

# BACHELOR IN VOCATIONAL TRAINING PROGRAM

## B. VOC in AI Digital Marketing and E-Commerce



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## Semester

### VISION

To be an institution where the most formative years of a young mind are spent in the guided pursuit of excellence while developing a spirit of inquisitive questioning, an ability to excel in the pressure of a fast-changing professional world, and a desire to grow into a personality that a person, in an environment that fosters strong moral and ethical values, teamwork, community service and environment consciousness.

### MISION

- To be the enablers of the confluence of academic rigor and professional practicality.
- To train students to be skilled professionals, with the hunger and ability to become leaders.
- To hone not just the intellect of our students, but also their character and personality.
- To bring global best practices to our students through widespread use of technology.
- To empower our faculty to constantly develop new skills and excel professionally.
- To provide the best campus environment to students and faculty with all facilities to nurture their interests.

## ABOUT MANGALAYATAN UNIVERSITY, ALIGARH (U.P.)

To be a leader in education, an institution must be founded on two basic principles: keeping the interest of students as its foremost priority and recognizing that knowledge is ever-growing, omnipresent and requires the opening of minds.

At Mangalayatan University, we take pride in these two qualities being at the core of our existence. Mangalayatan (translated as the germinal bed of positive thought) aims to perpetuate a culture of hardwork, embracing change and preparing oneself for the fast-progressing world with the latest skills and the highest level of social and personal values. Mangalayatan University, Aligarh was founded in 2006 and has graduated over 6000 students. Nearly 2000 students are currently studying on Aligarh campus.

Mangalayatan University vision is to give students from all kinds of background, a quality educational experience leading to legitimately rewarding career opportunities.



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## REGULATORY APPROVALS/ RECOGNITIONS



**UGC**  
University Grants Commission



**BCI**  
Bar Council of India



**NCTE**  
National Council for Teacher Education



**PCI**  
Pharmacy Council of India

## INTERNATIONAL TIE -UPS

MoUs with top American, Chinese & Taiwan Universities:



University Of California,  
Riverside



Shenyang Jianzhu  
University



Beijing Wuzi  
University



Shenyang Aerospace  
University in China



National Taichung  
University of Education,  
Taiwan



National Dong Hwa  
University, Taiwan



National Pingtung  
University of Science and  
Technology, Taiwan



Liaoning University of  
Technology

## OUR TOP RECRUITERS



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**DISTINGUISHED VISITORS AT MANGALAYATAN UNIVERSITY**



**Shri Narendra Modi**  
Hon'ble Prime Minister of India  
on National Lecture Series  
"Naxalite Problem in India"



**Shri A.P.J. Abdul Kalam**  
Former President of India  
Chief Guest, 2nd Convocation



**Ms. Saina Nehwal**  
Badminton Player  
Recipients of Honors Causa,  
4th Convocation



**Mrs. Mary Kom**  
Boxer  
Recipients of Honors Causa,  
4th Convocation



**Shri Sushil Kumar**  
Wrestler  
Recipients of Honors Causa,  
4th Convocation

**CAMPUS FACILITIES**



AC Auditorium



Library



Engineering Lab



Pharmacy Lab



Sports Club



Cafeteria



ATM



Hospital

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Total Program Credits for ( 2025)

## B.Voc in AI Digital Marketing & E-Commerce

SL. No	Semester	Credits
1	I	22
2	II	22
3	III	24
4	IV	24
5	V	24
6	VI	24
	<b>TOTAL</b>	<b>140</b>

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### Semester - I

S. No	Course Code	Course Title	Course Type	Credits
1	BVODME-AI-101	Introduction to AI Digital Marketing	General Academic	4
2	BVODME-AI-102	English For Communication - I	General Academic	2
3	BVODME-AI-103	AI Graphics Designing and Video Editing	Skill Development Practical	4
4	BVODME-AI-104	Website Design and Development	Skill Development Practical	4
5	BVODME-AI-105	Social Media Marketing using AI	Skill Development Practical	4
6	BVODME-AI-106	Live Project Website	Skill Development Practical	4
<b>TOTAL</b>				<b>22</b>

### Semester - II

S. No	Course Code	Course Title	Course Type	Credits
1	BVODME-AI-201	Content Marketing using AI and Copywriting	General Academic	4
2	BVODME-AI-202	English For Communication - II	General Academic	2
3	BVODME-AI-203	Affiliate Marketing & Email Marketing	Skill Development Practical	4
4	BVODME-AI-204	Google Ads	Skill Development Practical	4
5	BVODME-AI-205	Search Engine Optimization AI	Skill Development Practical	4
6	BVODME-AI-206	E Commerce Live Project Website	Skill Development Practical	4
<b>TOTAL</b>				<b>22</b>

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### Semester - III

S. No	Course Code	Course Title	Course Type	Credits
1	BVODME-AI-301	Fundamentals of Management	General Academic	4
2	BVODME-AI-302	Web Designing using HTML , CSS and Javascript	General Academic	4
3	BVODME-AI-303	PHP Programing and MySQL	General Academic	4
4	BVODME-AI-304	International Business	General Academic	4
5	BVODME-AI-305	Google Analytics & Tag Manager	Skill Development Practical	4
6	BVODME-AI-306	Live Project Website ( Digital Products )	Skill Development Practical	4
<b>TOTAL</b>				<b>24</b>

### Semester - IV

S. No	Course Code	Course Title	Course Type	Credits
1	BVODME-AI-401	Automation	Skill Development Practical	4
2	BVODME-AI-402	Fundamentals of Finance & Accountancy	General Academic	4
3	BVODME-AI-403	Dropshipping Business	Skill Development Practical	4
4	BVODME-AI-404	WhatsApp Marketing / Mobile Marketing	Skill Development Practical	4
5	BVODME-AI-405	Integrated Marketing ( AI Funnel Marketing)	Skill Development Practical	4
6	BVODME-AI-406	Dropshipping Real Project Website	Skill Development Practical	4
<b>TOTAL</b>				<b>24</b>

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### Semester - V

S. No	Course Code	Course Title	Course Type	Credits
1	BVODME-AI-501	Entrepreneurship Development	General Academic	4
2	BVODME-AI-502	Cyber Laws and Security	General Academic	4
3	BVODME-AI-503	Internet Applications	General Academic	4
4	BVODME-AI-504	Search Engine Optimization Tools AI	Skill Development Practical	4
5	BVODME-AI-505	YouTube Marketing with AI	Skill Development Practical	4
6	BVODME-AI-506	YouTube Real Project	Skill Development Practical	4
<b>TOTAL</b>				<b>24</b>

### Semester - VI

S. No	Course Code	Course Title	Course Type	Credits
1	BVODME-AI-601	Major Live Project ( Full Funnel )		24
<b>TOTAL</b>				<b>24</b>

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# A D M I S S I O N

**Course : B. Voc in AI Digital Marketing & E-Commerce**

**Eligibility : 10 + 2**

**Duration : 3 Years ( 6 Semesters )**

**Mode : Offline / Online**

**Exam : Semester wise exam**

**Fee : 32025/- Per Semester**

## Structure of B.Voc Course

**NSQF Level-4**  
**Certificate**  
06 Monts  
30 Credits

**NSQF Level-5**  
**Diploma**  
01 Year  
60 Credits

**NSQF Level-6**  
**Advanced Diploma**  
02 Year  
120 Credits

**NSQF Level-7**  
**B.Voc Degree**  
03 Year  
180 Credits



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# B Voc AI Curriculum 2025

## Semester - I

### *BVODME-AI-101 Introduction to AI Digital Marketing*

#### **Unit 1: Fundamentals of Digital Marketing**

Overview of Digital Marketing

Definition, Importance, and Benefits of Digital Marketing

Key Digital Marketing Channels: SEO, PPC, Social Media, Email Marketing, Content Marketing

Evolution of Digital Marketing

Types of Digital Marketing Campaigns

Introduction to Artificial Intelligence in Marketing

Understanding AI and its role in Digital Marketing

AI Tools and Technologies in Marketing: Automation, Chatbots, Predictive Analytics

How AI is reshaping customer journeys

Examples of AI in Digital Marketing (e.g., recommendation engines, voice search, etc.)

#### **Unit 2: AI-Powered Tools in Digital Marketing**

Artificial Intelligence and Content Marketing

AI for Content Creation: Tools for automated writing, video editing, and image generation

Content Personalization with AI: Tailoring content to specific audiences based on behavior

Using AI for Social Media Marketing: Smart scheduling, content suggestions, and engagement metrics

AI in Search Engine Optimization (SEO)

AI and SEO: The Role of AI in Search Algorithms

AI-powered SEO Tools: RankBrain, AI-based keyword research tools

Predictive Analytics for SEO: Identifying trends and search patterns

Voice Search Optimization with AI

Chatbots and Conversational AI

Understanding Chatbots: Applications in customer service, lead generation, and sales

AI-powered Virtual Assistants: Improving customer experiences through automated interactions

Integration of Chatbots with CRM systems

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# B Voc AI Curriculum 2025

## Semester - I

### *BVODME-AI-101 Introduction to AI Digital Marketing*

#### **Unit 3: Data-Driven Marketing with AI**

AI in Data Collection and Analysis

How AI collects and processes customer data

Behavioral Analytics: Using AI to understand customer actions and predict future behavior

Data-driven decision-making: The Role of AI in Marketing Campaigns

Predictive Marketing with AI

Predicting Customer Behavior: How AI uses data to forecast trends and customer needs

Machine Learning for Personalization: Tailoring messages and offers

AI in Email Marketing: Automated segmentation, personalization, and testing

Performance Metrics and Optimization

Understanding AI-based Marketing Metrics: Conversion rates, engagement levels, and customer satisfaction

Optimizing Campaigns with AI: Real-time adjustments and improved ROI

#### **Unit 4: Ethical Considerations and Future of AI in Digital Marketing**

Ethics in AI Digital Marketing

Data Privacy Concerns: Protecting customer data and ensuring transparency

Ethical Use of AI: Avoiding bias and discrimination in AI algorithms

Legal Considerations in AI Marketing: Regulations and compliance (e.g., GDPR)

The Future of AI in Digital Marketing

The Role of AI in the Evolution of Marketing: How AI will shape the future of advertising

AI and Augmented Reality (AR): Enhanced customer experiences through AR and AI

Emerging Trends: AI-powered virtual influencers, augmented customer journeys, etc.

Preparing for the AI-driven future in Digital Marketing

Learning Outcomes:

Understand the role of AI in modern digital marketing.

Gain knowledge of AI-powered tools and technologies that are transforming digital marketing practices.

Learn how to collect and analyze data using AI for more targeted and effective campaigns.

Develop the ability to create personalized marketing strategies using AI insights.

Identify ethical issues and challenges in using AI in digital marketing.

