

**MAHARASHTRA STATE BOARD OF VOCATIONAL
EDUCATION EXAMINATION MUMBAI -51.**

1	Name of Syllabus	C. C. in Digital Marketing & Entrepreneurship 411187												
2	Max-Nos of Student	25 Students												
3	Duration	6 Months												
4	Type	Part Time												
5	Nos Of Days / Week	5 Days/Per Week												
6	Nos Of Hours /Days	6 Hrs / for 5 Day Per Week												
7	Space Required	Workshop = 200 Sq. feet Class Room = 300 Sq. feet TOTAL = 500 Sq. feet												
8	Entry Qualification	XII Pass from any Stream												
9	Objective of Syllabus/introduction	This course is aimed at providing a 360 degree overview to all students about concepts such as digital marketing,cyber law and IT governance, marketing, self development, with live projects & internships.												
10	Employment Opportunity	1. Freelancer 2. Business Owner 3. Digital Marketer 4. Blogger 5. Influencer 6. Social media marketer												
11	Teacher’s Qualification	M.Com, B.Com, G.D.C. &A, Chartered Accountant or Master in Computer Science												
12	Training System	Training System Per Week <table><tr><td>Theory</td><td>Practical</td><td>Total</td></tr><tr><td>12 Hours</td><td>16 Hours</td><td>28 Hours</td></tr></table>							Theory	Practical	Total	12 Hours	16 Hours	28 Hours
Theory	Practical	Total												
12 Hours	16 Hours	28 Hours												
13	Exam. System	Sr. No	Paper Code.	Name of the Subject	TH/PR	Duration	Max Marks	Min Marks						
		1	41118711	Digital Marketing Training	TH - I	3Hrs	100	35						
		2	41118712	Cyber Law & IT Compliance	TH – II	3Hrs	100	35						
		3	41118721	Digital Marketing & Entrepreneurship	PR-I	3Hrs	200	100						
							400	170						

SR NO.	MODULE - SYLLABUS
1	Digital Marketing Training
2	Cyber law and related information technology concepts overview
3	Self-development (soft skills, presentation skills, business etiquettes, new skill development)
4	Self Development & Marketing and Sales Training {LIVE TRAINING}
5	Introduction to Cyber Law & Related Concepts
6	Homework & Live projects with live training and job/internship assistance.

Digital Marketing & Entrepreneurship Masterclass

Course Description:

Made in India, for digital entrepreneur enthusiasts like you. You have made the right decision to become a Digital Marketer & Gain real-world experience running live campaigns as you learn from top experts in the field. This course is aimed at helping students launch your career with a 360-degree understanding of digital marketing.

Students will learn to create marketing content, use social media to amplify your message, make content discoverable in search, run Ads campaigns and advertise on Facebook. Additionally, learn how display and video ads work and how to market with email, and measure and optimize with Google Analytics.

What will you learn ?

Table of contents: Digital Marketing Concepts;

- Module 1: Digital Marketing Fundamentals
- Module 2: Website Planning and Structure
- Module 3: Facebook Marketing for Business
- Module 4: Google Adwords and PPC Advertising
- Module 5: YouTube and Video Marketing
- Module 6: Email Marketing for Business
- Module 7: Lead Generation & Marketing Automation
- Module 8: e-commerce and Payment Gateway
- Module 9: Re-marketing Strategies – Advanced Level
- Module 10: Google Plus for Business
- Module 11: LinkedIn and Twitter Marketing
- Module 12: Google Analytics and Webmaster Tool
- Module 13: Search Engine Optimization (SEO)
- Module 14: Affiliate Marketing & Google AdSense

Table of contents: Cyber Law & IT Compliance

1. Introduction to Cyber Law
 - 1.1 What is Cyber Law?
 - 1.2 The need for Cyber Law
 - 1.3 Jurisprudence of the Indian Cyber Law
 - 1.4 Evolution of cyber law
 - 1.4.1 Computer
 - 1.4.2 Data
 - 1.4.3 Computer software
 - 1.4.4 Computer system
 - 1.4.5 Computer network
 - 1.5 Evolution of Cyber crime
 - 1.5.1 Financial crimes
 - 1.5.2 Cyber pornography
 - 1.5.3 Sale of illegal articles
 - 1.5.4 Gambling online
 - 1.5.5 Crimes related to intellectual property
 - 1.5.6 Email spoofing
 - 1.5.7 Forgery
 - 1.5.8 Cyber defamation
 - 1.5.9 Online stalking
 - 1.5.10 Web defacement
 - 1.5.11 Email bombing
 - 1.5.12 Data diddling
 - 1.5.13 Salami attacks
 - 1.5.14 Denial of service attack
 - 1.5.15 Worm/virus attacks
 - 1.5.16 Trojans and key loggers
 - 1.5.17 Internet time theft
 - 1.5.18 Web jacking
 - 1.5.19 Email frauds
 - 1.5.20 Cyber terrorism
 - 1.5.21 Encryption by terrorists
2. Domain Name
 - 2.1 What is domain name
 - 2.2 Domain names disputes
 - 2.3 The INDRP rules
 - 2.4 Peer to peer sharing
3. Legislative framework
 - 3.1 Information Technology Act
 - 3.2 Indian Penal code
 - 3.3 Indian Evidence act
 - 3.4 Code of criminal procedure
 - 3.5 Bankers book evidence act
 - 3.6 Payment and settlement systems act
4. Overview of the Indian Cyber Law
 - 4.1 Negotiable Instruments (Amendments, Misc. Provisions) Act
5. Cryptography
 - 5.1 How cryptography works
 - 5.2 Keys
 - 5.3 Symmetric cryptography
 - 5.4 Asymmetric cryptography
6. International Framework
 - 6.1 International treaties
 - 6.2 Laws of major countries

Who is this course built for?

- This course is for **Students interested** in careers in digital marketing and online business.
- This course is for individuals with well written and spoken **english communication**.
- This course is for people who have little or **no experience required**.

Table of contents: Self Development

1. Leadership
2. Communication in organisations
3. Interpersonal relations
4. Stress Management
5. Group Dynamics and Team Building
6. Conflict Management
7. Business etiquette
8. Time Management
9. Motivation
10. Presentation Skills

Books and blogs for references;

1. Digital Marketing for Dummies
2. Don't Make Me Think Revisited: A Common Sense Approach to Web Usability
3. Google Adwords for Beginners: A Do-It-Yourself Guide to PPC Advertising
4. Introduction to Programmatic Advertising
6. Blogging: A Practical Guide to Plan Your Blog: Start Your Profitable Home-Based Business with a Successful Blog
7. Email Persuasion: Captivate and Engage Your Audience, Build Authority and Generate More Sales With Email Marketing
8. Social Media Marketing All-In-One for Dummies
9. The Webinar Way: The Single Most Effective Way to Promote Your Services, Drive Leads & Sell a Ton of Product