	50
Semester V															
BCE25MD03	Social Media Analytics	3	-	-	3	3	-	-	20	20	60	-	-	-	100
BCE25MD04	Digital Marketing Tools Laboratory	-	1	-	1	-	2	-	-	-	-	50	-	-	50
Semester VI															
BCE26MD05	Fundamentals of E-commerce	2	-	-	2	2	-	-	10	10	30	-	-	-	50
Semester VII															
BCE27MD06	Capstone Project	-	4	-	4	-	8	-	-	-	-	100	-	50	150
Total		9	5	-	14	9	10	-	50	50	150	150	-	50	450

L-Lecture, P-Practical, T-Tutorial, FA-Formative Assessment, SA-Summative Assessment, TW-Term Work, OR-Oral, PR-Practical



Course Syllabus Semester – III

MDM :	BTech: AIML/ Comp/ Comp (R)/ E&Tc/ IT/ Mech				Semester: III		
Course :	Foundations of Digital Marketing				Code :	BCE23MD01	
Credits	Teaching Scheme (Hrs./Week)			Evaluation Scheme and Marks			
	Lecture	Practical	Tutorial	FA		SA	Total
				FA1	FA2		
2	2	-	-	10	10	30	50
Prior knowledge of Understanding of design thinking and planning is essential.							
Course Objectives: This course aims at enabling students, <ol style="list-style-type: none"> 1. To understand the basic concept of Digital Marketing. 2. To understand the basics of Mobile Marketing. 3. To comprehend the concept of Online Marketing. 4. To familiarize with the knowledge of E-mail Marketing. 							
Course Outcomes: After learning the course, the students should be able to: <ol style="list-style-type: none"> 1. Understand the core concepts of Digital Marketing. 2. Understand the basics of Mobile Marketing. 3. Summarize the core concepts of Online Marketing. 4. Discuss E-mail marketing techniques. 							
Detailed Syllabus:							
Unit	Description						Duration [Hrs]
I	Introduction to Digital marketing The Concept , Need & Evolution of Digital Marketing, Reason for growing importance of Digital Marketing in India, Digital Marketing: Types & Examples. Case Study on Digital Marketing						7
II	Mobile Marketing Meaning, types & Evolution, Mobile – market size and rate of growth, Mobile applications, Types of Mobile Marketing, Advantages and Disadvantages of Mobile marketing, Performance marketing: definition, benefits. Case Study on Mobile Marketing						8