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# B Voc AI Curriculum 2025

## Semester - I

### *BVODME-AI-102 English For Communication - I*

#### **Unit 1: Fundamentals of Communication**

Introduction to Communication  
Definition of Communication and its Importance  
Types of Communication: Verbal, Non-Verbal, Written, and Visual  
Communication Process and Components  
Barriers to Communication: Physical, Psychological, Semantic, and Cultural  
Effective Communication Skills  
Elements of Effective Communication: Clarity, Brevity, and Tone  
Active Listening Skills  
Communication in Different Contexts (e.g., Personal, Academic, Professional)  
The Role of Feedback in Communication  
Communication Styles and Techniques  
Understanding Different Communication Styles: Aggressive, Passive, Assertive  
Improving Interpersonal Communication  
Building Rapport and Empathy  
Role of Non-Verbal Communication (Body Language, Gestures, Posture)

#### **Unit 2: Written Communication Skills**

Writing Business Correspondence  
Structure and Format of Formal Letters, Emails, and Memos  
Writing Professional Emails: Tone, Structure, and Etiquette  
Writing for Specific Purposes: Inquiries, Requests, Complaints, and Apologies  
Report and Proposal Writing  
Structuring Business Reports and Proposals  
Writing Analytical and Informational Reports  
Writing Summaries and Abstracts  
Key Features of Professional Reports and Proposals  
Content Writing for Different Purposes  
Writing for Social Media: Blogs, Articles, and Online Content  
Writing Ad Copy: Crafting Engaging and Persuasive Texts  
Writing Product Descriptions and Reviews

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# B Voc AI Curriculum 2025

## Semester - I

### *BVODME-AI-102 English For Communication - I*

#### **Unit 3: Verbal Communication and Presentation Skills**

Speaking Skills for Professional Contexts  
Techniques for Clear and Effective Speech  
Pronunciation, Stress, and Intonation  
Using Language for Persuasion and Influence  
Politeness and Professionalism in Verbal Communication  
Presentation Skills  
Structuring a Presentation: Introduction, Body, Conclusion  
Visual Aids and Technology for Effective Presentations (e.g., PowerPoint)  
Overcoming Nervousness and Building Confidence  
Engaging the Audience and Handling Questions  
Telephone and Video Communication  
Telephone Etiquette in Professional Settings  
Effective Communication in Virtual Meetings (Zoom, Skype, Teams)  
Preparing for and Participating in Video Conferences

#### **Unit 4: Communication in Workplace and Social Contexts**

Team Communication and Collaboration  
Communicating Effectively in Teams  
Roles and Responsibilities in Group Communication  
Collaboration Tools: Email, Instant Messaging, Video Conferencing  
Customer Communication and Service  
Understanding Customer Needs and Expectations  
Professional Communication in Customer Service  
Handling Complaints and Providing Solutions  
Creating Customer-Centric Communication  
Cross-Cultural Communication  
Understanding Cultural Differences in Communication Styles  
Effective Communication in a Diverse Workplace  
Adapting Communication to Global Audiences  
Sensitivity to Cultural Norms and Practices

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# B Voc AI Curriculum 2025

## Semester - I

### *BVODME-AI-103 AI Graphics Designing and Video Editing*

#### **Unit 1: Introduction to Graphics Design and AI Tools**

Introduction to Graphic Design  
Definition and Importance of Graphic Design in Digital Marketing  
Key Principles of Graphic Design: Balance, Contrast, Emphasis, Alignment, Proximity  
Types of Visual Content: Logos, Banners, Posters, Social Media Graphics, Infographics  
Role of AI in Graphic Design  
Understanding AI and its Role in Creativity and Design  
Overview of AI Design Tools: Adobe Sensei, Canva AI, Fotor, and more  
Benefits of Using AI in Design: Automation, Personalization, Speed, and Accuracy  
Basic Graphic Design Tools and Software  
Introduction to Adobe Photoshop, Illustrator, and CorelDRAW  
Using Online Tools: Canva, Crello, Piktochart for Digital Marketing  
Working with Templates, Pre-set Layouts, and AI-based Customization

#### **Unit 2: AI-Powered Graphic Design for Digital Marketing**

Creating Visual Content for Social Media  
Designing Social Media Graphics: Facebook, Instagram, LinkedIn, Twitter, YouTube Thumbnails  
Understanding Platform-Specific Design Requirements  
Using AI to Enhance Visual Appeal: Automatic Image Enhancements, Color Adjustments, and AI Filters  
Logo and Branding Design  
Creating Logos with AI Tools: Logo Makers and Customization Options  
Branding Consistency: Fonts, Colors, and Layouts for Different Platforms  
Using AI to Generate Brand Identity and Style Guidelines  
Infographics and Data Visualization  
Importance of Infographics in Digital Marketing  
Designing Data-driven Infographics with AI Tools  
Creating Interactive Visuals Using AI (e.g., Charts, Graphs, and Interactive Elements)

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# B Voc AI Curriculum 2025

## Semester - I

### *BVODME-AI-103 AI Graphics Designing and Video Editing*

#### **Unit 3: Introduction to Video Editing and AI Technologies**

Fundamentals of Video Editing

Introduction to Video Editing: Types of Videos in Digital Marketing (Explainer, Tutorial, Ad)

Key Video Editing Software: Adobe Premiere Pro, Final Cut Pro, DaVinci Resolve

Basic Editing Techniques: Trimming, Cutting, Transitions, Effects, and Audio Syncing

AI in Video Editing

AI-Powered Video Editing Tools: Magisto, Adobe Premiere Pro with AI, InVideo, and Lumen5

Automating Editing Tasks: Scene Detection, Auto-Cropping, Color Correction

AI for Script Writing and Content Creation: Automatic Subtitle Generation, Text-to-Speech Features

Creating Marketing Videos Using AI

Video Personalization with AI: Dynamic Text, Interactive Elements, and Custom Transitions

Using AI for Visual Storytelling: Identifying Key Moments and Enhancing Visual Appeal

AI in Video SEO: Optimizing Video Titles, Descriptions, and Tags Automatically

#### **Unit 4: Advanced AI Graphics Designing and Video Editing for Digital Marketing**

AI for Video Marketing Campaigns

Integrating AI in Video Marketing: Video Ads, Social Media Clips, YouTube Content

Advanced AI Tools for Automated Content Creation: Animoto, Synthesia, Runway ML

Using AI to Test and Optimize Video Campaigns: A/B Testing, Engagement Analytics

Advanced Graphic Design Techniques with AI

Using AI for Advanced Image Editing: Object Removal, Background Replacement, and Image Super-Resolution

Generating Creative Visual Assets: AI-Generated Art, Images, and Animations

Working with 3D Design Tools and AI-Powered Augmented Reality (AR) for Digital Marketing

Ethics and Future of AI in Digital Marketing

Ethical Concerns in AI-Generated Content: Copyright, Plagiarism, and Content Authenticity

Future Trends in AI and Design: Augmented Reality (AR) in Marketing, AI Video Personalization

Preparing for AI's Impact on Digital Marketing and Creative Industries

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# B Voc AI Curriculum 2025

## Semester - I

### *BVODME-AI-104 Website Design and Development*

#### **Unit 1: Introduction to Website Design and WordPress**

Introduction to Website Design and Development  
Overview of Website Design and Development  
Importance of Websites in Digital Marketing  
Key Concepts: UX/UI, Responsiveness, SEO, and Mobile Optimization  
Types of Websites: Static vs Dynamic, E-commerce, Blogs, Portfolios  
Introduction to WordPress  
What is WordPress? History and Evolution  
Why WordPress? Advantages and Disadvantages  
WordPress.com vs WordPress.org: Choosing the Right Platform  
Installing WordPress on a Local Server and Web Hosting (e.g., XAMPP, cPanel)  
Understanding the WordPress Dashboard  
Overview of the WordPress Admin Panel  
Understanding the WordPress Site Settings  
Navigating through the Dashboard: Posts, Pages, Media, Themes, and Plugins  
Managing Users and Permissions in WordPress

#### **Unit 2: WordPress Themes, Plugins, and Customization**

Choosing and Installing WordPress Themes  
Understanding Themes and Their Importance in Design  
Installing and Customizing Pre-made Themes  
Free vs Premium Themes: How to Choose the Right One  
Using the WordPress Theme Customizer for Visual Tweaks  
Introduction to WordPress Plugins  
What are Plugins? Importance in Extending Functionality  
Installing and Configuring Essential Plugins (SEO, Security, Backup, Contact Forms, etc.)  
Popular WordPress Plugins: Yoast SEO, WPForms, Elementor, WooCommerce  
Managing and Updating Plugins  
Customizing Your Website with WordPress  
Customizing Layouts, Color Schemes, and Fonts  
Understanding Widgets and Sidebars  
Creating Custom Menus and Navigations  
Editing WordPress Themes Using the Theme Customizer and Page Builders (e.g., Elementor, WPBakery)

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# B Voc AI Curriculum 2025

## Semester - I

### *BVODME-AI-104 Website Design and Development*

#### **Unit 3: Content Creation, SEO, and Optimization**

Creating and Managing Content on WordPress  
Creating Pages and Posts in WordPress  
Understanding Categories and Tags for Organizing Content  
Using the Block Editor (Gutenberg) and Classic Editor  
Adding Media (Images, Videos, and Audio) to Posts and Pages  
Introduction to WordPress SEO  
On-page SEO: Optimizing Posts and Pages for Search Engines  
Installing and Configuring SEO Plugins (e.g., Yoast SEO)  
SEO Best Practices: Meta Tags, Keywords, Alt Text, and Sitemaps  
Optimizing Content for User Experience and Mobile Responsiveness  
Website Performance Optimization  
Speed Optimization for WordPress Websites  
Image Compression and Caching Techniques  
Using Content Delivery Networks (CDNs) for Faster Load Times  
Mobile Optimization: Making Your WordPress Site Mobile-Friendly

#### **Unit 4: E-commerce Websites and Maintenance**

Creating an E-commerce Website with WordPress  
Introduction to WooCommerce: Setting up an Online Store  
Installing and Configuring WooCommerce Plugin  
Adding Products, Managing Inventory, and Setting Up Payment Gateways  
Configuring Shipping, Taxes, and Order Management  
Security and Maintenance of WordPress Websites  
Website Security Basics: Protecting WordPress from Hacks  
Essential Security Plugins: Wordfence, Sucuri, iThemes Security  
Creating Backups and Managing WordPress Updates  
Troubleshooting Common WordPress Issues  
Launching and Promoting Your Website  
Pre-launch Checklist: Final Steps Before Going Live  
Promoting Your Website: Social Media Integration, Email Marketing  
Google Analytics and Tracking Website Performance  
Maintaining Your WordPress Website: Regular Updates, Backups, and Content Strategy

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# B Voc AI Curriculum 2025

## Semester - I

### *BVODME-AI-105 Social Media Marketing using AI*

#### **Unit 1: Introduction to Social Media Marketing and AI**

Introduction to Social Media Marketing

Overview of Social Media Platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, YouTube

Importance of Social Media in Digital Marketing

Social Media Marketing Strategies: Content Creation, Engagement, Paid Ads, Community Building

Key Metrics for Social Media Success: Reach, Impressions, Engagement Rate, Conversion Rate

