

Sardar Patel University, Balaghat (M.P.)



Curriculum For Diploma in Marketing Management (E-Commerce and Marketing) Semester-I From Session: 2026-27



SARDAR PATEL UNIVERSITY, BALAGHAT (MP)

School of Management Studies & Research

Syllabus

Course: Diploma in Marketing Management (E-Commerce and Marketing)
Semester - I

W.e.f. Academic Session: 2026-27

Course Content

SEMESTER 1 MASTER BLUEPRINT

Course Code	Course Title	Course Type	Credits	Total Hours	Assessment Mode	Note / Focus Areas
EDM101	Digital Marketing Fundamentals	DSC	4	60 (30T + 30L)	Exam + Practical	Funnel Design & Strategy
EDM102	SEO, SEM & Content Marketing	DSC	4	60 (30T + 30L)	Exam + Practical	Organic & Paid Search
EDM202	Performance Marketing & Growth Hacking	DSC	4	60 (30T + 30L)	Exam + Practical	Google Ads, GA4, Pixel
SEC101	AI Tools for Professional Productivity	SEC	2	30 (10T + 20L)	Optional Practical	Optional Practical
UHV101	Universal Human Values (UHV-I)	UHV	2	30 (Project)	Project	Mandatory Induction Project
AEC101	Business Communication & Soft Skills I	AEC	4	60 (Viva/Prac)	Viva / Practical	Viva / Practical



SARDAR PATEL UNIVERSITY, BALAGHAT (MP)

School of Management Studies & Research

Syllabus

Subject Name: Digital Marketing Fundamentals, Course Code: EDM101

Semester: I Sem

W.e.f. Academic Session: 2026-27

Course Objectives:

1. **COB1:** To introduce the core components of the digital consumer landscape and digital ecosystem.
2. **COB2:** To master the structural design of multi-tier marketing funnels (AARRR framework).
3. **COB3:** To train students in using automated generative AI tools to draft unified brand strategies from scratch.

Course Outcomes (CO):

1. **CO1:** Map out customer journeys across Awareness, Consideration, Conversion, and Retention phases.
2. **CO2:** Critique and evaluate digital customer acquisition costs (CAC) against customer lifetime value (LTV).
3. **CO3:** Configure AI-driven customer persona engines to dynamically generate niche behavioural profiles.
4. **CO4:** Design landing page wireframes focused entirely on conversion optimization mechanics.

- **Unit 1: The Modern Digital Economy & Consumer Behaviour (6 Hours)**

Digital transformation shifts vs. traditional outreach models. The online consumer decision journey, Understanding digital landscape networks, multi-touch attribution setups, and digital real estate assets.

- **Unit 2: Marketing Funnel Architecture & Strategic Design (6 Hours)**

Deep-dive into Conversion Funnels: Top of Funnel (TOFU), Middle of Funnel (MOFU), and Bottom of Funnel (BOFU). Breaking down the Pirat / Growth Framework (Awareness, Acquisition, Activation, Retention, Referral, and Revenue)

- **Unit 3: Conversion Rate Optimization & Landing Page Design (6 Hours)**

Principles of visual hierarchy and persuasive user interface (UI) copywriting. Behavioral conversion barriers, design validation rules, lead capture systems, and running standard A/B split-testing pipelines.

- **Unit 4: AI-Led Generative Brand Setup & Persona Engines (6 Hours)**

Transitioning to AI-assisted strategic workflows, Using conversational intelligence networks to analyze market competition, construct high-fidelity target consumer personas, and auto-build cross-channel brand identity guidelines from raw business inputs.

- **Unit 5: Email Marketing & Retention Automation (6 Hours)**

Inbound lead management strategies. Building lifecycle email tracks, setting up drip campaigns, list segmentation methods, handling deliverability metrics, and configuring automated consumer win-back actions



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Syllabus

Subject Name: SEO, SEM & Content Marketing, Course Code: EDM102

Semester: I Sem

W.e.f. Academic Session: 2026-27

Course Objectives (COB):

1. **COB1:** To master technical and on-page Search Engine Optimization (SEO) alongside organic discovery mechanics.
2. **COB2:** To build pay-per-click (PPC) search engine marketing campaigns across ad auction systems.
3. **COB3:** To introduce Generative Engine Optimization (GEO) principles for ranking on AI response search engines.