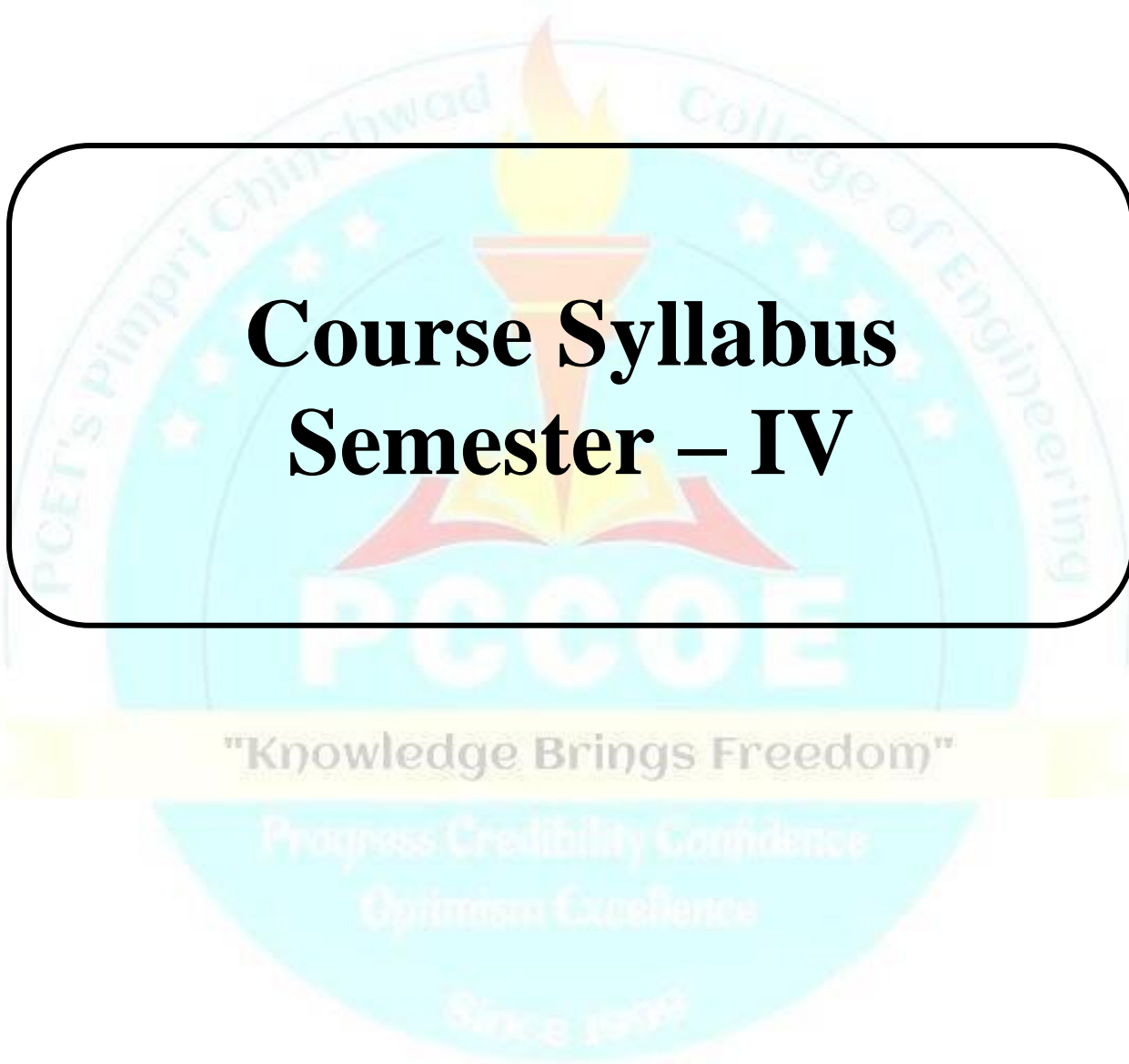
III	<p>Online Marketing</p> <p>The concept of Digital Marketing Mix, 7 P's of Online Marketing: Product, Price, Promotion, Place People, Process, Physical evidence, Methods of Online Marketing promotion.</p> <p>Case Study on Online Marketing</p>	7
IV	<p>Email Marketing</p> <p>Email Marketing: Need for Emails, Types of Emails, options in Email advertising, Do's and Don'ts of an email marketing campaign, Introduction to E-mail marketing tool- Mailchimp.</p> <p>Case Study on Email Marketing</p>	8
	Total	30
<p>Text Books:</p> <ol style="list-style-type: none"> 1. Damian Ryan& Calvin Jones. Understanding DIGITAL Marketing, 2009, ISBN 9780749453893 2. Vandana Ahuja, Digital Marketing, Oxford University Press, New Delhi, 2015, ISBN: 9780199455447. 3. Jodie the Mom (2023) Email Marketing Planner: Organize and Track Your Emails, 2023, ASIN :B0C5KNF1BM 		
<p>Reference Books:</p> <ol style="list-style-type: none"> 1. Dave Evans., Susan Bratton, Social Media Marketing: The Next Generation of Business Engagement. Wiley , 2010, ISBN: 978-0-470-63403-5 2. George Pain(2019). Marketing Automation and Online Marketing: Automate Your Business through Marketing Best Practices such as Email Marketing and Search Engine Optimization, 2019, ISBN-10 1922301132 : 		
<p>e-sources:</p> <ol style="list-style-type: none"> 1. https://www.coursera.org/learn/foundations-of-digital-marketing-and-e-commerce 2. https://open.umn.edu/opentextbooks/textbooks/1602 		

"Knowledge Brings Freedom"

Progress Credibility Confidence

Optimism Excellence

Since 1979



Course Syllabus Semester – IV

MDM :	BTech: AIML/ Comp/ Comp (R)/ E&Tc/ IT/ Mech					Semester: IV	
Course :	Digital Marketing using Social Media					Code :	BCE24MD02
Credits	Teaching Scheme (Hrs./Week)			Evaluation Scheme and Marks			
	Lecture	Practical	Tutorial	FA		SA	Total
				FA1	FA2		
2	2	-	-	10	10	30	50
Prior knowledge of Digital marketing basics and Knowledge of social media platforms is essential.							
Course Objectives: This course aims at enabling students, <ol style="list-style-type: none"> 1. To perceive the importance of social media platforms in Digital Marketing. 2. To learn and utilize social media as tools for digital marketing. 3. To understand the Role of Digital Marketing in developing brands. 							
Course Outcomes: After learning the course, the students should be able to: <ol style="list-style-type: none"> 1. Comprehend the concept of Digital marketing using social media. 2. Understand the use of facebook for social media marketing. 3. Use social media advertising platforms for digital marketing campaigns. 4. Understand the social media platforms for business. 							
Detailed Syllabus:							
Unit	Description						Duration [Hrs]
I	Introduction to Social Media Marketing Consumer Generated Contents (CGC), Impact of Social Media, Advantages and Disadvantages of Social Media, Types of Social Media, Social Media for Business use, Community Building Principles						8
II	Social Media Marketing with Facebook Facebook's Place in the Marketing World, Facebook user Stats and Other Interesting Details, Facebook Key Features, Facebook for Business, Developing Facebook Marketing Strategy, Facebook Advertising						7
III	Social Media Marketing with Instagram and SnapChat Instagram for Business/ Brand, Instagram for advertisers-Marketing tools and Techniques, Instagram Best Practices SnapChat for Business, The rise of Anonymous Messaging Apps, Popular and Upcoming Anonymous Messaging Apps						8