Introduction to Artificial Intelligence in Social Media Marketing

What is AI? How AI is Revolutionizing Digital Marketing

The Role of AI in Social Media: Automation, Personalization, Insights, and Predictive Analytics

Understanding AI-based Tools: Chatbots, AI Content Generation, Social Listening, AI-powered Ads

AI for Content Creation

Generating Content with AI: Tools like GPT-3, Jasper, and Writesonic

Automating Social Media Post Creation with AI Tools

AI-based Visual Content Creation: Image Generators, Video Editing, and Graphic Design (e.g., Canva AI)

#### **Unit 2: AI Tools for Social Media Management**

AI for Social Media Scheduling and Automation

Introduction to AI-based Social Media Management Tools: Hootsuite, Buffer, Sprout Social, and CoSchedule

Scheduling and Automating Social Media Posts with AI

AI-powered Content Curation: Finding Trending Topics, Hashtags, and Content Ideas

AI in Social Media Analytics

AI for Performance Tracking: Metrics and KPIs to Measure Social Media Effectiveness

Using AI for Social Listening: Tracking Brand Mentions, Competitor Analysis, and Market Trends

Data-Driven Decision Making: How AI Improves Social Media Insights

Predictive Analytics in Social Media

Understanding Predictive Analytics and AI's Role in Social Media Strategy

Predicting Audience Behavior and Engagement Using AI

A/B Testing and Campaign Optimization with AI

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# B Voc AI Curriculum 2025

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### *BVODME-AI-105 Social Media Marketing using AI*

#### **Unit 3: AI for Personalization and Customer Engagement**

Personalizing Social Media Campaigns with AI  
Segmenting Audiences: How AI Helps with Customer Segmentation  
AI-driven Personalization: Tailoring Content and Ads for Specific Audiences  
Behavioral Targeting: Understanding Customer Intent and Preferences  
Chatbots and AI-based Customer Engagement  
Introduction to Chatbots: Role of AI in Customer Interaction on Social Media  
Using AI Chatbots for Customer Support, Lead Generation, and Engagement  
Tools for Creating and Integrating AI Chatbots: ManyChat, Chatfuel, MobileMonkey  
AI in Influencer Marketing  
How AI Enhances Influencer Identification and Campaign Management  
Using AI to Find the Right Influencers Based on Audience Insights and Engagement  
AI-driven Influencer Marketing Platforms (e.g., Influencity, Traackr)

#### **Unit 4: Advanced AI Applications and Ethical Considerations in Social Media Marketing**

Advanced AI Applications for Social Media Ads  
AI for Automated Ad Creation: Dynamic Ads, Personalized Ads  
Using AI for Ad Targeting and Optimization: Facebook Ads, Instagram Ads, LinkedIn Ads  
Maximizing ROI with AI-driven Ad Campaigns  
AI for Social Media Growth and Community Building  
AI-powered Community Management: Monitoring Conversations, Managing Engagement  
Using AI to Build and Grow Online Communities (e.g., Facebook Groups, LinkedIn Groups)  
Leveraging AI to Analyze User-generated Content and Trends  
Ethical Considerations and Challenges of AI in Social Media Marketing  
Ethical Issues with AI-driven Content and Personalization: Privacy Concerns, Data Security  
Bias and Transparency in AI Algorithms  
Regulatory Concerns: Understanding Laws Related to AI in Digital Marketing (e.g., GDPR)

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# B Voc AI Curriculum 2025

## Semester - I

### *BVODME-AI-106 Live Project Website*

#### **Project Title: Website Development and Digital Marketing for [Brand Name/Service]**

**Project Objective:** The objective of this live project is to design, develop, optimize, and promote a fully functional website for a business or service. Students will apply digital marketing strategies such as SEO, content marketing, and conversion rate optimization (CRO) to ensure the website performs effectively in terms of user engagement, conversions, and search engine rankings.

**Project Description:** In this project, students will be involved in the entire process of creating and promoting a website, including: Website Development: Setting up the website, selecting the domain and hosting, designing pages, and implementing essential features. SEO & Optimization: Optimizing the website for search engines through keyword research, on-page SEO, and technical SEO. Content Creation: Writing compelling content for various website pages (Home, About Us, Services, Blogs, etc.) optimized for SEO. Conversion Rate Optimization (CRO): Implementing strategies to ensure the website leads to higher conversions (e.g., sales, sign-ups). Digital Marketing Strategies: Implementing digital marketing tactics like email marketing, paid ads, and social media marketing to drive traffic to the website.

#### **Project Phases:**

##### **Phase 1: Planning and Research (Week 1)**

**Client/Brand Analysis:** Identify the brand, product, or service for which the website will be developed. Understand the target audience, business goals, and unique selling proposition (USP) of the brand. Conduct competitor research: Analyze websites of competitors to understand their strengths, weaknesses, and opportunities.

**Define Website Goals:** Define clear objectives for the website: Increasing brand awareness, generating leads, selling products/services, etc. Set measurable KPIs (Key Performance Indicators): Traffic, conversions, bounce rate, etc.

**Site Structure and Design:** Plan the site's structure (site map): Homepage, Services, Blog, About Us, Contact Us, etc. Define the content and functionality of each page. Choose a design layout and theme that aligns with the brand's identity.

##### **Phase 2: Website Development and Content Creation (Week 2-4)**

**Domain Name & Hosting Setup:** Choose and register a domain name for the website. Set up web hosting (using platforms like Bluehost, HostGator, or SiteGround).

**Website Building:** Build the website using a Content Management System (CMS) such as WordPress, Wix, or Squarespace. Implement responsive design: Ensure the website is mobile-friendly and works across all devices. Install necessary plugins or tools for SEO (e.g., Yoast SEO for WordPress) and performance optimization (e.g., caching plugins).

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# B Voc AI Curriculum 2025

## Semester - I

### *BVODME-AI-106 Live Project Website*

**Website Pages and Features:** Design and develop the homepage, service/product pages, blog section, contact page, etc. Integrate essential features: Contact forms, Google Maps, social media links, and e-commerce (if applicable). Implement security features: SSL certificates, privacy policies, and terms of use.

**Content Writing and Optimization:** Create engaging, SEO-optimized content for each page of the website (titles, descriptions, images, and calls to action). Optimize content with relevant keywords based on the earlier research. Write blog posts or articles to promote the business and improve SEO rankings.

#### **Phase 3: SEO and Optimization (Week 5-6)**

**On-Page SEO Optimization:** Optimize meta tags (title tags, descriptions) for each page of the website. Use proper header tags (H1, H2, etc.) for structured content. Optimize images (file names, alt tags, and compression for faster loading times). Ensure proper internal linking between pages to improve navigation and SEO.

**Technical SEO:** Set up Google Analytics and Google Search Console for tracking website performance. Ensure proper indexing and crawling: Submit XML sitemap to Google Search Console. Improve website speed: Compress images, enable caching, and minify code. Implement structured data (schema markup) for rich snippets and better SERP visibility.

**SEO Content Strategy:** Use keyword research tools like Google Keyword Planner, Ahrefs, or SEMrush to identify target keywords. Incorporate long-tail keywords and optimize blog posts for SEO. Write SEO-friendly blog posts/articles targeting specific keywords that align with the business offerings.

#### **Phase 4: Marketing and Promotion (Week 7-8)**

**Digital Marketing Strategy:** Develop a digital marketing plan that includes social media marketing, email campaigns, and PPC (pay-per-click) advertising. Set up social media accounts (Facebook, Instagram, LinkedIn, etc.) and link them to the website. Plan a content strategy for social media to drive traffic to the website.

**Paid Ads Setup:** Run a small Google Ads or Facebook Ads campaign to promote the website and drive targeted traffic. Set up conversion tracking to measure the success of ads.

**Email Marketing:** Create an email list and implement email marketing tools (e.g., Mailchimp, SendGrid). Develop email templates and send personalized campaigns to drive engagement.

**Traffic Analysis and Reporting:** Use Google Analytics to monitor website traffic, user behavior, bounce rate, and other performance metrics. Analyze the effectiveness of digital marketing strategies (ads, social media, content). Generate monthly reports detailing traffic, conversions, and key performance metrics.

#### **Expected Deliverables:**

**Fully Developed Website:** A professional website with a clean design, optimized for SEO, and responsive across devices.

**SEO-Optimized Content:** Content for the website pages and blog posts optimized for search engines.

**Digital Marketing Plan:** A detailed plan for promoting the website through paid ads, social media, and email marketing.

**Performance Reports:** Reports tracking website traffic, performance metrics, and conversions using Google Analytics and other tools.

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# B Voc AI Curriculum 2025

## Semester - I

### *BVODME-AI-106 Live Project Website*

#### **Assessment Criteria:**

Website Design and Functionality: Quality of website design, user experience, and mobile optimization.

SEO & Optimization: Success in implementing on-page and technical SEO strategies.

Content Quality: Effectiveness of content in engaging users and enhancing SEO.

Marketing Effectiveness: Success of digital marketing efforts (traffic, conversions, ROI).

Reporting and Analysis: Quality of analysis and adjustments based on website performance and marketing campaigns.

#### **Tools & Resources:**

Website Builders: WordPress, Wix, Squarespace

SEO Tools: Yoast SEO, Google Analytics, Google Search Console, SEMrush, Ahrefs

Email Marketing: Mailchimp, SendGrid

Ad Platforms: Google Ads, Facebook Ads

Social Media Tools: Buffer, Hootsuite, Canva (for content creation)

**Conclusion:** This Live Project provides a hands-on approach to website creation and digital marketing. Students will gain real-world experience in website development, SEO, content creation, and digital marketing strategies, while learning to use various tools and platforms to optimize and promote a website effectively.

