



Centre for Advanced Studies in Social Science and Management (CASSM)
CU Chandigarh Campus, Sector-38 A

The Digital Edge – A short course on Digital Marketing covering E-mail, Content and Web Marketing (14th – 19th July 2025)

Digital marketing is important because it connects a business with its customers when they are online & is effective in all industries. It connects businesses with ideal customers when they are on Google through SEO & PPC, on social media with social media marketing, & through email with email marketing. This course will enable students to not only learn the digital marketing strategies but to create campaigns that are specific, far reaching and effective.

Course Code	Course Name	L	T	P	S	C	CH	Course Type
	The Digital Edge – A short course on Digital Marketing covering E-mail, Content and Web Marketing	6	0	3	6	1	15	Professional Course
Pre-requisite	None							

DAY-WISE SCHEDULE

Days	Topic to be Covered	Duration
Day 1	Introduction to Digital Marketing	2 Hours
Day 2	Application of Digital Marketing Tools	2 Hours
Day 3	SEO : Identify Keyword & Text Analytics	2 Hours
Day 4	SEO : Optimization Of Web Pages & Website	2 Hours
Day 5	SEM : Introduction to Paid Campaigns	2 Hours
Day 6	SEM : Running search campaign and PPC	2 Hours

***3 hours of practical's**

At the end of the course, each student will have a fair understanding on:

- Digital marketing campaign tools
- Application of digital marketing tools in distinct marketing scenarios
- Create 360-degree campaigns
- Design web store & consistently optimize them for enhanced customer experience.

PROGRAM COORDINATOR

Name of the Mentor	Contact Number	Email Id	Teaching & Industry Experience (in Yrs.)
Prof. Jitesh Bansal	7696800007	jitesh.t1989@cumail.in	13+ Years