IV	Social Media Marketing with Twitter and LinkedIn Twitter Usage Stats and Interesting Facts, Twitter Terminology and Account Security, Advertising on Twitter, Twitter for Marketing. LinkedIn for Business, LinkedIn for Advertising, LinkedIn for Recruiters	7
	Total	30

Text Books:

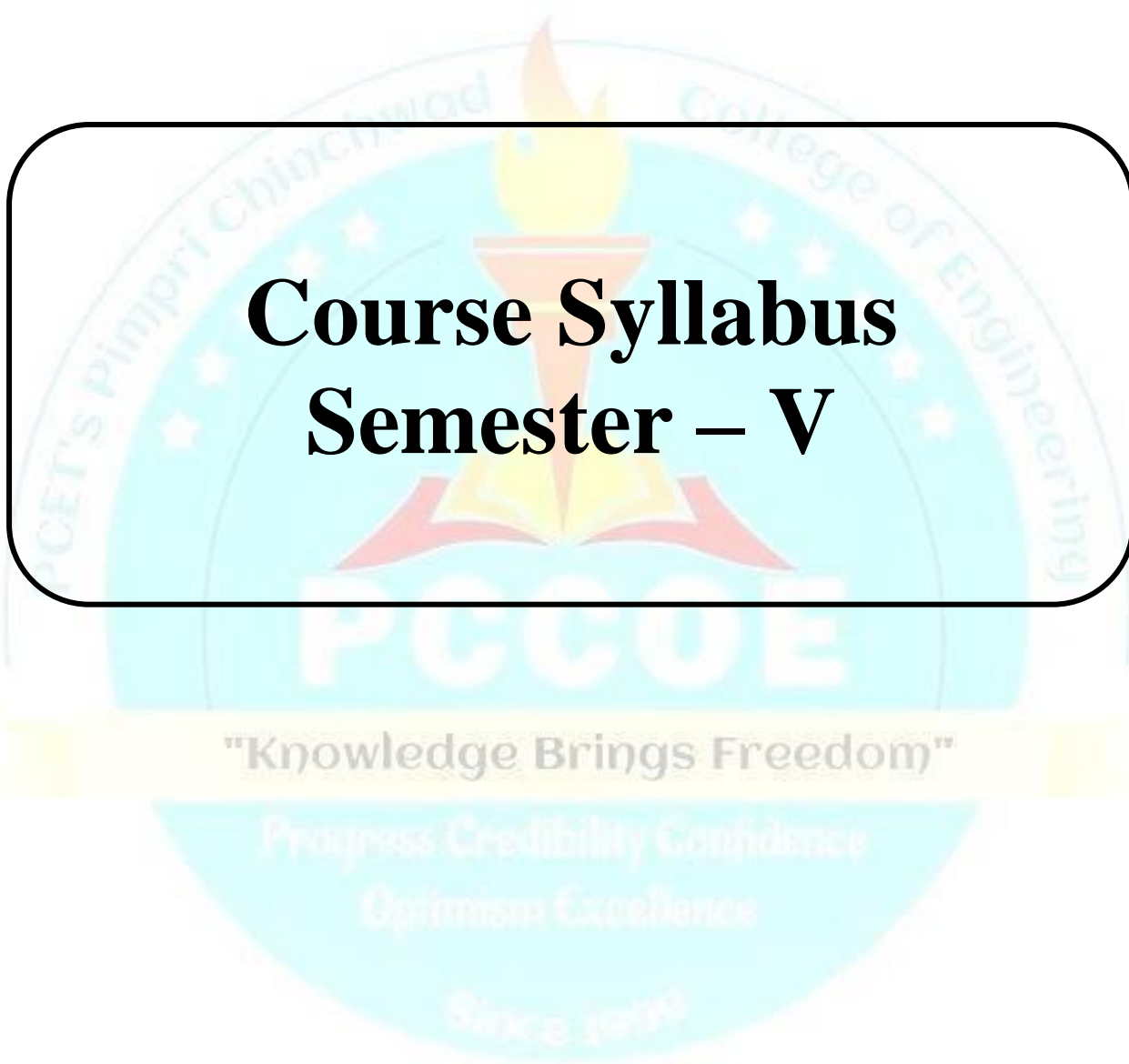
1. Neetu Kapoor, Concept Building Approach to Digital Marketing, Cengage, 2nd Edition, 2022, ISBN: 9789355730305.
2. Mohit Pawar, The Digital Marketing A step by Step Guide for Modern Marketing, Metadoor Press, 1st edition, 2015.

