








ST. ALOYSIUS' COLLEGE (AUTONOMOUS) JABALPUR M.P.

Part A- Introduction		
Program : Certificate	Year: First Year	Session : 2023-24
Course Code	VI-COM-DIGT	
Course Title	DIGITAL MARKETING	
Course Type	Vocational	
Pre- Requisite (if any)	Open For All	
Course learning Outcomes (CLO)	<p>After the successful completion of the course, the student shall be able to:-</p> <p>Understand digital marketing, importance thereof, meaning of web site and levels of web site, difference between blog, portal & amp; website.</p> <p>Understand the working of SEO (search engine optimization) on page optimization, off page optimization, and will learn to prepare reports.</p> <p>Learn about SMO (Social media optimization) like Face book, twitter, LinkedIn, Tumblr, Pinterest and other social media services optimization.</p> <p>Understand paid tools like google ad words, display advertising techniques</p> <p>Learn and apply hands on experience on tools useful to SEO for analysis on website traffic, keyword analysis and learn email marketing and ad designing.</p>	
Expected Job Role/career opportunities	Digital Marketing Manager	
	Search Engine Optimizer	
	Social Media Marketer	
	Content Marketer	
	Content creator for AR-VR (Augmented Reality-Virtual Reality)	
	SEO Specialist for Voice assistance	
Credit Value	4 - Theory - 2 Practical - 2	

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Part B- Content of the Course		
Total No. of Lectures + Practical (inhours per week) L-1Hr/P-1 Lab Hr		
Total No.of Lectures/Practical L-30hrs/P-30hrs		
Module	Topics	No.of Hours
I	Introduction to Digital Marketing: Meaning of Digital Marketing, differences form Traditional Marketing, Return of Investments on Digital Marketing vs. Traditional Marketing E commerce Tools used for successful marketing, SWOT analysis of Business for Digital Marketing, Meaning of Blogs, Website, Portal and Their Differences, Visibility Visitor Engagement, Conversion Process, Retention, Performance Evaluation Keywords: Titles, Meta Tags	10
II	Search Engine Optimization (SEO): On Page optimization Techniques, off Page Optimization Techniques, Preparing Reports, Creating Search Campaigns, Creating Display Campaigns Social Media Optimization (SMO) Introduction to Social Media Marketing Advanced Facebook Marketing, Word Press Blog Creation, Twitter Marketing, LinkedIn Marketing, Instagram Marketing, social media Analytical Tools. Keywords: Google, Word press, FB, LinkedIn, Instagram, Analytics, SMO, Verbal Communication, Non-Verbal Communication Intra Personal and Interpersonal Communication	10
III	Search Engine Marketing: Meaning And Use of Search Engine Marketing Tools used -Pay per Click, Google Ad words, Display Advertising Techniques, Report Generation Website Traffic Analysis Affiliate Marketing and Ad Designing: Google Analytics Online Reputation Management Email Marketing, Affiliate Marketing Understanding AD Words Algorithm, Advertisement Designing Keywords: PPC Google Ad words, Reports SEM, Google Analytics Ad Design Social Media Affiliate	10

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Practical		
	1. Design SEO to improve page rank of our college	30
	2. Monitor traffic of your website using google analytics.	
	3. Using search engine submission improves online recognition and visibility of websites	
	4. Designing a blog	
	5. Use of cross linking.	
	6. On/Off optimization of the website	
	7. Design Back Link and outbound link of website	
	8. Web Development Audio Video Production,	
	9. Digital Content Creation, Product & Sales review analysis	
Part C -Learning Resources		

Suggested Readings:

1. Textbooks

1. Ahuja Vandana Digital Marketing. Oxford University Press (2016) ISBN: 9780199455447,

2. Sainy Romi, Nargundkar Rajendra Digital Marketing : Cases From India, Nation Press (2018) ISBN 9781644291931, 1644291932

2. Suggestive digital platforms web links

<https://www.wordstream.com/linkbuilding#:text=Building%20links%20is%20one%20of%20build%20links%20to%20your%20site>

<https://www.targetinternet.com/the-top-32-most-useful-digital-marketing-links/https://digitalmarketingphilippines.com/8strategic-steps-to-natural-link-building/https://www.theweb-guys.com/digital-marketing/>

