

# Curriculum

## Programme Structure

This is a 15-credit certificate programme divided into the following categories:

Course Type	Credits
Required Courses	9
Elective Courses	6
Total	15

- A participant has to take either 3 required courses or equivalent of 9 credits.
- Minimum credit limit for electives is 6 credits. Participants can take more elective courses as desired to enhance learning.

## Required Courses

Course Code	Course Name	Credits
MKT501	Marketing Management	3
MKT642	Interdisciplinary Approach to Consumer Understanding	3
MKT653	Digital Marketing	3

## Elective Basket (Indicatory Basket)

Course Code	Course Title	Credits
TOD531	Introduction to Analytics	1.5
TBD	Digital Content Strategy	1.5
TBD	Digital Transformation	1.5
TBD	Social Media Strategy	1.5
TBD	SEO and SEM	1.5
TBD	E-tailing and Retailing	1.5
TBD	E-mail Marketing	1.5
TBD	Fundamentals of A/B Testing	1.5
TBD	Digital Advertising and Promotion	1.5

The semesters for course offering are subject to as and when a course is offered and on the participant's academic planning.

Some courses may have prerequisites and the same need to be discussed with the course instructor prior to registration for the course.

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