

SYLLABUS

**C. Voc. (Digital Marketing & Management) / D. Voc. (Digital Marketing & Management)
SEMESTER- I**

Course Name- Workshop

Course Code- CVDMM / DVDMM- 103

Total Credit- 4

Maximum Marks- 100

Day 1 Digital Marketing Overview, etc.

Day 2 Freelance Marketing tools, etc.

Day 3 Social media tools for marketing, etc.

Day 4 Content marketing, etc.

Day 5 Digital marketing tools and impact, etc.; Assessment/ Viva Voce