<https://www.targetinternet.com/the-top-32-most-useful-digital-marketing-links/>
<https://digitalmarketingphilippines.com/8strategic-steps-to-natural-link-building/>
<https://www.theweb-guys.com/digital-marketing/>

Suggested equivalent Online Courses:

<https://onlinecourses.swayam2.ac.in>

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Part A Introduction		
Program:- Certificate	Year:- First Year	Session:- 2023-24
Course Code:-	VI-COA-DTPT	
Course Title	Desktop Publishing	
Course Type	Vocational	
Pre-requisite (if any)	Open for all	
Course Learning Outcome(CLO)	<p>After studying this course the students will be able to:-</p> <ol style="list-style-type: none"> 1. Understand basics of computer and its related terminology. 2. Write,edit & print documents using MS – Word and Excel. 3. Understand various software used for Desktop Publishing and would be able to create and design documents with text and graphics like newspaper, ad, wedding cards, visiting cards, greeting cards etc. 4. Using Pagemaker, CorelDraw & Photoshop, Understand Colour concept in Printing. 	
Expected Job Role/Career Opportunities	<p>After studying this course the students will be able to pursue his/her career as a/an:</p> <ol style="list-style-type: none"> 1.Graphics Designer 2. Multimedia Editor 3. Logo Designer 4. Office Assistant 5.Desktop Publishing Operator 	
Credit Value	4 -Theory- 2 Practical- 2	

Part B-Content of the Course		
Total no. of Lecutres+Practical(in hour per week):L-1Hr/P-1 Lab Hr.		
Total No. of Lectures/Practical:L-30hrs/P-30hrs		
Module	Topics	No. of Hours
I	Computer Fundamentals:-Generations of Computer, Advantages and Disadvantage of Computer, Block Diagram of a Computer, Description of Different parts of a computer, System Software and Application Software, Introduction to MS Office, Word Processing Software, Electronic Spreadsheet, MS Paint.	8
II	PageMaker Introduction to various versions, concepts and applications of PageMaker Guides & rulers. Drawing tools, Fills and Outlines. Photoshop- History and Introduction, the file menu, the tools, Drawing lines and shapes. Photo editing/inserting starting with Setting Up, Introduction of Layers, Understanding Design principles and colour	12






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	theory.	
III	<p>Corel Draw-Drawing-lines, shapes, inserting pictures, objects, tables, templates, Use of various tools such as Pick tools, Zoom tools, Free hand tool, square tool, rectangle tool, Text tool, Fill tool etc. and all fonts used in designing of monograms, logos, posters, stickers, greeting cards, wedding cards, visiting cards etc.</p> <p>Design Principles & Color Harmony Introduction to colors -Primary and Secondary in both RGB & CMYK schemes/modes.</p>	10
	Practical	
	<ol style="list-style-type: none"> 1. Using window explorer and other windows elements. 2. Creating and opening a document in pagemaker. 3. Formatting and editing a document. 4. Saving and printing a given document. 5. Insertion of text and graphics in a given document from external source. 6. Using column utility, to give the the document column look. 7. Using various fonts and styles to make a document more beautiful. 8. Use of page maker to make transparencies. 9. Saving and printing a file that has been created. 10. Formatting a given file by using undo/redo, repeat, cut, copy, paste, delete, duplicate and clone utilities. 11. Inserting objects in the drawing , aligning, ordering, grouping, and ungrouping of those objects. 12. Use of combine, break apart, weld, Intersection, trim and separate tools in a given drawing. 13. Use of mode edit tools i.e. to line, to curve, to-stretch and rotate. 14. Creating special effects i.e. transform, rollup, envelop roll up, add perspective, extrude roll up, contour rollup, power line, power clip, clear effects. 15. To insert character and paragraph text in a drawing and frame, setting of tabs, indents, bullets and spacing in paragraph text. 16. Filling of text to a given path, aligning it to base line, straighten text and edit text. 17. Using tools such as spell checker and thesaurus. 18. Using find and replace text utility and type assist. 19. Adding various symbols to a drawing and creating different pattern. 	30

Part C- Learning Resources

Text books, Reference books, Other resources

Suggested Readings:

1. Desktop Publishing From A to Z by Bill Grout and Osborne; McGraw Hill
2. DTP(Desk Top Publishing) for PC user by Houghton; Galgotia Publishing House Pvt.Ltd.
3. Adobe Pagemaker 6.5-Shashank Jain & Satish Jain-First Edition 2001,BPB Publications.