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# B Voc AI Curriculum 2025

## Semester - II

### *BVODME-AI-201 Content Marketing using AI and Copywriting*

#### **Unit 1: Introduction to Digital Marketing and Content Marketing**

Introduction to Digital Marketing  
Definition and scope of Digital Marketing  
Digital marketing channels: SEO, SEM, Social Media, Content Marketing  
Role of AI in Digital Marketing

Overview of Content Marketing  
Importance of Content Marketing in the Digital Landscape  
Types of Content: Blogs, Social Media Posts, E-books, Infographics, Videos, etc.  
Content Strategy and Planning  
Key Performance Indicators (KPIs) for Content Marketing

#### **Unit 2: Copywriting Fundamentals**

Understanding Copywriting  
What is Copywriting? Its role in content marketing  
Elements of a Good Copy: Headlines, Hooks, Calls-to-Action (CTA), and Persuasive Language  
Types of Copy: Sales Pages, Social Media, Email Campaigns, and More

AI in Copywriting  
Introduction to AI-based Copywriting Tools (e.g., Jasper, Copy.ai, Writesonic)  
Understanding AI's Role in Generating Content Ideas and Writing Efficient Copy  
Limitations and Ethical Considerations in AI-generated Content

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# B Voc AI Curriculum 2025

## Semester - II

### *BVODME-AI-201 Content Marketing using AI and Copywriting*

#### **Unit 3: AI-Powered Content Strategy and Optimization**

Creating Content with AI

How AI can assist in content research, ideation, and creation

Automating Content Generation using AI (articles, blogs, and social posts)

Tools for AI-driven content creation and curation

SEO and Content Optimization with AI

Using AI to optimize content for search engines (Keyword research, SERP analysis)

AI tools for content structuring, readability enhancement, and engagement tracking

Measuring Content Performance

Using AI for Analytics and Reporting

#### **Unit 4: Future of Content Marketing and AI Integration**

The Evolution of Content Marketing with AI

AI's Future Impact on Content Creation and Strategy

Advanced AI features like Predictive Analytics, Content Personalization, and Automated Content Distribution

Case Studies and Real-World Applications

Analyzing successful AI-powered content marketing campaigns

Hands-on examples of AI copywriting tools in action

Implementing AI in a digital marketing strategy

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# B Voc AI Curriculum 2025

## Semester - II

### *BVODME-AI-202 English For Communication - II*

#### **Unit 1: Introduction to Communication Skills**

Basic Principles of Communication – Definition and Importance of Communication – Types of Communication: Verbal, Non-Verbal, Written, and Digital – Effective Communication in the Workplace – Barriers to Communication and How to Overcome Them – Effective Business Communication – Communication in Professional Settings: Emails, Reports, Presentations – Communicating with Clients and Colleagues – Role of Communication in Digital Marketing – Understanding Audience and Tailoring Messages – Communication Styles – Formal and Informal Communication – Persuasive Communication in Marketing – Tone, Clarity, and Conciseness in Business Communication

#### **Unit 2: Written Communication for Digital Marketing**

Email Writing – Importance of Email Communication in Digital Marketing – Structure of Professional Emails: Subject, Greeting, Body, and Closing – Writing Effective Email Campaigns – Crafting Persuasive Subject Lines – Content Writing and Blogging – Writing for the Web: Tone, Structure, and Readability – Importance of SEO in Content Writing – Writing Blog Posts, Articles, and Social Media Content – Crafting Compelling Calls-to-Action (CTAs) – Report Writing – Structure of Business Reports – Writing Analytical Reports in Digital Marketing – Using Data to Support Arguments: Writing Data-driven Reports

#### **Unit 3: Verbal and Non-Verbal Communication**

Speaking and Presentation Skills – Public Speaking and Presentations in a Marketing Context – Organizing and Structuring Presentations – Visual Aids and PowerPoint Skills – Engaging Your Audience and Answering Questions Effectively – Non-Verbal Communication – The Role of Body Language and Facial Expressions in Communication – Understanding the Power of Silence and Gestures – Non-Verbal Communication in Online Meetings and Video Conferences – Telephone and Video Conferencing Etiquette – Professional Telephone Communication Skills – Virtual Communication Tools: Zoom, Teams, Google Meet, etc. – Maintaining Professionalism in Virtual Meetings

#### **Unit 3: Verbal and Non-Verbal Communication**

Social Media Communication – Writing for Social Media Platforms: Facebook, Twitter, LinkedIn, Instagram – Developing a Social Media Communication Strategy – Engaging with Customers through Social Media: Direct Messages and Comments – Writing Persuasive Ad Copy for Paid Ads and Organic Posts – Customer Interaction and Engagement – Communicating with Customers through Chatbots and AI – Handling Customer Queries Professionally – Responding to Customer Reviews and Feedback – Building Brand Loyalty through Effective Communication – Public Relations and Crisis Communication – The Role of Communication in Brand Reputation Management – Writing Press Releases and Media Communication – Handling Crisis Situations with Effective Communication

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# B Voc AI Curriculum 2025

## Semester - II

### *BVODME-AI-203 Affiliate Marketing & Email Marketing*

#### **Unit 1: Introduction to Affiliate Marketing**

What is Affiliate Marketing? – Definition, structure, and components of affiliate marketing – How affiliate marketing works: Merchants, affiliates, and customers – Types of affiliate programs: Pay-per-click, pay-per-lead, pay-per-sale  
Affiliate Marketing Platforms and Networks – Introduction to popular affiliate platforms (e.g., Amazon Associates, ShareASale, ClickBank, Commission Junction) – How to join and set up an affiliate account – Key metrics in affiliate marketing: EPC, CPA, conversion rates, etc.

Choosing the Right Affiliate Program – Selecting profitable niches – Understanding affiliate commission structures and payout models – Analyzing competitors and trends in affiliate marketing

#### **Unit 2: Strategies for Effective Affiliate Marketing**

Content Marketing for Affiliate Marketing – Creating high-quality content that attracts leads and drives conversions (blogs, videos, product reviews, etc.) – SEO techniques for affiliate content optimization – Using social media to promote affiliate products

Affiliate Marketing Analytics – Tracking affiliate performance: Using affiliate links, cookies, and tracking pixels – Analyzing affiliate campaign success: Conversion rates, commissions, traffic sources – A/B testing for affiliate offers and landing pages

#### **Unit 3: Introduction to Email Marketing**

What is Email Marketing? – Definition and importance of email marketing in digital marketing strategies – Different types of email marketing: Newsletters, promotional emails, transactional emails, drip campaigns – Key email marketing metrics: Open rate, click-through rate, conversion rate, and bounce rate

Building an Email List – Methods to grow and segment an email list: Lead magnets, opt-in forms, landing pages – Email list hygiene: Maintaining a clean and engaged email list – Complying with email marketing regulations: GDPR, CAN-SPAM Act

#### **Unit 4: Advanced Email Marketing Strategies**

Crafting Compelling Email Campaigns – Writing engaging email subject lines, body copy, and CTAs – Personalization and dynamic content in email marketing – Best practices for mobile-friendly and responsive email design

Email Automation and Segmentation – Setting up automated email sequences (welcome emails, nurture emails, re-engagement emails) – Segmentation strategies: Demographics, behavior-based, transactional, etc. – Using email marketing platforms (e.g., MailChimp, ConvertKit, ActiveCampaign) to automate campaigns

Measuring and Optimizing Email Marketing Campaigns – Analyzing email campaign performance with advanced metrics: Heat maps, A/B testing, ROI – Improving open rates and click-through rates: Testing subject lines, timing, and content – Email deliverability and avoiding spam filters

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# B Voc AI Curriculum 2025

## Semester - II

### *BVODME-AI-204 Google Ads*

#### **Unit 1: Introduction to Google Ads and Paid Search Marketing**

What is Google Ads? – Definition, importance, and components of Google Ads – Types of Google Ads campaigns: Search Ads, Display Ads, Shopping Ads, Video Ads, and App Ads – Understanding Google Ads terminology: Keywords, CPC, CPM, CTR, Quality Score, Ad Rank

Setting Up a Google Ads Account – Creating and configuring a Google Ads account – Setting up billing and payment methods – Navigating the Google Ads interface: Campaigns, Ad Groups, Ads, Keywords, and Settings

Google Ads Campaign Types – Search Network campaigns: Creating effective text ads and keyword targeting – Display Network campaigns: Visual ads and targeting options – Shopping and Video ads: Best practices and setup – App and Smart campaigns: Setup and targeting options

#### **Unit 2: Google Ads Keywords and Targeting Strategies**

Keyword Research and Planning – Understanding the role of keywords in Google Ads campaigns – Tools for keyword research: Google Keyword Planner, SEMrush, Ahrefs, Ubersuggest – Choosing the right keywords: Broad match, phrase match, exact match, and negative keywords – Creating effective keyword lists and grouping keywords by relevance

Targeting Options in Google Ads – Geographical and demographic targeting – Audience targeting: In-market audiences, remarketing, affinity audiences – Device targeting: Desktop, mobile, and tablet – Time of day and location-based targeting: Scheduling and geo-targeting settings

#### **Unit 3: Google Ads Campaign Optimization and Analytics**

Ad Creation and Best Practices – Writing compelling ad copy: Headlines, descriptions, and display URLs – Understanding Ad Extensions: Sitelink, callout, structured snippets, and location extensions – Creating visually appealing Display Ads: Image, video, and responsive display ads

Optimizing Google Ads Campaigns – Monitoring and adjusting campaigns for performance: Click-through rate (CTR), conversion rate, and cost-per-conversion – Bid strategies and budgeting: Manual vs. automated bidding, setting daily budgets, and adjusting bids – A/B testing ads and landing pages: Split testing headlines, descriptions, and call-to-action (CTA)

Google Ads Analytics and Reporting – Setting up and using Google Analytics with Google Ads – Key performance indicators (KPIs) to track: CPC, CPA, ROAS, quality score – Creating performance reports and analyzing data to make data-driven decisions

#### **Unit 4: Advanced Google Ads Strategies and Trends**

Advanced Campaign Strategies – Remarketing campaigns: Setting up remarketing lists and dynamic remarketing ads – Google Ads for eCommerce: Using Shopping Ads and Smart Shopping campaigns – Smart campaigns and automated bidding strategies: Maximizing performance with Google's AI – Local campaigns: Driving foot traffic with local search and map ads – Google Ads Trends and Future Outlook – The impact of AI and machine learning in Google Ads – Voice search and its implications for Google Ads – Google Ads policy changes and updates: Staying compliant and up-to-date with changes in Google Ads features

Case Studies and Real-World Applications – Analyzing successful Google Ads campaigns across industries – Hands-on projects: Setting up, managing, and optimizing Google Ads campaigns for real businesses

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# B Voc AI Curriculum 2025

## Semester - II

### *BVODME-AI-205 Search Engine Optimization AI*

#### **Unit 1: Introduction to SEO and Search Engines**

What is SEO? – Definition, importance, and key components of SEO – How search engines work: Crawling, indexing, and ranking – The role of SEO in digital marketing strategies – Key SEO concepts: Organic search, SERP, keyword ranking, and click-through rate (CTR)

Search Engine Algorithms – Understanding search engine algorithms: Google, Bing, and others – Core web vitals and how they affect rankings – Google’s algorithm updates (Panda, Penguin, Hummingbird, RankBrain, BERT) – E-A-T (Expertise, Authoritativeness, Trustworthiness) and its role in SEO

#### **Unit 2: On-Page SEO Techniques**

Keyword Research and Optimization – Introduction to keyword research: Importance of selecting the right keywords – Tools for keyword research: Google Keyword Planner, Ahrefs, SEMrush, Ubersuggest – Types of keywords: Short-tail, long-tail, LSI (Latent Semantic Indexing) – Keyword placement: Title tag, meta description, URL, headers, and content

Optimizing Web Pages for SEO – Writing SEO-friendly content: Content structure, keyword density, and readability – Title tags and meta descriptions: Crafting compelling and optimized meta tags – Header tags (H1, H2, H3, etc.) and their importance for SEO – Image optimization: Alt tags, file names, and size reduction for faster loading  
User Experience (UX) and SEO – Website structure and navigation: Importance of a clean, easy-to-navigate site – Mobile responsiveness and mobile-first indexing – Improving page load speed: Tools and techniques for optimizing page speed – Implementing internal linking and improving site architecture