Course Outcomes (CO):

1. **CO1:** Execute a thorough technical website audit to identify crawl errors, indexing leaks, and speed penalties.
 2. **CO2:** Orchestrate high-volume, keyword research mapping models using digital validation dashboards.
 3. **CO3:** Build and run high-converting SEM search campaigns utilizing semantic match types and budget limits.
 4. **CO4:** Formulate content calendars that satisfy traditional search engine parameters and LLM conversational engines simultaneously.
- **Unit 1: Core Technical & Structural SEO (6 Hours)**
How search engines work: Crawling, rendering, indexing, and ranking algorithms. Technical search engine parameters: XML Sitemaps, Robots.txt control, structured schema markups, and core web vital optimization.
 - **Unit 2: Algorithmic On-Page & Off-Page Discovery (6 Hours)**
Intent-driven keyword research frameworks, Content optimization methods, semantic formatting rules, internal link mapping, and white-hat back link building strategies.
 - **Unit 3: Generative Engine Optimization (GEO) Workflows (6 Hours)**
The future of search, shifting from traditional keyword stuffing to conversational, authoritative optimization tailored for AI engines (Perplexity, Chat GPT Search, Google Gemini). Creating citation-friendly digital content assets
 - **Unit 4: Search Engine Paid Auctions (SEM Mechanics) (6 Hours)**
The Google Ads environment. Search ad auction dynamics: Quality Score parameters, Ad Rank algorithms, cost-per-click bidding logic, responsive search ads, and ad extension deployment.
 - **Unit 5: Content Marketing Engine & Asset Scalability (6 Hours)**
Developing high-converting lead magnets, blogs, and multimedia text, Content lifecycle tracking, strategic content repurposing pipelines, and mapping engagement performance metrics



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Syllabus

Subject Name: Performance Marketing & Growth Hacking, Course Code:EDM202

Semester: I Sem

W.e.f. Academic Session: 2026-27

Course Objectives (COB):

1. **COB1:** To master the mechanics of conversion tracking, tag installations, and browser tracking pixels.
2. **COB2:** To build, monitor, and scale paid multi-platform campaigns using Google Ads and Meta architectures.
3. **COB3:** To deploy machine learning lookalike models and predictive algorithms to optimize budget returns.

Course Outcomes (CO):

1. **CO1:** Deploy conversion tags, custom events, and tracking pixels flawlessly across e-commerce storefronts.
 2. **CO2:** Structure paid ad accounts with high-performing ad sets, target parameters, and automated bidding controls.
 3. **CO3:** Analyze live ad performance datasets to isolate underperforming ad assets and run split testing workflows.
 4. **CO4:** Execute growth hacking tactics, such as viral loops and referral programs, to accelerate organic user adoption.
- **Unit 1: Tracking Infrastructure & Browser Pixel Systems (6 Hours)**
The data layer foundation. Server-side tracking vs. client-side tag deployments Implementing Meta Pixels, Google Tag Manager event systems, and handling modern privacy compliance changes (iOS frameworks, cookie transitions).
 - **Unit 2: Programmatic Google Ads Ecosystem (6 Hours)**
Navigating diverse ad types: Performance Max (PMax) setups, YouTube video marketing, Display networks, and Shopping ad pipelines. Configuring smart automated bidding paths focused on Target ROAS and Cost Per Acquisition (CPA).
 - **Unit 3: Meta Ads Manager Operations (6 Hours)**
Ad account structure frameworks: Campaign, Ad Set, and Ad Level controls. Designing lookalike target audiences from transaction databases, using custom exclusions, and setting up Dynamic Creative Optimization (DCO) assets
 - **Unit 4: AI-Driven Performance Asset Orchestration (6 Hours)**
Using AI systems to produce high-velocity creative variations. Running automated asset generators to write compelling ad copy angles and auto-format image layouts to continuously fight ad fatigue
 - **Unit 5: Growth Hacking Tactics & High-Velocity Testing (6 Hours)**
The growth hacking workflow mindset. Setting up low-cost viral loops, engineering automated referral frameworks, identifying high-yield product drop opportunities, and running systematic channel testing sprints