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4. DESKTOP PUBLISHING ON PC-M.C.Sharma, BPB Publications
5. Corel Draw the Official Guide by Gray David Bouton, Corel Press.
6. The Complete Reference Getting Started with Pagemaker, McGraw-Hills.
7. Adobe Photoshop CS2 Classroom In A Book (2020), Adobe Press.
8. Computers Today S.K. Basandra, Galtotia Publications.
9. Microsoft Office: Will Train, Gini Courter, Annette Marquis BPB Publication.

Suggested equivalent online courses:

<http://www.nptelvideos.com/adobe/adobephotoshoptutorials.php>.

<https://onlinecourses.swayam2.ac.in/cec20cs05/preview>

<https://eskillindia.org/Course/course detail/117206920200221051647>

<https://www.udemy.com/course/desktop-publishing-for-you/>

<https://www.youtube.com/watch?v=FJYgNUYUvZc>

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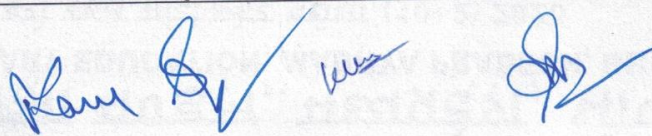
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PART A Introduction		
Program: Certificate	Year: First Year	Session: 2023-24
Course Code	V1-COS-WEBT	
Course Title	Web Designing	
Course Type	Vocational	
Pre-requisite (if any)	Open for All	
Course Learning Outcomes (CLO)	<p>After studying this Course the student will be able to -:</p> <ul style="list-style-type: none"> • Code a handful of useful HTML & CSS example • Build semantic, HTML & CSS webpages • Write basic scripts • Use Names, Objects, and Methods • Add Interactivity to a Web Page • Create Dynamic Web Pages using Java Script in HTML forms. • Create Dynamic Web Pages using Java Script in HTML forms. 	
Expected Job Role / Career Opportunities	<p>Job Role – Web Designer/ Front End Developer/ Creative Ad Designer.</p> <p>Job Description-Web designers develop functional and appealing web pages, websites, web applications, online advertisements for individuals, businesses and government agencies to establish their online presence. They use knowledge of computer programming and graphic design to create website that meet client needs.</p> <p>Career Opportunities –</p> <p>Typical employers of web designers are –</p> <ul style="list-style-type: none"> • Software companies • IT consultancies • Specialist web design companies • Large corporate organization • Any organisation that use computer systems. • Self-employment/freelance work is often possible for individuals with appropriate experience. • Vacancies are advertised online, by career services and by recruitment agencies. 	
Credit Value:-	(4) Theory – 2 Practical – 2	

Part B- Content of the Course

Total No. of Lectures + Practical (in hours per week): L-2 Hrs / P-2 Hrs		
Total no. of Lectures/Practical: L- 30 hrs/ P -30hrs		
Module	Topics	No. of Hours
I	Introduction to Internet- World Wide Web, Internet Addressing, Browser, URL, Web server, website, homepage, Domain Name. Basic Concepts.	6