#### **Unit 3: Off-Page SEO and Link Building**

What is Off-Page SEO? – Definition and importance of off-page SEO in ranking – The difference between on-page and off-page SEO – How backlinks affect SEO: Relevance, authority, and trustworthiness

Link Building Techniques – Types of backlinks: Natural, manually acquired, self-created – Link building strategies: Guest blogging, broken link building, skyscraper technique, influencer outreach – Analyzing backlinks using tools like Ahrefs, Moz, and SEMrush – Link building for local SEO: Local citations, NAP consistency, and Google My Business

Social Media and SEO – The impact of social media on SEO rankings – Using social platforms for content promotion and brand awareness – Social signals: Do they directly impact SEO? – Building a strong social media presence to enhance SEO performance

#### **Unit 4: Advanced SEO Strategies and Analytics**

Technical SEO – What is technical SEO and why it’s important – Setting up and optimizing robots.txt and sitemap.xml files – Structured data and schema markup: Improving visibility in rich snippets – URL structure, canonical tags, and hreflang for multilingual websites

Local SEO – Importance of local SEO for businesses with physical locations – Optimizing Google My Business profile: Setting up and managing business information – Local ranking factors: Citations, reviews, and local backlinks – Local keyword research and content creation for local audiences

SEO Analytics and Performance Measurement – Tools for tracking SEO performance: Google Analytics, Google Search Console, Ahrefs, SEMrush – Monitoring rankings, traffic, and conversions: Understanding SEO metrics – Conducting SEO audits: Identifying and fixing on-page and off-page issues – Reporting SEO results and ROI: Key metrics to track and present to clients

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# B Voc AI Curriculum 2025

## Semester - II

### *BVODME-AI-206 E Commerce Live Project Website*

**Project Title:** E-Commerce Website Development and Digital Marketing Campaign for [Brand/Product]

**Project Objective:** The objective of this live project is to design, develop, optimize, and promote an e-commerce website for a business or product. Students will apply advanced digital marketing strategies such as SEO, social media marketing, paid ads, email marketing, and conversion rate optimization (CRO) to ensure the website performs effectively in terms of user engagement, sales, and conversions.

**Project Description:** In this project, students will be involved in the entire process of creating and promoting an e-commerce website, including:

**E-commerce Website Development:** Setting up the e-commerce platform, selecting the domain and hosting, designing product pages, and implementing essential features like payment gateways.

**SEO & Optimization:** Optimizing the website for search engines through keyword research, on-page SEO, technical SEO, and product page optimization.

**Content Creation:** Writing compelling product descriptions, adding images, and optimizing for SEO.

**Digital Marketing Campaigns:** Running paid ads (Google Ads, Facebook Ads), social media campaigns, email marketing, and leveraging influencer marketing to drive traffic to the website.

**Project Title:** E-Commerce Website Development and Digital Marketing Campaign for [Brand/Product]

**Project Phases:**

**Phase 1:** Planning and Research (Week 1)

**Client/Brand/Product Analysis:** Identify the brand, product, or service for which the e-commerce website will be developed. Understand the brand's goals, target audience, and competitive landscape.

**Defining Website Objectives:** Define clear goals for the website: Product sales, lead generation, customer retention, etc. Set measurable KPIs such as sales, conversion rates, traffic, and bounce rate.

**Market Research:** Research competitors' e-commerce websites and analyze their strengths, weaknesses, and marketing strategies. Use tools like SEMrush or Ahrefs to study competitors' SEO strategies.

**Choosing the E-commerce Platform:** Decide on an e-commerce platform (e.g., Shopify, WooCommerce, Magento) based on the business needs, scalability, and ease of use. Set up domain registration and hosting.

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# B Voc AI Curriculum 2025

## Semester - II

### *BVODME-AI-206 E Commerce Live Project Website*

#### **Phase 2: Website Development and Product Management (Week 2-4)**

**Website Development:** Build the e-commerce website using the selected platform. Design and develop key pages: Home page, product pages, shopping cart, checkout, contact page. Implement secure payment gateways (e.g., PayPal, Stripe, Razorpay). Set up necessary e-commerce features: Inventory management, order tracking, customer reviews, etc.

**Product Descriptions and Media:** Write SEO-optimized product descriptions with compelling CTAs. Upload high-quality images and videos for each product. Optimize images and media for website performance and SEO (alt tags, file size optimization).

**UI/UX Design and Mobile Optimization:** Ensure a user-friendly interface (UI) and smooth navigation. Make the website mobile-friendly using responsive design. Optimize the website's loading speed for better user experience and SEO ranking.

#### **Phase 3: SEO and Website Optimization (Week 5-6)**

**On-Page SEO:** Optimize each product page for SEO: Title tags, meta descriptions, and headers. Implement keyword research and use relevant keywords on product pages and blog posts. Optimize internal linking and ensure a proper site structure.

**Technical SEO:** Set up Google Analytics, Google Search Console, and e-commerce tracking (e.g., transaction data). Submit the XML sitemap and robots.txt to ensure proper crawling and indexing. Implement schema markup for products (product reviews, price, availability) for rich snippets.

**Conversion Rate Optimization (CRO):** Implement strategies to increase conversion rates: Clear CTAs, user testimonials, trust badges, free shipping incentives. Set up A/B testing for product page layouts, CTAs, and checkout processes. Implement exit-intent popups and cart abandonment recovery strategies.

#### **Phase 4: Marketing and Promotion (Week 7-8)**

**Digital Marketing Strategies:** Develop a digital marketing plan to promote the website and drive traffic. Use Google Ads to run search and shopping ads for specific products. Create Facebook/Instagram ad campaigns to reach targeted customer segments. Use retargeting ads to bring back users who abandoned their carts.

**Social Media Marketing:** Create social media profiles for the brand (Instagram, Facebook, Pinterest, etc.). Design a content calendar and post regular product updates, promotions, and engaging content. Leverage influencer marketing to promote products and increase visibility. Use tools like Buffer or Hootsuite to schedule posts and track engagement.

**Email Marketing:** Build an email list using lead magnets (discounts, freebies) and collect customer emails. Create automated email campaigns for product recommendations, abandoned cart reminders, and seasonal offers. Use email marketing tools like Mailchimp or Klaviyo for automation.

**Analytics and Performance Tracking:** Use Google Analytics to track traffic sources, user behavior, and sales conversions. Analyze key metrics: Website visits, conversion rates, ROI on paid ads. Optimize marketing campaigns based on data insights and performance reports.

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# B Voc AI Curriculum 2025

## Semester - II

### *BVODME-AI-206 E Commerce Live Project Website*

#### **Expected Deliverables:**

Fully Functional E-Commerce Website: A website with product pages, secure payment processing, and optimized for SEO and conversions.

Marketing Plan: A detailed digital marketing strategy including social media marketing, paid ads, and email marketing.

Performance Reports: Analytics reports tracking the website's performance, sales data, and marketing efforts (traffic, conversions, ROI).

SEO and CRO Strategies: Recommendations for ongoing SEO improvements and strategies for increasing website conversions.

#### **Assessment Criteria:**

Website Design and Functionality: Quality of the e-commerce website, user experience, and mobile optimization.

SEO & Content Optimization: Success in applying SEO strategies for better visibility on search engines.

Digital Marketing Strategy: Effectiveness of the digital marketing campaigns in driving traffic and conversions.

Conversion Rate Optimization: Success in optimizing the website for higher conversion rates.

Reporting & Analysis: Quality of performance tracking and adjustments made based on insights from data.

#### **Tools & Resources:**

Website Builders: Shopify, WooCommerce, Magento, BigCommerce

SEO Tools: Yoast SEO, Google Analytics, Google Search Console, SEMrush, Ahrefs

Email Marketing: Mailchimp, Klaviyo

Paid Ads: Google Ads, Facebook Ads

Social Media Tools: Buffer, Hootsuite, Canva (for content creation)

This Live Project provides students with a hands-on experience in e-commerce website development and digital marketing, from the technical aspects of building an e-commerce site to applying marketing strategies to drive traffic, sales, and growth. Students will gain practical skills that are directly applicable to the digital marketing industry, including SEO, content creation, paid advertising, and conversion optimization.

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# B Voc AI Curriculum 2025

## Semester - III

### *BVODME-AI-301 Fundamentals of Management*

#### **Unit 1: Introduction to Management and Organizational Structure**

What is Management? – Definition and significance of management in business – The evolution of management theories: Classical, behavioral, and modern approaches – Functions of management: Planning, organizing, leading, and controlling (POLC) – Key skills for managers: Technical, human, and conceptual skills

Types of Management Structures – Organizational hierarchy: Top-level, middle-level, and operational-level management – Types of organizational structures: Functional, divisional, matrix, and flat organizations – The role of managers at different organizational levels – Impact of organizational culture and climate on business performance

#### **Unit 2: Strategic Management and Decision-Making**

Strategic Planning and Management – Importance of strategic planning in business – Strategic management process: Environmental analysis, strategy formulation, and implementation – SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) for strategic planning – Types of strategies: Corporate, business, and functional strategies

Decision-Making in Management – Decision-making process: Identifying problems, gathering information, evaluating alternatives, and choosing solutions – Types of decisions: Routine, strategic, operational, and tactical decisions – Tools for decision-making: Decision matrix, cost-benefit analysis, and the Pareto principle – Role of managers in making ethical and effective decisions

#### **Unit 3: Leadership and Motivation in Management**

Leadership Styles and Theories – Definition of leadership and the role of leaders in an organization – Leadership theories: Trait theory, behavioral theory, contingency theory, and transformational leadership – Modern leadership approaches: Servant leadership, participative leadership, and situational leadership – The role of digital tools in leadership (communication platforms, collaboration tools, etc.)