Reference Books:

1. Vandana Ahuja, Digital Marketing, Oxford University Press, New Delhi, 2015, ISBN: 9780199455447.
2. Barker, M., Barker, D., & Bormann, N., Social Media Marketing: A Strategic Approach, 1st Edition, Boston, MA : Cengage Learning, 2016, 978-0538480871.
3. Tuten, T., Solomon M., Social Media Marketing, 2nd Edition, SAGE, 2017, 978-1473913011.
4. Ian Dodson, The art of Digital Marketing, 2016, Wiley, 978-1-119-26570-2.

e-sources:

1. <https://www.coursera.org/learn/social-media-marketing-introduction%20>
2. <https://www.coursera.org/specializations/social-media-marketing%20>
3. <https://www.coursera.org/learn/content-marketing>
4. Social Media Marketing Full Course 2023 | Learn Social Media Marketing in 7 Hours | Simplilearn



Course Syllabus Semester – V

"Knowledge Brings Freedom"

Progress Credibility Confidence
Optimism Excellence

Since 1989

MDM :	BTech: AIML/ Comp/ Comp (R)/ E&Tc/ IT/ Mech			Semester: V			
Course :	Social Media Analytics			Code :	BCE25MD03		
Credits	Teaching Scheme (Hrs./Week)			Evaluation Scheme and Marks			
	Lecture	Practical	Tutorial	FA		SA	Total
				FA1	FA2		
3	3	-	-	20	20	60	100

Prior knowledge of
Foundation of Digital marketing and data interpretation skills **is essential.**

Course Objectives:

This course aims at enabling students,

1. Develop proficiency in interpreting social media analytics.
2. Learn to apply Search Engine Optimization tactics and strategies.
3. To develop strategic approaches in selecting and applying appropriate digital marketing tools based on specific marketing objectives and target audiences.

Course Outcomes:

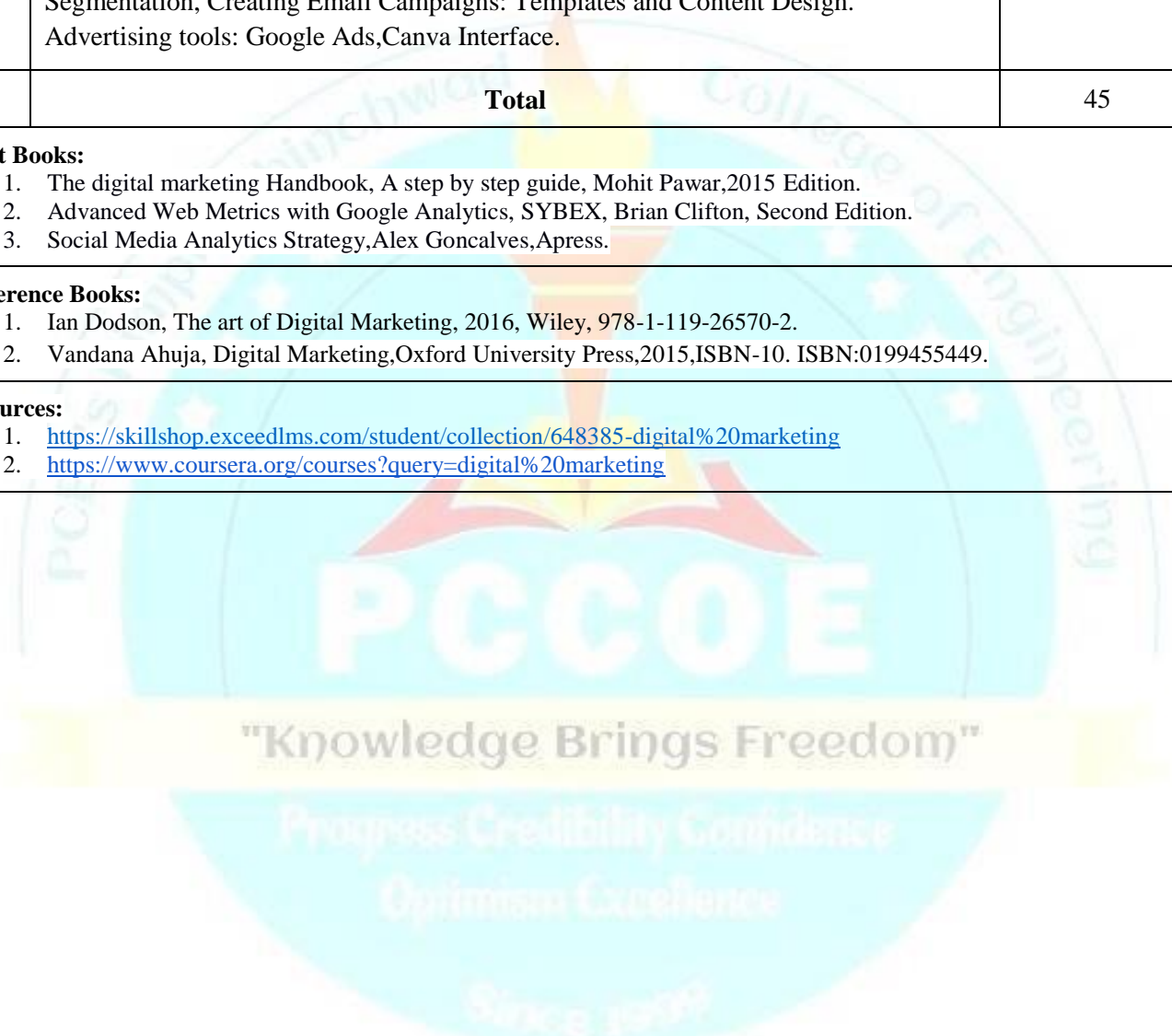
After learning the course, the students should be able to:

