



**GUJARAT
TECHNOLOGICAL
UNIVERSITY**

DURATION OF
THE COURSE

**1
YEAR**

POST GRADUATE DIPLOMA IN DIGITAL MARKETING (PGDDM)

Recognizing the trend of Digital Marketing globally, GTU is introducing post Graduate Diploma in Digital Marketing through Graduate School of Management Studies.

Course Highlights

- ✚ Any Eligible Graduate can opt for the post Graduate Diploma in Digital Marketing
- ✚ MBA students of GTU can also opt as additional post graduate diploma Course along with regular MBA
- ✚ The course will be offered through contact classes and E-mode with the Interaction Session for the subject guidance.
- ✚ The course material will be available online on the course portal.
- ✚ The student has to study 7 subjects and prepare a project during the span of course



**Registration is
open for
August, 2020**

Tuition Fees

Students from India: (INR) 20,000/-

Students from foreign nations: (US) \$1200/-

Subjects covered in PGDDM

Trimester I

Subject Name	Sub Code
Fundamentals of Digital Marketing	1517501
Search Engine Optimization	1517502
Content and E-mail Marketing	1517503

Trimester II

Subject Name	Sub Code
Search Engine Marketing	1527501
social Media Marketing	1527502
Web Analytics	1527503

Trimester III

Subject Name	Sub Code
Seminar Course	1537501
Project	1537502

Procedure for Application

1. Fill in the online Expression of Interest Form (EOI)
2. Shortlisted Candidates will be contacted through e-mail for submitting the application form along with the required documents.
3. After verifying the documents, the candidates will be informed to submit the respective fees through online mode.