GUJARAT TECHNOLOGICAL UNIVERSITY

Programme: Post Graduation Diploma in Digital Marketing
Semester: 2
Subject Name: Project
Subject Code: 2527604

Course Scheme:

Teaching Scheme			Credits	Examination Marks				Total Marks
L	T	P	C	Theory		Practical		
				ESE (E)	PA(M)	ESE (V)	PA (I)	
0	0	9	9	0	0	200	100	300

Course Content:

INTRODUCTION:

The students will have to prepare a project report on any of the topic of their choice on Digital Marketing and submit the report within the given time limit. The students may carry their project at the organization located within the geographical boundary of Gujarat/India/Foreign Country or they may carry out the project as an independent researcher. The project may be prepare on secondary or primary data.

OBJECTIVES:

- The project aims at widening the student's perspective by providing an exposure to real life problem of the organization.
- This will enable the students to explore an industry/organization, build a relationship with a prospective employer, or simply hone their skills in a familiar field.
- Project also provides invaluable knowledge and networking experience to the students.

WHAT IS TO BE DONE?

- The student must undertake project individually. The project must be based on primary or secondary data.
- The student is expected to concentrate on the specific topic of study, its objectives, its rationale, and adopt a methodology and identify a suitable analysis procedure for the completion of the study.
- Wherever possible the student may provide recommendations and action plans, along with the findings of the study.
- Thereafter, the student should prepare a report and submit soft copy of the report on cme@gtu.edu.in

CRITERIA FOR EVALUATION

The total marks for the project will be 300. (Internal 150 marks and external 150 marks) University Viva: External examiner shall be appointed by Gujarat Technological University. He / She will give marks out of 100 based on parameters given in Annexure I. The Viva will be arranged at Graduate School of Management Studies, GTU.

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PARAMETERS FOR EVALUATION:
The marks will be awarded on the following aspects:

1) **Introduction of problem/topic:** Clear understanding of the topic/subject; conceptual / theoretical framework of selected topic (if any).
2) **Literature Review:** Published studies**,** review of similar studies
3) **Details about the study:** Objectives, formulation of the problem, scope, and rationale of the Study.
4) **Methods / Methodology adopted for the study:** Secondary data or primary data may be collected through various sources. Students may use methods i.e. Survey, Field Work, Interview, Observation, etc. methods with appropriate justification and reasoning.
5) **Analysis and conclusions:** The logic of analysis, source of data, whether the conclusions are in line with the objectives, etc.
6) **Contribution and learning from the project:** Details of the contribution of the study, the benefits to the organization, the learning from the study for the student, etc.
7) **Acknowledgements:** References/Citations and Bibliography and help, if any, received from other individuals/organizations.
8) **Presentation of the report, format of the report, flow of the report, style, language, etc.**
9) **Performance during VIVA:** Substance and treatment of the topic, style of presentation,

Performance in the question answer session, time management, language, etc.

Note:

The students may use any Qualitative or Quantitative methods of data analysis depending upon the selected problem and scope of study.

FORMATTING SPECIFICATIONS FOR REPORTS:

- Word format
- Font size: 12 for Regular text, 14 for Subtitles and 16 for titles
- Font Type: Times New Roman
- Line Spacing: 1.5
- Margin : 1.5 inch to Left and 1 inch to all other sides
- Page Type: A4
- Alignment: Justified
- Column Specification: One