Motivation in the Workplace – Theories of motivation: Maslow's Hierarchy of Needs, Herzberg's Two-Factor Theory, and McGregor's Theory X and Theory Y – Motivation techniques: Intrinsic vs. extrinsic motivation, goal-setting theory, and employee engagement – Reward systems and recognition: Monetary vs. non-monetary rewards – Role of motivation in improving employee performance and organizational success

#### **Unit 4: Management Control and Innovation**

Management Control Systems – The role of control in the management process – Types of control: Feedforward control, concurrent control, and feedback control – Performance measurement: Setting performance standards, monitoring performance, and taking corrective actions – Tools for management control: Key Performance Indicators (KPIs), balanced scorecard, and performance appraisals

Innovation and Change Management – Importance of innovation in management – Types of innovation: Product, process, and organizational innovation – Managing change in organizations: Change models (e.g., Lewin's Change Model, Kotter's 8-Step Change Model) – Overcoming resistance to change and fostering a culture of innovation

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# B Voc AI Curriculum 2025

## Semester - III

### *BVODME-AI-302 Web Designing using HTML , CSS and Javascript*

#### **Unit 1: Introduction to Web Designing and HTML Basics**

Introduction to Web Design – Understanding the importance of web design in digital marketing – Overview of web design principles: Usability, accessibility, and aesthetics – Role of HTML, CSS, and JavaScript in web design – Tools for web design: Text editors (VS Code, Sublime Text), browsers, and web developer tools

HTML Basics – Structure of an HTML document: DOCTYPE, <html>, <head>, and <body> – Common HTML tags: Headings, paragraphs, links, lists, images, forms, and tables – HTML attributes: id, class, style, href, and others – Creating hyperlinks, inserting images, and embedding media (audio, video) – HTML forms: Creating forms for user input with text fields, buttons, checkboxes, and radio buttons

#### **Unit 2: CSS Fundamentals and Styling Web Pages**

CSS Basics – Introduction to CSS and its role in web design – Syntax of CSS: Selectors, properties, and values – External, internal, and inline CSS – CSS box model: Content, padding, border, and margin – Applying styles to HTML elements: Colors, fonts, background images, and borders

Advanced CSS Techniques – Layout techniques: Floats, positioning, Flexbox, and CSS Grid – Responsive web design: Creating mobile-friendly websites using media queries – Styling forms and tables: Customizing form elements and table borders – Animations and transitions: Adding smooth animations and hover effects – CSS frameworks: Introduction to Bootstrap for rapid design and layout creation

#### **Unit 3: Introduction to JavaScript and Dynamic Web Pages**

JavaScript Basics – What is JavaScript? Role of JavaScript in web development and digital marketing – Variables, data types, operators, and expressions in JavaScript – Functions in JavaScript: Creating and calling functions – Conditional statements and loops: if, else, while, and for loops – JavaScript events: How to handle user interactions (e.g., clicks, hover, form submissions)

DOM Manipulation with JavaScript – Understanding the Document Object Model (DOM) – Accessing and modifying HTML elements with JavaScript (getElementById, getElementsByClassName, querySelector) – Changing content, style, and attributes dynamically – Adding event listeners to HTML elements for interactivity – Form validation: Using JavaScript to validate form inputs before submission

#### **Unit 4: Advanced Web Design Techniques and Project Development**

Advanced JavaScript and Interactivity – JavaScript libraries: Introduction to jQuery for easier DOM manipulation and event handling – Implementing AJAX for asynchronous web content updates without reloading the page – Introduction to web APIs: Fetching data from external sources (e.g., JSON, RESTful APIs)

Building Interactive Websites – Creating image sliders, carousels, and modals with JavaScript – Building interactive forms with JavaScript and validating user inputs – Integrating Google Maps and other APIs into a web page

Web Design Project – Step-by-step guide to creating a fully responsive website – Planning and designing a website for a digital marketing project (e.g., landing page, blog, product showcase) – Implementing HTML, CSS, and JavaScript techniques learned in previous units to create a dynamic, user-friendly website – Testing and debugging: Ensuring cross-browser compatibility and responsive design – Optimizing websites for SEO: Best practices for structuring content and using meta tags

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# B Voc AI Curriculum 2025

## Semester - III

### *BVODME-AI-303 PHP Programming and MySQL*

#### **Unit 1: Introduction to PHP and Web Development**

What is PHP? – Overview of PHP: Definition, importance, and use cases in web development – PHP syntax: Variables, data types, operators, and expressions – Basic PHP functions: echo, print, and user-defined functions – Control structures: Conditional statements (if, else, switch), loops (for, while, foreach) – Working with forms: Handling form data using GET and POST methods – PHP for handling user inputs: Sanitization, validation, and preventing security vulnerabilities (XSS, SQL injection)  
Setting Up PHP Environment – Installing PHP, Apache, and MySQL (XAMPP/WAMP/LAMP stack) – Understanding the directory structure of PHP applications – Basic PHP scripts and their integration with HTML – Testing PHP scripts with browsers and command-line interface

#### **Unit 2: Advanced PHP Programming Concepts**

Working with Functions and Arrays – Defining and calling functions in PHP – Variable scope: Local, global, and static variables – Understanding arrays in PHP: Indexed and associative arrays – Array functions: Sorting, merging, and array manipulation – Multidimensional arrays: Working with complex data structures  
Working with File Handling in PHP – Reading from and writing to files: Using functions like fopen(), fwrite(), and fread() – File upload functionality in PHP – Managing directories and file permissions – Handling error logs and debugging PHP scripts  
PHP Sessions and Cookies – Managing user sessions: session\_start(), \$\_SESSION superglobal – Using cookies to store user preferences and data – Securing session data and preventing session hijacking

#### **Unit 3: Introduction to MySQL and Database Management**

What is MySQL? – Introduction to MySQL and relational databases – Setting up MySQL server and database management tools (phpMyAdmin) – SQL basics: SELECT, INSERT, UPDATE, DELETE statements – Data types in MySQL: INT, VARCHAR, DATE, etc. – Primary keys, foreign keys, and indexes: Understanding relationships between tables  
Interacting with MySQL Using PHP – Connecting PHP to MySQL using mysqli\_connect() and PDO – Executing MySQL queries using PHP: mysqli\_query(), PDO::query() – Handling MySQL results with PHP: mysqli\_fetch\_assoc(), PDO::fetch() – Preparing and executing parameterized queries to prevent SQL injection – Displaying database content on a webpage

#### **Unit 4: PHP, MySQL, and Web Application Development**

CRUD Operations with PHP and MySQL – Implementing Create, Read, Update, Delete (CRUD) operations using PHP and MySQL – Building a simple dynamic website with user authentication (login, registration, password management) – Developing a simple content management system (CMS) or blog – Integrating form submissions with MySQL database storage – Data retrieval and display using pagination and sorting  
PHP and MySQL Security Best Practices – Securing MySQL queries with prepared statements – Preventing common security threats: SQL injection, cross-site scripting (XSS), and cross-site request forgery (CSRF) – Encrypting sensitive data: Hashing passwords with password\_hash() and password\_verify() – Validating and sanitizing user inputs in PHP forms  
Project Development and Deployment – Developing a full-fledged web application using PHP and MySQL – Testing the application: Debugging and troubleshooting PHP scripts – Deploying PHP applications on web servers (e.g., cPanel, Apache) – Using version control tools like Git for collaborative development

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# B Voc AI Curriculum 2025

## Semester - III

### *BVODME-AI-304 International Business*

#### **Unit 1: Introduction to International Business**

What is International Business? – Definition, scope, and importance of international business in the global economy – The role of international business in digital marketing – Key drivers of international business: Globalization, technology, trade policies, and cultural exchange – International business models: Exporting, licensing, franchising, joint ventures, and wholly owned subsidiaries – Overview of international trade theories: Absolute advantage, comparative advantage, and factor endowment theories

Global Business Environment – The impact of political, economic, social, and technological factors (PEST analysis) on international business – Legal and regulatory frameworks in international trade – International economic organizations: WTO, IMF, World Bank, and regional trade agreements (e.g., EU, NAFTA, ASEAN) – Understanding cultural diversity and cross-cultural management in international business

#### **Unit 2: International Marketing and Digital Strategies**

Global Marketing Strategies – Market entry strategies: Direct export, partnerships, mergers, and acquisitions – Adapting marketing mix (4Ps) for international markets: Product, Price, Place, Promotion – Segmentation, targeting, and positioning in international markets – Market research and competitor analysis for international markets

Digital Marketing in International Business – Role of digital marketing in expanding business across borders – Social media marketing strategies for international audiences – Localization of digital marketing campaigns: Website translation, adapting content for local cultures and languages – E-commerce platforms and global trade: How digital platforms facilitate international transactions (Amazon, Alibaba, Shopify, etc.) – Search Engine Optimization (SEO) for global audiences: Keyword research and international SEO

#### **Unit 3: Managing International Operations and Supply Chain**

Global Supply Chain Management – Understanding international supply chains: Logistics, procurement, inventory management – Global sourcing and outsourcing: Benefits and challenges in international supply chains – Managing risks in global supply chains: Political, economic, and environmental risks – International trade documentation and compliance (e.g., INCOTERMS, customs regulations)

Managing International Operations – Operational strategies for international business: Standardization vs. localization of operations – Technology and innovation in managing international operations – Cross-border financial management: Currency exchange, tax policies, and foreign investment – Understanding international labor markets and workforce management in a global context

#### **Unit 4: International Business Strategy and Ethics**

International Business Strategy – Developing global strategies for competitive advantage – Strategic alliances and mergers in international business – Managing global brands and global marketing campaigns – International business expansion: Risk assessment and market entry strategies

Ethics in International Business – Ethical issues in international business: Labor standards, environmental sustainability, and human rights – Corporate Social Responsibility (CSR) in international business – Business ethics and governance in different cultural and legal environments – Case studies on ethical dilemmas in international trade and marketing

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# B Voc AI Curriculum 2025

## Semester - III

### *BVODME-AI-305 Google Analytics & Tag Manager*

#### **Unit 1: Introduction to Google Analytics**

What is Google Analytics? – Overview of Google Analytics and its importance in digital marketing – Understanding website metrics: Page views, bounce rate, session duration, and conversions – Introduction to the Google Analytics interface: Real-time reports, audience reports, acquisition reports, behavior reports, and conversion reports – Setting up a Google Analytics account and configuring a new property – Understanding tracking code (UA code) and how to install it on a website – Understanding the difference between Universal Analytics and Google Analytics 4 (GA4)  
Google Analytics Terminology – Sessions, Users, Pageviews, Events, Goals, and Conversions – Acquisition Channels: Organic search, paid search, direct traffic, referral traffic, and social media – Key performance indicators (KPIs) for digital marketing campaigns – Understanding and creating custom dashboards and reports in Google Analytics

#### **Unit 2: Advanced Google Analytics and Reporting**

Setting Up Goals and Conversions – Introduction to goals: Destination, duration, pages/screens per session, and event-based goals – Configuring eCommerce tracking for tracking online sales and transactions – Creating and setting up conversion tracking for website actions (e.g., form submissions, button clicks) – Event tracking: Understanding events and how to track interactions like downloads, clicks, video plays, etc.  
Using Advanced Features in Google Analytics – Custom dimensions and metrics: What they are and how to create them – Segmentation: Creating and applying custom segments to analyze specific user behaviors – Multi-channel funnels: Understanding how users interact with different channels before converting – Attribution models: Last-click, first-click, and linear attribution – Setting up and analyzing A/B tests using Google Optimize in conjunction with Analytics  
Reporting and Data Interpretation – Customizing reports and dashboards to track the most relevant KPIs – Analyzing traffic sources and user behavior: Which sources bring the most qualified traffic? – Monitoring user flow and site navigation patterns to improve user experience – Identifying key opportunities for optimization based on Google Analytics data

#### **Unit 3: Introduction to Google Tag Manager**

What is Google Tag Manager (GTM)? – Overview of Google Tag Manager and its role in digital marketing and analytics – Benefits of using GTM: Easier management of tags, tracking, and script integration without code changes – Introduction to GTM interface: Overview of tags, triggers, and variables – Installing Google Tag Manager on a website – Difference between Google Analytics tracking code and Google Tag Manager tracking setup  
Setting Up Tags, Triggers, and Variables – What are tags, triggers, and variables in GTM? – Setting up tags: Google Analytics, Google Ads, Facebook Pixel, and other third-party tags – Creating triggers: Pageview triggers, click triggers, form submission triggers, etc. – Setting up and using variables: Built-in variables (e.g., page URL, click classes) and custom variables – Testing and previewing tags in GTM before publishing