SHEET 4: Lab & Practical Experiments - Sem 1

Lab: EDM101 (Marketing Fundamentals Lab)

- Experiment 1: Design and launch an optimized e-commerce landing page wireframe using a modern layout editor, validating it through heat-map simulator tools.
- Experiment 2: Configure an multi-stage automated email drip funnel that automatically triggers welcome rewards and monitors user cart abandonments.
- Experiment 3: Deploy an AI assistant framework to analyze a competitor's open store, outputting a complete target audience profiling matrix.

Lab: EDM102 (SEO, SEM & Content Lab)

- Experiment 1: Execute a thorough technical SEO health check on an active business domain using an industry crawling utility, outputting a prioritized technical fix list.
- Experiment 2: Build a live, validated Google Search ad campaign structure equipped with responsive ad copy strings, exact match negative keyword lists, and customized extensions.
- Experiment 3: Take a basic information article and rewrite it using GEO guidelines to ensure it successfully earns source citations inside an AI response engine.

Lab: EDM202 (Performance Marketing Lab)

- Experiment 1: Initialize a Google Tag Manager container workspace on an e-commerce platform, verifying that purchase events pass data variables correctly to an active analytics backend.
- Experiment 2: Structure a complete Meta Lookalike scaling strategy by ingests simulated customer CSV transaction lists into the custom audience hub.
- Experiment 3: Use an AI automation script to generate 15 variable ad copywriting headlines for an A/B split-test, analyzing real-time engagement performance.



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Syllabus

Course: Diploma in Marketing Management (E-Commerce and Marketing)

Semester - II

Course Content

SEMESTER 2 MASTER BLUEPRINT

Course Code	Course Title	Course Type	Credits	Total Hours	Assessment Mode	Note / Focus Areas
IKS201	IKS: Bharatiya Management Thought	IKS	2	30 Hours	Exam / Viva	Exam/Viva
EDM103	Social Media & Influencer Campaigns	DSC	4	60 (30T + 30L)	Exam + Practical	Meta, LinkedIn, Creator Economy
EDM201	Web Analytics & Data-Driven Marketing	DSC	4	60 (30T + 30L)	Exam + Practical	GA4, Dashboards, Insights
EDM-E1	E-Comm Strategy Elective	DSE	4	60 (30T + 30L)	Exam + Practical	Amazon, Flipkart, ONDC
OJT200	On-Job Training (Industry Immersion)	OJT	6	180 Hours	Field Viva	Field Viva (180 Hours)



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Subject Name: Social Media & Influencer Campaigns, Course Code: EDM103

Semester: II Sem

W.e.f. Academic Session: 2026-27

Course Objectives (COB):

1. **COB1:** To master community building and organic brand growth dynamics across Meta, LinkedIn, and short-form video apps.
2. **COB2:** To understand the economic models governing the creator economy, influencer sourcing, and campaign tracking.
3. **COB3:** To train students in using automated social listening systems and AI-guided digital asset creation engines.

Course Outcomes (CO):

1. **CO1:** Formulate clear organic distribution strategies optimized for distinct platform feed distribution algorithms.
 2. **CO2:** Run data-driven influencer evaluation reviews to select candidates matching specific brand targets.
 3. **CO3:** Configure automated social listening dashboards to monitor real-time company brand sentiment.
 4. **CO4:** Produce engaging short-form video assets using programmatic editing workflows.
- **Unit 1: Algorithmic Feed Distribution Dynamics (6 Hours)**
How contemporary social algorithms operate (Meta interest graphs, TikTok retention drivers, LinkedIn authority signals). Building organic visibility pipelines, community management methods, and organic brand strategies.
 - **Unit 2: Short-Form Video Production & Attention Retention (6 Hours)**
Hook-story-offer narrative blueprints. Formatting high-impact vertical video assets, script structures, typography strategies, pacing mechanics, and leveraging audio catalogue trends.
 - **Unit 3: Sourcing & Running Influencer Campaigns (6 Hours)**
Exploring the Creator Economy structure. Micro vs. Macro influencer vetting strategies. Managing outreach contracts, usage rights, creative brief development, and evaluating influencer campaign ROI metrics
 - **Unit 4: AI Social Listening & Sentiment Tracking (6 Hours)**
Deploying real-time digital monitoring tracking agents. Using natural language processing to read unstructured brand comments across the web, auto-categorize consumer sentiment, and signal early public relations risks
 - **Unit 5: B2B LinkedIn Marketing & Employee Advocacy (6 Hours)**
Professional network visibility parameters. Designing founder brand profiles, B2B content engines, implementing employee advocacy setups, running lead generation formats, and tracking conversation metrics



