



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Post Graduation Diploma in Digital Marketing

Level: PG Diploma

Course / Subject Code: DM02076051

Course / Subject Name : Capstone Project

w. e. f. Academic Year:	2024-25
Semester:	2
Category of the Course:	Core Course (CC)

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
0	0	9	9	0	0	200	100	300

INTRODUCTION:

The Capstone project is a vital component of the Post Graduate Diploma in Digital Marketing program. It provides students with the opportunity to apply their acquired knowledge and skills to real-world scenarios within the realm of digital marketing. The project aims to foster critical thinking, collaboration, and practical problem-solving skills essential for success in the dynamic field of Job/Entrepreneurship.

OBJECTIVES:

- Apply theoretical knowledge of digital marketing concepts to practical scenarios.
- Develop and implement a digital marketing strategy for a real or simulated business.
- Gain hands-on experience with various digital marketing tools and platforms, including SEO, SEM, Canva, Google Analytics, Content Creation, Website development, Email marketing etc.
- Collaborate with peers, faculty members, and industry experts to refine ideas and strategies. Create a portfolio-worthy project showcasing skills and achievements to potential employers or clients.

WHAT IS TO BE DONE?

- The student must undertake project individually. The project must be based on practical aspects.
- The responsibility for ensuring the genuineness and quality of the project stands with the individual student only.



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CRITERIA FOR EVALUATION

The total marks for the project will be 300. (Internal 100 marks and external 200 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.

Annexure I

PARAMETERS FOR EVALUATION:

The marks will be awarded on the following aspects:

Section 1: Graphics Designing

- 1.1 Canva Tutorial and Practice Introduction to Canva and its features Hands-on practice in creating graphics for social media, ads, and blog posts
- 1.2 Designing Visual Content for Digital Marketing Best practices for designing engaging visuals Creating branded graphics for digital marketing campaigns
- 1.3 Portfolio Development Curating and showcasing graphic design work in a professional portfolio Presenting design samples to demonstrate skills and creativity

Section 2: Search Engine Optimization on Live Website

- 2.1 Understanding SEO Fundamentals Overview of search engine algorithms and ranking factors Importance of SEO for website visibility and organic traffic
- 2.2 On-Page SEO Optimization Optimizing website structure, content, and metadata for search engines conducting keyword research and implementing keywords strategically
- 2.3 Off-Page SEO Techniques Building backlinks and improving domain authority engaging in content marketing and outreach to enhance off-page SEO
- 2.4 SEO Audit and Implementation on Live Website Conducting a comprehensive SEO audit of a live website implementing on-page and off-page SEO recommendations to improve search rankings

Section 3: Search Engine Marketing Live Campaign Run

- 3.1 Introduction to Search Engine Marketing (SEM) Overview of SEM platforms like Google Ads and Bing Ads Understanding the concept of pay-per-click (PPC) advertising
- 3.2 Campaign Setup and Targeting Creating ad campaigns targeting specific keywords, demographics, and geographic locations Setting budgets, bids, and ad formats for optimal performance
- 3.3 Ad Copywriting and Ad Creative Design Crafting compelling ad copy and calls-to-action (CTAs) Designing visually appealing ad creative for maximum impact
- 3.4 Campaign Monitoring and Optimization Monitoring ad performance metrics such as click-through rates (CTR) and conversion rates making data-driven optimizations to improve campaign ROI and ad relevance



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Section 4: Social Media Marketing Live Campaign (Paid + Organic)

- 4.1 Introduction to Social Media Marketing (SMM) Overview of major social media platforms and their advertising options Importance of integrating paid and organic strategies in social media marketing
- 4.2 Paid Social Media Advertising creating ad campaigns on platforms like Facebook, Instagram, Twitter, and LinkedIn Targeting specific audience segments based on demographics, interests, and behaviors
- 4.3 Organic Social Media Engagement Developing a content calendar and posting schedule for organic social media content Strategies for increasing engagement, reach, and followership organically
- 4.4 Campaign Performance Analysis and Reporting Analyzing social media campaign performance using platform analytics tools Generating reports to measure the effectiveness of paid and organic social media efforts

Section 5: Content + Email Marketing

- 5.1 Content Strategy Development defining content goals, target audience, and content types Planning a content calendar and content distribution strategy
- 5.2 Content Creation and Distribution Producing high-quality, relevant content for blogs, social media, and email campaigns Leveraging content distribution channels to reach target audiences effectively
- 5.3 Email Marketing Campaign Setup creating email marketing campaigns using platforms like Mail chimp or Constant Contact Designing visually appealing email templates and writing compelling email copy
- 5.4 Email Campaign Analysis and Optimization Tracking email open rates, click-through rates, and conversion rates A/B testing subject lines, email content, and CTAs for optimization

Section 6: Measurement of Traffic through Google Analytics

- 6.1 Introduction to Google Analytics Overview of Google Analytics features and capabilities setting up Google Analytics for website tracking and measurement
- 6.2 Traffic Analysis and Insights Analyzing website traffic sources, user behavior, and conversion paths Identifying key performance indicators (KPIs) and metrics for measuring success
- 6.3 Reporting and Actionable Recommendations Creating custom reports and dashboards in Google Analytics Providing actionable recommendations based on data analysis to improve website or e-commerce performance

Section 7: AI in Digital Marketing

- 7.1 Introduction to AI in Digital Marketing Overview of AI technologies and applications in digital marketing Understanding the role of AI in enhancing marketing efficiency and effectiveness



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- 7.2 Real Examples of AI Implementation Case studies and examples of AI-driven digital marketing campaigns demonstrating how AI tools and algorithms can optimize marketing strategies and improve ROI
- 7.3 AI Tools and Platforms Exploration of AI-powered tools and platforms for marketing automation, personalization, and predictive analytics Hands-on experience with AI tools to understand their capabilities and benefits
- 7.4 AI in Marketing Strategy Development Integrating AI technologies into marketing strategy planning and execution Leveraging AI insights to make data-driven decisions and improve campaign performance

Note:

The students may use any company projects or individual project for the capstone.

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