1. Understand the Digital Marketing Key Performance Indicators.
2. Comprehend the Social Media Analytics strategies
3. Apply Google Analytics for digital marketing.
4. Apply the fundamental principles and concepts of Search Engine Optimization(SEO).
5. Apply strategic digital marketing tools.

Detailed Syllabus:

Unit	Description	Duration [Hrs]
I	Key Performance Indicators Selecting and Preparing KPIs, Pages and Landing Pages, Event Tracking and AdSense, Site Search, Optimizing Your Search Engine Marketing.	9
II	Social Media Analytics Types of Analytics in Social Media: Analytics, Listening, Advertising Analytics, Analytics from CMS and CRM, The Analytics Process, Metrics, Dashboards, and Reports.	9
III	Google Analytics Google Analytics Features, Benefits, and Limitations, Google Analytics Reports, Creating custom reports, Dashboard and Segments	9

IV	Search Engine Optimization(SEO) Search Engine Optimization Basics, Keyword Research, SEO Tool- SEMrush: Overview and Features, Top Search Engine Ranking Factors. Case Study: Dominos India: Building Traffic through content propagation.	9
V	DM tools Overview of Hootsuite: Dashboard and Features, Social Media Listening and Monitoring, Social Media Publishing and Scheduling. Campaign using Mailchimp: Overview of Mailchimp Features and Interface, Building Email Lists and Segmentation, Creating Email Campaigns: Templates and Content Design. Advertising tools: Google Ads, Canva Interface.	9
Total		45
Text Books:		
<ol style="list-style-type: none"> 1. The digital marketing Handbook, A step by step guide, Mohit Pawar, 2015 Edition. 2. Advanced Web Metrics with Google Analytics, SYBEX, Brian Clifton, Second Edition. 3. Social Media Analytics Strategy, Alex Goncalves, Apress. 		
Reference Books:		
<ol style="list-style-type: none"> 1. Ian Dodson, The art of Digital Marketing, 2016, Wiley, 978-1-119-26570-2. 2. Vandana Ahuja, Digital Marketing, Oxford University Press, 2015, ISBN-10. ISBN:0199455449. 		
e-sources:		
<ol style="list-style-type: none"> 1. https://skillshop.exceedlms.com/student/collection/648385-digital%20marketing 2. https://www.coursera.org/courses?query=digital%20marketing 		



MDM :	BTech: AIML/ Comp/ Comp (R)/ E&Tc/ IT/ Mech					Semester: V	
Course:	Digital Marketing Tools Laboratory					Code:	BCE25MD04
Credits	Teaching Scheme (Hrs. /Week)			Evaluation Scheme and Marks			
	Theory	Practical	Tutorial	TW	OR	PR	Total
1	-	2	-	50	-	-	50
Prior knowledge of Foundation of Digital marketing is essential.							
Course Objectives: This course aims at enabling students, <ol style="list-style-type: none"> To introduce a comprehensive set of digital marketing tools commonly used in the industry. To provide practical skills and knowledge necessary to utilize tools effectively for marketing purposes. To develop strategic approaches in selecting and implementing appropriate digital marketing tools based on specific marketing objectives and target audiences. 							
Course Outcomes: After completion of this course, the students will be able to, <ol style="list-style-type: none"> Use Search Engine Optimization tools for digital marketing campaigns. Use social media marketing tools for digital marketing campaigns. Apply digital marketing strategies using Mailchimp and WordPress. Apply strategic digital advertising techniques through Google Ads, create visually compelling graphics with Canva, and produce engaging video content on YouTube 							
Guidelines: <ul style="list-style-type: none"> The laboratory assignments are to be submitted by students in the form of a journal. Journal consists of a prologue, certificate, table of contents and handwritten write-up of each assignment. Guidelines for Laboratory/Term Work Assessment: <ul style="list-style-type: none"> Continuous assessment of laboratory work is done based on overall performance and Laboratory performance of students. Every evaluation for a laboratory assignment should offer a grade or marks based on parameters with appropriate weightage. Suggested parameters for overall assessment as well as each Laboratory assignment include- timely completion, performance, innovation, efficiency, punctuality and neatness. Guidelines for Laboratory Conduction: <ul style="list-style-type: none"> Assignments on all concepts are mandatory. Assignments on all concepts should be implemented using digital marketing tools. Use of open-source tools is to be encouraged. 							
Detailed Syllabus:							
Expt. No.	Suggested List of Experiments						
1	Keyword Research and SEO Optimization Using SEO tools such as SEMrush, conduct keyword research for a specific industry or topic: Create a list of high-volume and relevant keywords, and propose on-page and off-page SEO optimizations for a hypothetical website based on the keyword research findings.						