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Subject Name: Web Analytics & Data-Driven Marketing, Course Code: EDM201

Semester: II Sem

W.e.f. Academic Session: 2026-27

Course Objectives (COB):

1. **COB1:** To master data capture, event processing models, and explorer reporting interfaces inside Google Analytics 4 (GA4).
2. **COB2:** To build clear executive business intelligence reports using connected cross-channel data engines.
3. **COB3:** To integrate AI automated predictive models to uncover conversion bottlenecks and traffic insight variations.

Course Outcomes (CO):

1. **CO1:** Navigate and configure custom dimensions, path explorations, and retention profiles in GA4.
 2. **CO2:** Construct real-time multi-channel marketing performance dashboards that merge isolated platform data streams.
 3. **CO3:** Extract actionable growth recommendations from complex data assets without manual processing bias.
 4. **CO4:** Calculate specific business checkout abandonment points to prioritize product engineering updates.
- **Unit 1: Google Analytics 4 (GA4) Core Foundations (6 Hours)**
Moving from session tracking to event-based data capture streams. Understanding measurement protocols, data streams, parameters, identity spaces, and default reporting boundaries.
 - **Unit 2: User Path Explorations & Attribution Funnels (6 Hours)**
Designing custom tracking exploration matrices inside GA4. Comparing first-touch, last-touch, and data-driven attribution models. Tracking cohort retention behaviors and single out checkout leaks.
 - **Unit 3: Cross-Channel Data Visualization (Looker Studio) (6 Hours)**
Building interactive performance reports. Connecting Looker Studio dashboards directly to Google Analytics, paid search pipelines, and social API connectors. Using data blends and calculated metrics.
 - **Unit 4: AI Automated Data Mining & Insights Generation (6 Hours)**
Leveraging machine learning tools embedded within data analytics backends. Using predictive analytics modules to discover hidden customer retention groups, auto-isolate traffic drop causes, and uncover top-performing content paths.
 - **Unit 5: Privacy Laws, Ethics & Secure Analytics Operations (6 Hours)**
Managing compliance with data protection laws (GDPR, local regulations). Setting up secure user consent pipelines, anonymization methods, and implementing server data layers to protect identity records.



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Syllabus

Subject Name: E-Comm Strategy Elective , Course Code: EDM-E1

Semester: II Sem

W.e.f. Academic Session: 2026-27

Course Objectives (COB):

1. **COB1:** To master store listing optimizations, ad bids, and inventory logics inside Amazon, Flipkart, and direct-to-consumer (D2C) frameworks.
2. **COB2:** To understand the structural decentralization mechanics of India's Open Network for Digital Commerce (ONDC).
3. **COB3:** To deploy automated smart software to run dynamic product repricing cycles and catalogue optimizations.

Course Outcomes (CO):