#### **Unit 4: Advanced Google Tag Manager and Integrating with Google Analytics**

Advanced GTM Features – Custom HTML tags and JavaScript integration: When and how to use custom tags – Using GTM for event tracking and setting up custom events in GA – Integrating Google Tag Manager with Google Analytics 4 (GA4) for enhanced tracking – Setting up cross-domain tracking and tracking across multiple websites – Using GTM for managing remarketing and retargeting tags (Google Ads, Facebook)  
Data Layer and Advanced Tracking with GTM – Understanding the data layer in GTM: What it is and how to use it for custom tracking – Passing custom data (e.g., eCommerce transaction data) into Google Analytics through GTM – Using GTM for dynamic remarketing: How to implement dynamic tags for personalized ads – Troubleshooting and debugging GTM setups: Using the GTM preview mode and Google Tag Assistant  
Combining Google Tag Manager and Google Analytics for Enhanced Data Tracking – Integrating GTM and GA for improved conversion tracking: Using GTM to trigger GA events and goals – Setting up eCommerce tracking through GTM and sending data to Google Analytics – Setting up and analyzing user interactions, such as button clicks, video plays, and form submissions – Best practices for maintaining and organizing tags, triggers, and variables for easier management

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# B Voc AI Curriculum 2025

## Semester - III

### *BVODME-AI-306 Live Project Website Digital Products*

**Project Title:** E-Commerce Website Development and Marketing for Digital Products

**Project Objective:** The objective of this live project is to develop, promote, and optimize an e-commerce website specifically for digital products. Students will be involved in the creation, marketing, and optimization of an online store selling digital products such as eBooks, online courses, software, digital art, music files, or templates. The project will involve applying digital marketing strategies like SEO, content marketing, paid ads, email marketing, and conversion rate optimization to ensure the website generates traffic and sales.

**Project Description:** This project involves designing and building an e-commerce platform for selling digital products. The students will focus on:

**Website Development:** Setting up an e-commerce website for digital products, ensuring it is optimized for sales and user experience.

**SEO & Content Strategy:** Implementing SEO techniques to ensure the website ranks for target keywords and creates engaging content.

**Digital Marketing Campaigns:** Running marketing campaigns to promote digital products, including email marketing, social media campaigns, and paid ads.

Project Phases:

**Phase 1:** Research and Planning (Week 1)

**Brand/Product Analysis:** Select a digital product (e.g., eBooks, software, music, online courses, templates). Define the unique selling proposition (USP) of the digital product and its target audience. Research competitors' digital product websites, analyze their marketing strategies, and identify opportunities for differentiation.

**Define Website Objectives:** Set clear business goals: Product sales, lead generation, subscription-based models.

**Establish measurable KPIs (Key Performance Indicators):** Traffic, conversion rates, customer retention, average order value.

**Site Structure and Features:** Plan the structure of the website: Home page, product pages, checkout page, blog, FAQ, and contact page. Choose an e-commerce platform: Shopify, WooCommerce, Gumroad (for digital products), or Wix. Decide on key features for digital product sales: Secure payment gateways (PayPal, Stripe), instant download capabilities, and product licensing.

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# B Voc AI Curriculum 2025

## Semester - III

### *BVODME-AI-306 Live Project Website Digital Products*

#### **Phase 2: Website Development and Content Creation (Week 2-4)**

**Website Setup:** Register a domain and select a hosting service if using WooCommerce or other self-hosted platforms. Install the e-commerce platform (Shopify, WooCommerce, Gumroad, or others). Design the website: Ensure the website is easy to navigate, user-friendly, and visually appealing. Implement digital product pages: Product descriptions, pricing, and features. Integrate digital delivery systems (immediate access/download after purchase). Set up secure payment gateways to handle transactions: PayPal, credit card processing, or payment systems that support digital goods.

**Product Content Creation:** Write compelling product descriptions: Focus on benefits, usage instructions, and value propositions for each digital product. Use high-quality visuals: Images or videos showcasing the digital products (e.g., product demos, tutorials, product samples). Add customer reviews/testimonials if applicable to build credibility.

**Content Marketing:** Create a blog section on the website for content marketing: Write posts related to the digital products you are selling (e.g., how-to guides, product use cases, success stories). Optimize blog content for SEO: Use keywords relevant to the product and industry.

#### **Phase 3: SEO, Technical Optimization, and Launch (Week 5-6)**

**SEO Strategy: On-Page SEO:** Optimize each product page for keywords, use meta descriptions, and optimize images with alt tags. **Keyword Research:** Use tools like Google Keyword Planner, SEMrush, or Ahrefs to identify high-conversion keywords related to the digital product. **Internal Linking:** Link related blog posts and product pages for better user navigation and SEO performance. **Content Optimization:** Ensure that product pages and blog content are rich in keywords but maintain readability.

**Technical SEO:** Ensure fast loading times: Compress images and use caching to enhance website speed. Ensure the website is mobile-friendly and responsive. Set up Google Analytics and Google Search Console to track website performance.

**Launch and Monitor:** Perform a final review of the website before launch. Test the payment gateway, product download functionality, and overall user experience. Announce the website launch on social media, email, and other channels to generate initial traffic.

#### **Phase 4: Digital Marketing and Promotion (Week 7-8)**

**Email Marketing:** Build an email list using lead magnets (e.g., free sample downloads, exclusive content). Set up automated email campaigns for promotions, welcome emails, abandoned cart recovery, and product recommendations. Use email marketing platforms like Mailchimp or Klaviyo to design campaigns and track performance.

**Paid Advertising:** Set up paid ads for digital products: Google Ads (search and display), Facebook Ads, and Instagram Ads. Target the audience with precise segmentation (e.g., interests, demographics, location). Create compelling ad creatives (images/videos) and copy that drive clicks and conversions.

**Social Media Marketing:** Promote digital products across relevant social media platforms (Facebook, Instagram, Pinterest, LinkedIn, etc.). Use platforms like Canva for graphic design to create eye-catching posts. Leverage influencer marketing for product promotion if applicable to the product category.

**Conversion Rate Optimization (CRO):** A/B testing for different landing page designs, CTA buttons, and product descriptions. Implement pop-ups for special offers and discounts for first-time buyers. Optimize the checkout process to reduce cart abandonment.

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# B Voc AI Curriculum 2025

## Semester - III

### *BVODME-AI-306 Live Project Website Digital Products*

#### **Expected Deliverables:**

**Fully Functional E-Commerce Website:** A fully optimized e-commerce site with product pages, secure payment integration, and optimized for SEO and conversions.

**Marketing Plan:** A detailed digital marketing strategy for promoting digital products, including SEO, social media marketing, and paid advertising campaigns.

**Performance Reports:** Analytics reports tracking website traffic, performance metrics, and conversions using tools like Google Analytics, Google Ads, and social media insights.

**Conversion Rate Optimization Plan:** Recommendations for ongoing CRO improvements based on testing and data analysis.

#### **Assessment Criteria:**

**Website Design and Functionality:** Quality of website design, user experience, and mobile optimization.

**SEO & Content Optimization:** Success in implementing on-page SEO strategies, product description optimization, and content marketing.

**Digital Marketing Strategy:** Effectiveness of digital marketing campaigns in driving traffic and generating sales.

**Conversion Rate Optimization:** Success in implementing CRO techniques and improving conversion rates.

**Reporting & Analysis:** Quality of performance tracking and adjustments made based on insights from data.

#### **Tools & Resources:**

**Website Builders:** Shopify, WooCommerce, Gumroad

**SEO Tools:** Yoast SEO, Google Analytics, Google Search Console, SEMrush, Ahrefs

**Email Marketing:** Mailchimp, Klaviyo

**Ad Platforms:** Google Ads, Facebook Ads

**Social Media Tools:** Buffer, Hootsuite, Canva (for content creation)

This Live Project provides students with hands-on experience in developing an e-commerce website for digital products and executing a digital marketing campaign to promote it. Students will gain practical skills in website development, SEO, content creation, digital marketing strategies, and conversion optimization, preparing them for real-world e-commerce and digital marketing roles.

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# B Voc AI Curriculum 2025

## Semester - IV

### *BVODME-AI-401 Automation*

#### **Unit 1: Introduction to Digital Marketing Automation**

What is Marketing Automation?

Definition and importance of marketing automation in digital marketing. Key benefits of automation: Efficiency, scalability, and improved customer engagement. Overview of the marketing automation landscape: Email marketing, social media, lead generation, customer relationship management (CRM). Types of marketing automation tools and platforms (e.g., HubSpot, Mailchimp, Marketo, ActiveCampaign, Zapier). How marketing automation fits into the digital marketing funnel.

Fundamentals of Workflow Automation

Understanding workflows: Trigger-based automation, conditional logic, and sequence-based actions. Creating automated email sequences: Welcome emails, nurture campaigns, re-engagement emails. Automating social media posting and scheduling. Integrating marketing automation with CRM systems and lead generation tools.

#### **Unit 2: Email Marketing Automation**

Email Marketing Overview

Importance of email marketing in automation. Building and segmenting email lists for targeted campaigns. Key metrics to track: Open rates, click-through rates (CTR), conversion rates, unsubscribe rates. Creating email campaigns: Designing templates, writing engaging copy, and crafting effective CTAs (Call-to-Action).

Setting Up Automated Email Campaigns

Designing email workflows: Drip campaigns, triggered emails, abandoned cart emails. Using email automation platforms (e.g., Mailchimp, SendGrid, ActiveCampaign). A/B testing emails: Subject lines, CTAs, email content. Analyzing email performance: Reporting and optimizing email campaigns. Personalization in email marketing: Using dynamic content based on user behavior and preferences.

#### **Unit 3: Social Media Marketing Automation**

Social Media Automation Overview

Importance of automation in social media marketing: Time-saving and consistent engagement. Tools for social media automation: Buffer, Hootsuite, Sprout Social, and Later. Scheduling posts and campaigns: Best practices for timing and frequency. Automating social media responses: Chatbots and AI-based interactions.

Automating Social Media Campaigns

Creating automated content calendars for social media. Monitoring social media engagement: Using social listening tools to track mentions, hashtags, and sentiment. Automating reporting and analytics: Analyzing social media performance, engagement, and ROI. Setting up social media alerts and notifications for brand monitoring and competitor analysis.

#### **Unit 4: Advanced Marketing Automation and Integrations**

Lead Generation and Nurturing Automation

Automating lead capture: Forms, landing pages, and pop-ups. Implementing lead scoring and qualification: How to prioritize leads based on behavior and engagement. Automating lead nurturing: Sending personalized content based on lead behavior and lifecycle stage.

Integrating Marketing Automation with Other Tools

CRM and Marketing Automation Integration: Connecting platforms like Salesforce, HubSpot, and Zoho with marketing automation tools. Integrating third-party tools with Zapier for automating workflows across different platforms. Data synchronization: Ensuring seamless data flow between email, social media, and CRM systems. Using AI and machine learning in marketing automation: Predictive analytics, automated decision-making, and customer insights.