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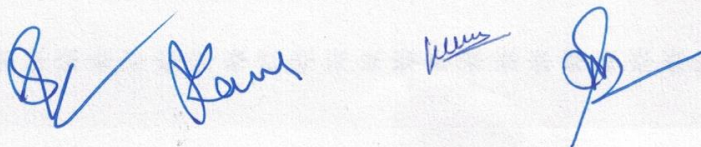
I	Software for Web Designing — Notepad/Notepad++, Dreamweaver, Blue Griffon, Net beans, Sea Monkey, Word press, Sublime. Introduction to HTML: HTML Tags and Attributes, HTML Basic Tags, Formatting Tags, HTML Color Coding, Di and Span Tags for Grouping. Lists: Unordered Lists, Ordered Lists, Definition list. Images: Image and Image Mapping. Hyperlink: URL — Uniform Resource Locator, URL Encoding. Table: <table>, <th>, <tr>, <td>, <caption>, <thead>, <tbody>, <tfoot>, <colgroup> , <col>. Attributes Using frames as the Target Form: <input>, <textarea>, <button>. <select>, <label>	5
II	CSS : Introduction, Features and benefits of CSS , CSS Syntax, External Style Sheet using <link>, Multiple Style Sheets. Value Lengths and Percentages. Selectors: ID Selectors, Class Selectors, Grouping Selectors, Universal Selector, Descendant / Child Selectors, Attribute Selectors, Color Background, background-image, background-repeat, background- position, Text Fonts: Color, background-color, text-decoration, text-align, vertical-align, text-indent, letter-spacing, word-spacing, line-height, font-family, font-size, font-style, font-variant. font-weight.	5
III	Lists & Tables: list-style-type. List style-position, list-style- image. list-style, CSS Tables (border, width & height, text-align, vertical-align, padding, color) Margin & Padding, Height and width, Floats: The float Property, The clear Property	5
IV	The Java Script: Nature of JavaScript, Script Writing Basics. Enhancing HTML Documents with JavaScript, The Building Blocks. Introduction to JavaScript Engines, Values, Variables and Operators. Variables Mutation, Basic Operators, Operator Precedence. JavaScript Types. Types Definition, Types in JavaScript, Objects, Type Conversion and Coercion. Static vs Dynamic Type Checking. JavaScript Conditionals: Introduction to Conditionals, Conditionals in JavaScript, Ternary Operators and Conditionals. Conditional Ladder & Switch statement. JavaScript Arrays: Introduction to Arrays. Declaring and Mutating Arrays, Array Methods and Properties, Replication with Array Methods. Multi-dimensional Arrays.	7
V	V JavaScript Loops: Introduction to Loops. Loops in 7 JavaScript, While and Do/While Loops. For Loops. Break and Continue in Loops, Iterating Arrays, Iterating Objects. JavaScript Function: Introduction to Functions, Functions in JavaScript. Nest Functions in JavaScript. Arrow Functions in JavaScript, Function as an Argument Function as the Returned Object.	15
	Practicals	
	<ol style="list-style-type: none"> 1. Design a home page which displays information about your college department using headings, HTML entities and paragraphs. 2. Implement different type of list tags in the college department homepage. 3. Create a webpage for any clinic using marquee and HTML formatting tags. 4. Create 3 Hyperlinks in home page connecting it to 3 different pages. 5. Create 3 Hyperlinks in a page, which jumps to 3 different headings on same page. 	15

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	<ol style="list-style-type: none"> 6. Insert image(s) and iframe in a webpage. 7. Design a page with image of block diagram of computer, mapping each component as area with specific co-ordinates which when clicked may give their detail. 8. Create a web page having two frames, Frame 1 containing links and another with contents of the link. When link is clicked appropriate contents should be displayed on Frame 2. 9. Design a timetable and display it in tabular format. 10. Demonstrate difference between "get" and "post" method of form tag in a form with name password text field. 11. Design an admission form for any course in your college with text, password field, drop-down list, check-boxes, radio buttons, submit and reset button etc. 12. Create a website for online book store with Home, Login, Catalogue, Registration page with links to all these pages in a menu on top of every page. Embed heading, paragraph, images, video, iframe, form controls, table, list in the website. 13. Write a CSS style specification rule that would make all unordered lists (tags) have square bullets and a purple background. 14. Create a HTML form with the use of cascading style sheet. 15. Design a web page of your Home town with a attractive background color, text color, an image font face by using Inline CSS formatting. 16. Create a catalog for an online shopping company that sells music records using style sheet. 17. Create a sample code to illustrate the Inline style sheet for your web page. 18. Create a sample code to illustrate the External style sheet for your web page . 19. Design a web page by using different CSS border style. 20. Demonstrate the use of CSS Box Model. 21. Change the color of all elements with the class "colortext" to "Blue". 22. Set different margins for all four sides of a paragraph. 	
	<ol style="list-style-type: none"> 1. Write a JavaScript program to display the current day and time. 2. Write a JavaScript program to remove a character at the specified position of a given string and return the new 	15

