

Institute of Business and Economic Research

United International University



COURSE OUTLINE

Post Graduate Diploma in
Digital Marketing
(PGDDM)

Institute of Business and Economic Research (IBER)

Term I

PGDDM 101: Introduction to Smart Marketing

- Introduction to Smart Marketing in the AI Era
- AI-Assisted Consumer Behavior & Customer Psychology
- AI-Powered Marketing Mix (Product, Price, Place & Promotion)
- AI-Based Market Research & Competitor Intelligence
- Smart Segmentation, Targeting & Positioning using AI
- AI Branding & Personal Branding
- AI-Powered Marketing Strategy Development
- AI-Driven Customer Relationship Management (CRM)
- AI Marketing Planning, Budgeting & Campaign Management
- AI Ethics, Responsible Marketing & Legal Compliance
- AI Productivity, Prompt Engineering & Marketing Automation
- Capstone Project: Build a Complete AI Marketing Strategy

PGDDM 102: Content and Email Marketing

- AI for Content Research & Ideation
- Prompt Engineering for Marketers
- AI-Powered Blog Writing
- Content Optimization for SEO & Engagement
- AI-Powered Website & Landing Page Copywriting
- Technical & Creative Writing
- Social Media Content Creation & Copywriting
- AI-Powered Email Copywriting
- Email Marketing & Automation

PGDDM 103: Website, Brand & SEO Fundamentals

- Introduction to Digital Presence & Branding
- Business Identity & Domain Strategy
- Website Development with WordPress
- Website UX & Conversion Fundamentals
- Search Engines & SEO Fundamentals
- Keyword Research & Search Intent
- Content Planning & AI-Assisted Content Creation
- On-Page SEO Optimization
- Creating an SEO-Friendly Website
- Website Review & SEO Best Practices

Term II

PGDDM 201: Modern Search Optimization & AI SEO

- Website Launch & Google Search Console
- Technical SEO Fundamentals
- Website Performance & Core Web Vitals
- Local SEO & Google Business Profile
- EEAT & Trust Building
- AEO, GEO & AI Search Optimization
- Off-Page SEO & Digital Authority
- SEO Audit & Problem Solving
- SEO Strategy, Reporting & Client Communication
- Final Project & Website Presentation

PGDDM 202: Social Media Marketing (SMM)

- Social Media Strategy & Planning
- Facebook Marketing & Advertising with AI
- Instagram Marketing
- LinkedIn Marketing
- YouTube Marketing
- AI-Powered Social Media Content Creation
- AI for Social Media Advertising & Campaign Management

PGDDM 203: AI Marketing Analytics, Funnel & Conversion Optimization

- AI-Powered Marketing Analytics
- Modern Sales Funnel & AI Customer Journey
- AI Funnel Building & Landing Page Optimization
- AI-Powered Lead Generation (Organic & Paid)
- AI-Driven Conversion Rate Optimization (CRO)
- AI Advertising & Campaign Optimization
- AI Retargeting, Personalization & Customer Lifetime Value (CLV)
- AI-Based Data Analysis & Predictive Decision Making
- AI Marketing Automation & AI Agents
- AI Monetization Strategies & Digital Business Models
- Freelancing, Personal Branding & Global AI Marketing Career
- Capstone Project: Build an AI Marketing Funnel & Growth System