1. **CO1:** Build fully optimized product detail page hierarchies utilizing structured layout techniques.
 2. **CO2:** Deploy and optimize internal marketplace search campaigns to maximize digital storefront share-of-voice.
 3. **CO3:** Connect an active store architecture payload to receive transaction signals across decentralized protocol rails.
 4. **CO4:** Analyze backend logistics performance variables to improve overall supply chain speed and delivery.
- **Unit 1: Managed Marketplace Management (Amazon & Flipkart Core) (6 Hours)**
Brand registration processes and inventory systems. Amazon SEO optimization: Product indexing logic, backend keywords, conversion-friendly title generation, and A+ detail page layout planning.
 - **Unit 2: Marketplace Advertising & Sponsored Products (6 Hours)**
Running paid ad assets on major marketplaces. Setting up Sponsored Products, Sponsored Brands, and Display ad strategies. Managing automated keyword bids, target bidding optimization, and tracking ACoS (Advertising Cost of Sales).
 - **Unit 3: Direct-to-Consumer (D2C) Store Design (Shopify Systems) (6 Hours)**
Developing independent e-commerce properties. Designing product collections, setting up payment gateway APIs, configuring shipping calculation modules, and optimizing cart flows to maximize single-visit sales.
 - **Unit 4: The Decentralized ONDC Network Architecture (6 Hours)**
Deep dive into India's Open Network for Digital Commerce. Understanding buyer apps, seller apps, gateway coordination systems, open protocol data structures, and the breakdown of centralized marketplace gatekeeping.
 - **Unit 5: AI Inventory Flow Analytics & Repricing Operations (6 Hours)**
Deploying predictive scripts to analyze warehouse stocking variables. Using automated algorithmic pricing rules to dynamically change storefront item costs based on competitor availability and immediate seasonal demand shifts.

Lab & Practical Experiments - Sem 2

Lab: EDM103 (Social Media & Influencer Lab)

- Experiment 1: Construct a 30-day multi-platform content roadmap using automated curation dashboards, designing and visual assets that align with target platform dimensions.
- Experiment 2: Configure an automated social listening dashboard that tracks specific target keywords and pipes negative sentiment responses directly to an alert channel.
- Experiment 3: Script, record, and edit an engaging 60-second vertical video product review, utilizing automated tools to generate captions and audio balances.

Lab: EDM201 (Web Analytics Lab)

- Experiment 1: Build a custom GA4 exploration dashboard to trace user click paths through a mock website checkout funnel, identifying the exact page causing drop-offs.
- Experiment 2: Develop a multi-page interactive performance report inside Looker Studio that combines active Google Ads data streams with organic social traffic results.
- Experiment 3: Run an AI-driven data clustering query on an unformatted marketing analytics sheet to automatically isolate the top 10% highest-value traffic regions.

Lab: EDM-E1 (E-Commerce Strategy Lab)

- Experiment 1: Optimize a raw product catalog listing for Amazon by rewriting backend descriptors and keyword chains to pass maximum scoring parameters.
- Experiment 2: Construct a live Shopify or mock D2C storefront completely populated with item variants, operational shipping tiers, and functional order tracking loops.
- Experiment 3: Simulate a real-time transaction order flow on a mock ONDC seller node network, verifying that inventory status registers updates across decentralized network endpoints.

SYSTEM-WIDE EVALUATION STANDARDS

Unified Assessment Blueprint

Every 4-credit core course (EDM101, EDM102, EDM202, EDM103, EDM201, EDM-E1) follows this mandatory assessment framework to combine conceptual fundamentals with practical digital execution capability:

- On-Job Training (OJT200) Assessment Rules (6 Credits): Evaluated via a 100-mark Field Viva. Students must pitch a comprehensive case study documenting where they designed, executed, and analyzed a live digital campaign or configured an automated data pipeline inside their host enterprise.

Standard Textbook & Resource Library

Recommended Core Textbooks:

1. Digital Marketing: Kotler, Philip, Marketing 5.0: Technology for Humanity, John Wiley & Sons.
2. SEO & Growth: Creative, LLC, The Art of SEO: Mastering Search Engine Optimization, O'Reilly Media.
3. Web Analytics: Clifton, Brian, Advanced Web Metrics with Google Analytics, John Wiley & Sons.
4. E-Commerce Operations: McDonald, Jason, Ecommerce Business Marketing Books, Create Space Publication.

Strategic AI & Digital Reference Resources:

1. Marr, Bernard, Generative AI in Marketing: How to Use AI to Create High-Impact Campaigns and Automate Content Workflows, Kogan Page.
2. Google Analytics Academy & Meta Blueprint, Advanced Digital Analytics Certification Tracks & Platform Campaign Performance Frameworks.
3. Official Portals: ONDC Official Developer Documentation (ondc.org), Google Ads Help Support Channels (support.google.com/google-ads), and Meta Ads Sandbox Registries.