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	<p>string.</p> <ol style="list-style-type: none">3. Write a JavaScript program to get the current date.4. Write a JavaScript program to find the area of triangle.5. Write a JavaScript program to determine whether a given year is a leap year.6. Write a JavaScript program to calculate multiplication and division of two numbers.7. Write a JavaScript program to convert temperatures to and from Celsius, Fahrenheit.8. Write a JavaScript Program to check whether a given positive number is a multiple of 3.9. Write a JavaScript program to change a case of a string. (i.e upper case to lower case and vice-versa).10. Write a JavaScript program to compute the sum of elements of given array of integers.11. Develop and demonstrate a HTML file that includes JavaScript script for taking a number n as input using prompt and display first n Fibonacci numbers in a paragraph.12. Develop and demonstrate a HTML file that includes JavaScript script for taking full name in a text field and display first, middle, last name in 3 different labels. Middle and last name may be optional, thus message like "NA" should be displayed in corresponding labels. If input contains 2 words, then they should be considered as first and last name.13. Develop and demonstrate a HTML file that includes JavaScript script for switching an image source for a image on click of "change" and "original" button.14. Design HTML form for keeping student record, apply JavaScript validation in it or restriction of mandatory fields, numeric field, email-address field, specific value in a field etc.15. Write a JavaScript code that displays text "Bigger Text" with increasing font size in the interval of 10ms in red color, when the font size reaches 50pt it displays "Smaller Text" in green color. Then font size should decrease to 5pt and then stop.	
<p style="text-align: center;">PART C – Learning Resources Text Books, References Books, Other resources</p>		
<p>1. Suggested Readings:</p> <ul style="list-style-type: none">● Jon Duckett, HTML And CSS: Design And Build Websites, Wiley● Jon Duckett, JavaScript And JQuery: Interactive Front-End Web Development, Wiley● Jennifer Niederst Robbins, Learning Web Design: A Beginner's Guide To HTML, CSS,		



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JavaScript, And Web Graphics, O' reilly

- Steven M. Schafer, HTML, XHTML, And CSS Bible, Wiley
- Felke-Morris, Basics Of Web Design: Html5 & Css3 , 5th Edition, Addison- Wesley, 2020.
- Ian Pouncey, Richard York, Beginning CSS: Cascading Style Sheets For Web Design, Wiley India.
- Thomas A Powell, The Complete Reference To Html
- Lee Anne Philips, Using Html, PHI
- C. Xavier, World Wide Web Design With Html.
- Xavier C, Wen Technology And Design, New Age International
- Laura Lemay, Mastering Html, CSS & JavaScript Web Publishing
- Dt Editorial Services, Html 5 Black Book – Covers CSS 3, JavaScript, XML, XHTML, AJAX, PHP and JQuery, DreamTech Press Publication

1. Suggestive digital platform web links:

- <https://www.w3schools.com/>
- <https://spoken-tutorial.org/>
- [https://www.doc-developpment-durable.org/file/Projets-informatiques/cours-&-manuels-informatiques/htm-html-xml-css/Sams%20Teach%20Yourself%20HTML,%20CSS%20and%20JavaScript%20All%20in%20One.pdf\(PDF:608 pages\)](https://www.doc-developpment-durable.org/file/Projets-informatiques/cours-&-manuels-informatiques/htm-html-xml-css/Sams%20Teach%20Yourself%20HTML,%20CSS%20and%20JavaScript%20All%20in%20One.pdf(PDF:608%20pages))
- [https://www.nematrian.com/Pages/HTMLCSSJSCombined.pdf\(PDF:514pages\)](https://www.nematrian.com/Pages/HTMLCSSJSCombined.pdf(PDF:514pages))
- [https://www.daoudisamir.com/references/vs_ebooks/html5_css\(PDF:681pages\)](https://www.daoudisamir.com/references/vs_ebooks/html5_css(PDF:681pages))

Suggested equivalent online courses:

- <https://nptel.ac.in/courses/106/105/106105084> (NPTEL Course: Internet Technology-Part of the Course)
- https://onlinecourses.swayam2.acin/aic20_sp11/preview (HTML,CSS, and JavaScript for Web Developers)
- <https://www.coursera.org/learn/html-css-javascript-for-web-developers#syllabus> (HTML,CSS, and JavaScript for Web Developers)
- <https://www.classcebtal.com/course/html-css-javascript-for-web-developers-4270> (HTML, CSS, and JavaScript for Web Developers)
- <https://www.classcentral.com/course/duke-programming-web-4256>
- <https://www.coursera.org/learn/duke-programming-web> (Programming Foundations with JavaScript,HTML and CSS)

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