2	<p>Social Media Content Calendar</p> <p>Select a social media management tool like Hootsuite. Plan and create a social media content calendar for a one-week period, including content types, posting schedule, and target audience segments. Use the scheduling feature of the chosen tool to schedule posts across different social media platforms.</p>
3	<p>Email Marketing Campaign</p> <p>Choose an email marketing platform such as Mailchimp or Constant Contact. Design and execute an email marketing campaign for a fictional product or service. Create email templates, segment the email list, and schedule the campaign. Analyze the campaign performance metrics such as open rates, click-through rates, and conversions.</p>
4	<p>Social Media Advertising Campaign</p> <p>Create a Facebook Business Manager account. Develop a social media advertising campaign on Facebook or Instagram for a chosen target audience. Define campaign objectives, audience targeting criteria, ad formats, and budget allocation. Monitor campaign performance metrics such as reach, engagement, and conversion rates.</p>
5	<p>Leveraging Instagram Influencers for Brand Promotion</p> <p>Create an Instagram influencer outreach plan to promote a new line of eco-friendly skincare products, aiming to increase brand visibility and drive online sales among environmentally-conscious consumer</p>
6	<p>Creating Canva Designs for YouTube Channel Branding</p> <p>Design graphics for branding a YouTube channel focused on cooking tutorials. The channel name is "Tasty Bites Kitchen." The graphics to be created include a channel banner, a profile picture (channel logo), and a thumbnail template for video thumbnails.</p>
<p>Text Books:</p> <ol style="list-style-type: none"> 1. The digital marketing Handbook, A step by step guide, Mohit Pawar, 2015 Edition. 2. Advanced Web Metrics with Google Analytics, SYBEX, Brian Clifton, Second Edition. 3. Social Media Analytics Strategy, Alex Goncalves, Apress. <p>Reference Books:</p> <ol style="list-style-type: none"> 1. Ian Dodson, The art of Digital Marketing, 2016, Wiley, 978-1-119-26570-2. 2. Vandana Ahuja, Digital Marketing, Oxford University Press, 2015, ISBN-10. ISBN: 0199455449. <p>e-sources:</p> <ol style="list-style-type: none"> 1. https://skillshop.exceedlms.com/student/collection/648385-digital-marketing 2. https://www.coursera.org/courses?query=digital%20marketing 	



Course Syllabus Semester – VI

MDM :	BTech: AIML/ Comp/ Comp (R)/ E&Tc/ IT/ Mech			Semester: VI			
Course :	Fundamentals of E-commerce			Code :	BCE26MD05		
Credits	Teaching Scheme (Hrs./Week)			Evaluation Scheme and Marks			
	Lecture	Practical	Tutorial	FA		SA	Total
				FA1	FA2		
2	2	-	-	10	10	30	50
Prior knowledge of Fundamentals of Digital marketing are essential.							
Course Objectives: This course aims at enabling students, <ol style="list-style-type: none"> To perceive the fundamentals of e-commerce and its business models. To understand case studies and real-world examples on E-marketing and Mobile commerce. To discuss the concept of E-payment and E-security. To understand the role of advertising in E-commerce. 							
Course Outcomes: After learning the course, the students should be able to: <ol style="list-style-type: none"> Comprehend the basics of E-commerce and its Business Models. Apply E-marketing and mobile commerce. Apply E-payment and E-security in online payment. Understand advertising strategies in e-commerce. 							
Detailed Syllabus:							
Unit	Description						Duration [Hrs]
I	Introduction to E-commerce and its Business Models The Internet and India, E-commerce: Meaning, Benefits and limitations, opportunities and challenges for Industries. Business Models for E-commerce: Business-to-Consumer (B2C), Business-to-Business(B2B), Consumer-to-Consumer (C2C), Consumer To-Business (C2B). Case Study: Revenue sources at youtube.						7
II	E-marketing and Mobile Commerce E-marketing: Traditional Marketing Vs E-Marketing, Impact of E-commerce on markets, Issues in E-Marketing Mobile Commerce: Challenges of E-commerce, Global Mobile E-Commerce, Mobile payments, Security and other implementations issues in Mobile Commerce. Case Study: Create an own business EC model example –Shopify.						8

