



GUJARAT TECHNOLOGICAL UNIVERSITY

Programme: Post Graduation Diploma in Digital Marketing

Semester: 2

Subject Name: Content & E-mail Marketing

Subject Code: 2527601

Course Scheme:

Teaching Scheme			Credits	Examination Marks				Total Marks	
L	T	P		C	Theory		Practical		
					ESE (E)	PA(M)	ESE (V)		PA (I)
3	0	0	3	50	0	0	50	100	

Course Content:

Unit No.	Content	No. of Hours	Weightage (%)
1	E-mail Etiquettes: <ul style="list-style-type: none"> E-mail Etiquettes for Professional Communications Email Etiquettes: Points To Consider Effective Web Content Writing: <ul style="list-style-type: none"> Characteristics of effective web content Structure content for a web audience Define key messages, goals and audience(s) for web communications 	08	15
2	E-mail Marketing Concepts: <ul style="list-style-type: none"> Overview of Email Marketing Email Structure and Effective Email Content E-mail Marketing to Build Consumer and Business Relationships <ul style="list-style-type: none"> Permission Email marketing Types of Emails Developing an Email Campaign Targeting, Personalization and Customization 	08	13
3	Contemporary Issues in E-Mail Marketing <ul style="list-style-type: none"> Campaign Process Online Data Capture Offline Data Capture Segmentation Email Delivery Email Systems Filtering Scheduling Split Testing Ethical & Legal Issues 	10	16
4	Case Study / Assignment / Presentation / Quiz / Group Discussion / Viva	04	06
	Total Hours/Marks:	30	50

Suggested Student Activities:



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Presentation techniques:

- Case Study
- Assignment
- Presentation
- Quiz
- Group Discussion
- Viva

Suggested Learning Resources:

Sr. No.	Title of Book	Author	Publication with place, year and ISBN
1	Digital Marketing	Seema Gupta	Mc-Graw Hill
2	The Art of Digital Marketing	Ian Dodson	Wiley