III	<p>E-payment and E-security E-payment Systems and Digital payment Requirements, Digital Token-based E-payment systems, Benefits to Buyers, Benefits to Sellers, Credit card as E-payment system ,Mobile payments Security for E-commerce: Security on internet, E-business risk management issues: Firewalls for system Integrity, Virus Protection and Protection from intruders. Case Study: How Wal-Mart uses EC in its Supply Chain and Internet Stock fraud aided by SPAM.</p>	8
IV	<p>E-Advertising in E-commerce E-advertising, conducting online marketing research, Market segmentation, Internet Marketing trends, Email marketing, E-Branding, Marketing Strategies. Ethical issues: Legal frameworks and copyrights Case-Study: LinkedIn: The Business-Oriented Social Network</p>	7
Total		30

Text Books:

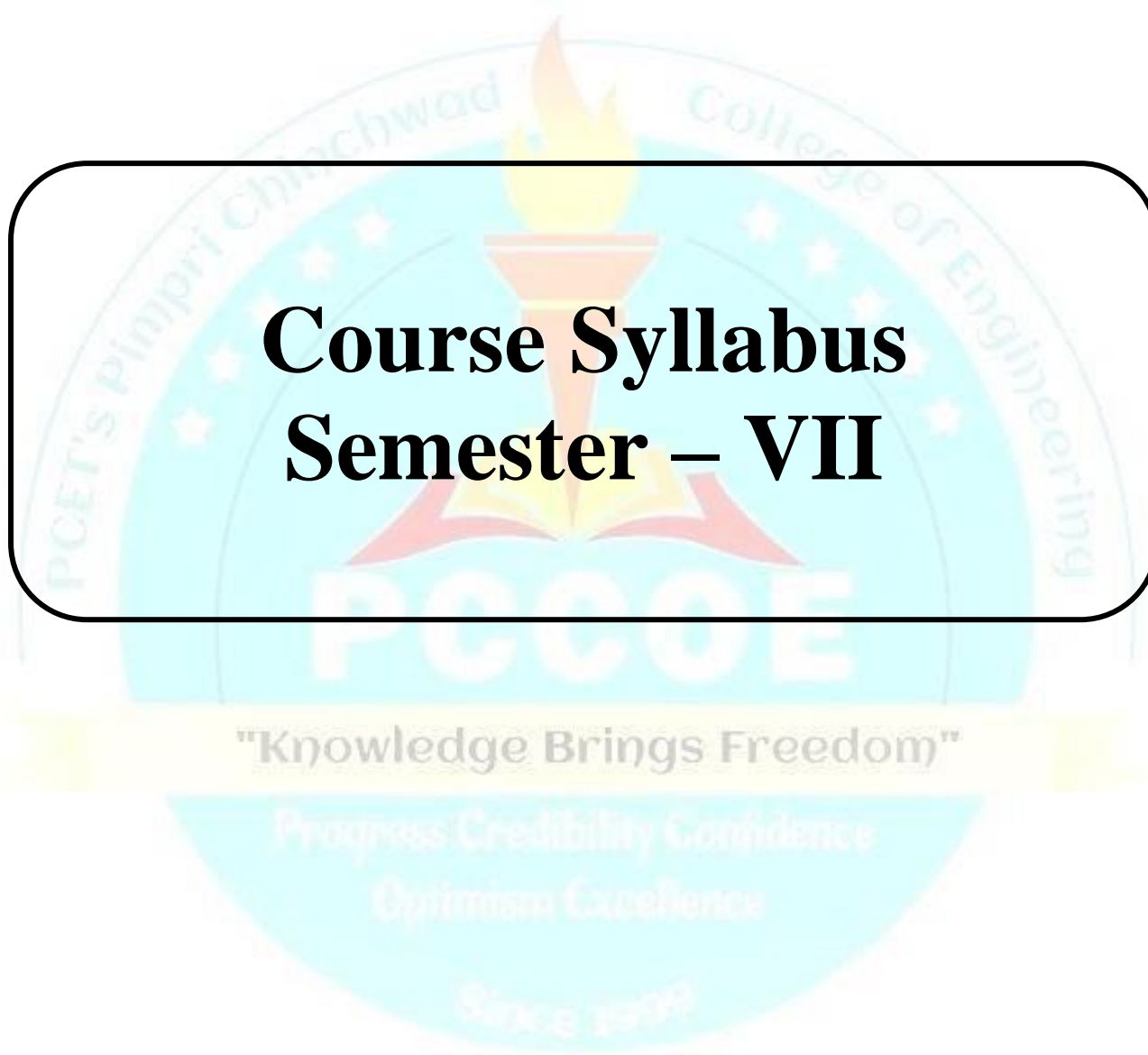
1. Joseph P. T., E - Commerce – An Indian Perspective, 6th Edition, PHI publication,2019, ISBN-13: 978-9389347272
2. Efrain Turban, Electronic Commerce - A managerial Perspective ,Sixth Edition, Pearson, ISBN: 0136100368,Pearson
3. D.Ryan, Understanding Digital Marketing,3rd Edition,ISBN-13: 978 0 7494 6968 9,Kogan Page

Reference Books:

1. Dave Chaffey, Fiona Ellis-Chadwick, Internet Marketing Strategy, Implementation and Practice, 4th Edition, ISBN-13: 978-0273717409,Prentice Hall
2. Kenneth C. Laudon, E-commerce ,18th Edition,ISBN-13:978-1292449722, Global Edition, Pearson

e-sources:

1. <https://www.coursera.org/projects/create-your-ecommerce-store-with-shopify>
2. <https://www.coursera.org/learn/make-the-sale>
3. https://onlinecourses.nptel.ac.in/noc19_mg54/preview



Course Syllabus Semester – VII

MDM :	BTech: AIML/ Comp/ Comp (R)/ E&Tc/ IT/ Mech			Semester: VII			
Course:	Capstone Project			Code:	BCE27MD06		
Credits	Teaching Scheme (Hrs. /Week)			Evaluation Scheme and Marks			
	Theory	Practical	Tutorial	TW	OR	PR	Total
4	-	8	-	100	50	-	150

Prior knowledge of
Digital Marketing tools and techniques **is essential.**

Course Objectives:

This course aims to enable students,

1. Learn digital marketing strategies to solve business problems/objectives.
2. Carry out research and analysis to inform digital marketing decision-making.
3. Use of digital marketing strategies across multiple channels.
4. Validate and evaluate the work undertaken.
5. Work in a team with individual contributions to the project development
6. Prepare good-quality project reports based on the selected problem statement.

Course Outcomes:

After learning the course, the students will be able to:

1. Analyze and research the facts for digital marketing decision-making.
2. Design and develop marketing strategies using modern digital marketing tools.
3. Develop creative content for digital marketing such as copywriting, visual assets, and multimedia elements
4. Evaluate findings and insight of the project.
5. Use ethical considerations such as privacy, data protection, transparency, and adherence to industry best practices and regulatory standards.
6. Demonstrate findings using reports and presentations.

Guidelines for Students:

Project work intends to provide students with an opportunity to apply knowledge and skills in digital marketing. Students should develop and implement digital marketing strategies for a real-world scenario.

A group of Undergraduate students in the Final Year will undertake project work. Project work involves project proposal, client discovery and needs analysis, digital marketing strategy development, campaign implementation, data analysis and reporting, reflection and iterations, final presentation, and portfolio development (project deliverables, process, and outcomes).

Project work should be done in groups and each group formed in 3-4 students.

Self-sponsored project: The expenses incurred towards the completion of the project work will be borne by the students.

Industry / Research institutes sponsored project: The expenses incurred towards the completion of

the project work will be supported by the sponsoring industry or research institute. Students shall submit the sponsorship letter or relevant document mentioning all the necessary details like the student's name, guide name, problem definition, work to be carried out, sponsorship details, etc.

Institute-sponsored project: The expenses incurred towards the completion of the project work will be supported by any of the institutes or organizations. Students shall submit the sponsorship letter or relevant document mentioning the sponsorship in monetary support from the institutes or organizations.

Guidelines for Assessment:

1. The project work assessment will be done in the following stages:
 - Review 1: Starting of the semester (within 15 Days) [Presentation & proposal/synopsis]
 - Review 2: After 1 month of review 1 [Presentation]
 - Review 3: After 1 month of review 2 [Presentation and Report]
 - Final Examination: At the end of the semester
2. Expected work to be completed in the review:
 - Review 1: Project proposal
 - Review 2: Project deliverables, strategy document, campaign materials
 - Review 3: Implementation, data analysis, and report, presentation, and portfolio.
3. It is mandatory for students to remain present for all the reviews and examinations well before the scheduled time.
4. For the final examination, students shall complete the project report in all aspects including formatting.
5. Each Student shall prepare the report duly signed by the project guide, and head of the department. Students should prepare three copies of the dissertation report.
6. Students shall submit all the data related to project work in soft copy to their guides which shall include project report, A3 size poster, presentations, etc.

VISION AND MISSION OF COMPUTER DEPARTMENT

Department Vision

To be a premier Computer Engineering program by achieving excellence in Academics and Research for creating globally competent and ethical professionals.

Department Mission

M1: To develop technologically competent and self-sustained professionals through contemporary curriculum.

M2: To nurture innovative thinking and collaborative research, making a positive impact on society.

M3: To provide a state-of-the-art computing environment and learning opportunities through the Center of Excellence.

M4: To foster leadership skills and ethics with holistic development.