Measuring Success and Optimizing Automation

Key performance indicators (KPIs) for marketing automation success: Customer acquisition cost (CAC), lifetime value (LTV), churn rate. Analyzing automation performance: Campaign analytics, workflow optimization, and continuous testing. Refining automation strategies based on performance data: Segmentation, personalization, and timing.

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# B Voc AI Curriculum 2025

## Semester - IV

### *BVODME-AI-402 Fundamentals of Finance & Accountancy*

#### **Unit 1: Introduction to Finance and Accountancy**

What is Finance and Accountancy?

Definition, scope, and importance of finance and accountancy in business. Overview of financial management in a digital marketing context. Key terms in finance and accountancy: Assets, liabilities, equity, income, expenses, and profit. Types of financial statements: Balance Sheet, Income Statement (Profit & Loss), Cash Flow Statement. The role of accountants and financial managers in digital marketing firms.

Basic Accounting Principles

Double-entry bookkeeping: Debits and credits, journal entries, and ledger accounts. The accounting equation: Assets = Liabilities + Equity. Understanding chart of accounts and classifications of assets and liabilities. Introduction to financial reporting standards: IFRS (International Financial Reporting Standards) vs. GAAP (Generally Accepted Accounting Principles).

#### **Unit 2: Financial Statements and Analysis**

Understanding Financial Statements

Balance Sheet: Structure, components, and how to read it. Income Statement: How to calculate profit and loss, revenue recognition. Cash Flow Statement: Operating, investing, and financing activities, and understanding cash flows. Understanding Retained Earnings and Shareholders' Equity.

Financial Analysis Techniques

Key financial ratios: Profitability ratios, liquidity ratios, and solvency ratios. Profit Margin, Return on Assets (ROA), Return on Equity (ROE), and Current Ratio. Analyzing financial performance using financial statements. Comparing financial performance over time or against industry benchmarks. Break-even analysis and its relevance to digital marketing campaigns. Conducting trend analysis and forecasting based on financial data.

#### **Unit 3: Costing and Budgeting in Digital Marketing**

Costing Concepts in Marketing

Fixed costs vs. variable costs in digital marketing. Direct vs. indirect costs and their impact on profitability. Understanding cost of customer acquisition (CAC) and lifetime value (LTV) in digital marketing. Cost allocation for digital marketing campaigns (e.g., paid ads, social media marketing, content production).

Creating a Marketing Budget

Steps in creating a marketing budget for a business or campaign. Allocating marketing resources: Paid search, social media, SEO, email marketing, etc. Tracking marketing expenses and monitoring budget adherence. Tools for budgeting and financial planning (e.g., Excel, QuickBooks, Google Sheets). ROI (Return on Investment) and evaluating the effectiveness of digital marketing expenditures.

Forecasting and Financial Planning

Developing financial forecasts for marketing campaigns: Revenue projections and anticipated costs. Sensitivity analysis in marketing forecasting. Understanding the impact of marketing spend on overall financial performance.

#### **Unit 4: Financial Management and Digital Marketing**

Managing Cash Flow in Digital Marketing

The importance of cash flow management in digital marketing businesses. Techniques for forecasting and managing cash flow. Cash flow statements: Analyzing cash inflows and outflows from marketing activities. Managing working capital and handling short-term financial needs.

Financial Decision Making in Digital Marketing

Cost-benefit analysis for digital marketing investments. Evaluating capital budgeting decisions for large marketing campaigns. Financial decision-making tools: Net Present Value (NPV), Internal Rate of Return (IRR), and Payback Period. Impact of financial management on digital marketing strategy and decision-making. Funding options for digital marketing companies: Loans, venture capital, and angel investors.

Financial Reporting for Digital Marketing

Creating financial reports for digital marketing businesses. Understanding key financial performance indicators (KPIs) for marketing agencies. Reporting financial data to stakeholders, including clients, investors, and board members. Legal and ethical considerations in financial reporting.

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# B Voc AI Curriculum 2025

## Semester - IV

### *BVODME-AI-403 Dropshipping Business*

#### **Unit 1: Introduction to Dropshipping Business**

What is Dropshipping?

Definition, concept, and overview of the dropshipping business model. How dropshipping works: Supplier, retailer, and customer relationship. Benefits of dropshipping: Low startup costs, no inventory management, global reach. Challenges in dropshipping: Supplier reliability, profit margins, competition.

E-commerce and Dropshipping Platforms

Introduction to popular dropshipping platforms: Shopify, WooCommerce, BigCommerce, and Wix. Setting up an online store: Choosing the right platform for your business. Finding and selecting dropshipping suppliers: AliExpress, Oberlo, Spocket, SaleHoo. Automating processes with dropshipping tools: Inventory management, order processing, and customer service.

#### **Unit 2: Product Selection and Market Research**

Choosing a Niche for Your Dropshipping Business

Importance of niche selection for long-term success. How to choose profitable dropshipping products: Market demand, competition, and customer trends. Tools for product research: Google Trends, AliExpress, and Oberlo product research tools. Identifying target audiences: Understanding customer pain points and creating buyer personas. Selecting winning products: Focus on quality, unique selling points, and competitive pricing.

Market Research and Competitor Analysis

Conducting market research for a dropshipping store: Identifying industry trends and customer preferences. Using tools like SEMrush, Ahrefs, and SpyFu for competitor analysis. Analyzing competitors' strengths and weaknesses: Product offerings, pricing strategies, marketing efforts. Understanding customer reviews and feedback to improve product selection.

#### **Unit 3: Setting Up and Optimizing Your Dropshipping Store**

Building Your Dropshipping Store

Steps to setting up an online store: Registering a domain, choosing a hosting service, and designing the store layout. Customizing store themes for branding and user experience. Optimizing product pages: High-quality images, detailed product descriptions, and SEO-friendly content. Setting up secure payment gateways: PayPal, Stripe, and other payment options.

Dropshipping Store Optimization for Conversions

Conversion rate optimization (CRO) for eCommerce stores: Improving user experience and reducing cart abandonment. Building trust with customers: Adding trust badges, customer reviews, and clear shipping policies. Implementing effective upselling and cross-selling techniques on product pages and during checkout. Tracking and analyzing store performance: Setting up Google Analytics and tracking key metrics (sales, traffic, bounce rate).

#### **Unit 4: Marketing and Scaling Your Dropshipping Business**

Digital Marketing Strategies for Dropshipping

Social media marketing: Using platforms like Facebook, Instagram, and TikTok for traffic and engagement. Running paid advertising campaigns: Facebook Ads, Instagram Ads, Google Ads, and YouTube advertising. Content marketing: Blogging, video marketing, and influencer partnerships to drive organic traffic. Email marketing for dropshipping stores: Building an email list, sending automated emails, and driving sales.

Scaling Your Dropshipping Business

How to scale your dropshipping store: Expanding product offerings, optimizing marketing campaigns, and increasing budget. Managing customer service and support: Using chatbots, FAQs, and outsourcing customer service tasks. Building a brand: Creating a brand identity, logo, and unique selling proposition (USP). Automating business operations: Using tools like Zapier for process automation, customer relationship management (CRM) software, and order fulfillment tools. Managing finances: Understanding profit margins, taxes, and managing cash flow for growth.

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# B Voc AI Curriculum 2025

## Semester - IV

### *BVODME-AI-404 WhatsApp Marketing / Mobile Marketing*

#### **Unit 1: Introduction to WhatsApp Marketing and Mobile Marketing**

What is WhatsApp Marketing?

Definition, scope, and importance of WhatsApp as a marketing tool. Benefits of WhatsApp marketing: Direct communication, high engagement, personal touch. WhatsApp features for business: WhatsApp Business App, WhatsApp Business API, and WhatsApp Web. Key differences between WhatsApp Business and regular WhatsApp accounts. WhatsApp marketing strategies: Customer support, promotions, lead generation, and personalized communication.

What is Mobile Marketing?

Definition and scope of mobile marketing: Targeting users on mobile devices via SMS, push notifications, apps, and social media. The importance of mobile-first marketing strategies. Understanding mobile user behavior and the impact on marketing strategies. Mobile marketing channels: SMS, app-based marketing, mobile display ads, mobile search, push notifications, and in-app messaging.

#### **Unit 2: Setting Up WhatsApp Marketing and Campaigns**

Setting Up WhatsApp for Business

Creating a WhatsApp Business Account: Profile setup, business information, and catalog management. Automating messages: Setting up greeting messages, away messages, and quick replies. Using WhatsApp Web and WhatsApp Business API for larger-scale operations.

Managing customer inquiries: Personalizing responses and building customer trust.

WhatsApp Marketing Campaigns

Crafting effective WhatsApp campaigns: Promotions, discounts, product announcements, and exclusive offers. Building and segmenting WhatsApp contact lists: Organizing contacts for targeted messaging. Creating WhatsApp groups and broadcasts: Best practices for group management and broadcasting messages. Using WhatsApp for lead generation: Collecting leads through forms and interactive messages. Best practices for WhatsApp message writing: Clear, concise, and engaging messaging strategies.

#### **Unit 3: Mobile Marketing Strategies and Techniques**

Mobile Advertising

Types of mobile ads: Display ads, search ads, video ads, and native ads. Mobile ad networks: Google AdMob, Facebook Audience Network, and other mobile ad platforms. Optimizing ads for mobile devices: Mobile-friendly designs and responsive ad formats. Measuring mobile ad performance: Click-through rates (CTR), conversion rates, and return on ad spend (ROAS).

SMS and Push Notification Marketing

SMS marketing: Creating engaging SMS campaigns, compliance with regulations (e.g., GDPR, TCPA). Push notifications: Creating personalized push notifications for apps, websites, and mobile devices. Mobile app-based marketing: In-app messages, app engagement, and retention strategies. Segmenting your mobile audience: Targeting by location, behavior, device type, and more.

#### **Unit 4: Advanced WhatsApp and Mobile Marketing Strategies**

WhatsApp Business API Integration

Using WhatsApp Business API for customer support, marketing, and automation at scale. Setting up chatbots and automated workflows on WhatsApp for lead nurturing and customer engagement. Integrating WhatsApp with CRM systems and marketing tools for seamless customer interaction. Building WhatsApp automation workflows: Trigger-based messages, follow-ups, and automated promotions.

Advanced Mobile Marketing Techniques

Location-based marketing: Using GPS and geofencing for targeted ads and push notifications. App-based marketing strategies: User acquisition, app engagement, and retention. Mobile analytics tools: Tracking mobile user behavior, app performance, and campaign effectiveness using tools like Google Analytics for Mobile, Firebase, and Mixpanel. Mobile marketing automation: Using tools like Braze, Airship, and MoEngage to automate mobile campaigns. Augmented Reality (AR) and Mobile: How AR is being used in mobile marketing for interactive customer experiences.

Performance Metrics and Analytics

Key performance indicators (KPIs) for WhatsApp and mobile marketing campaigns. Analyzing engagement rates, open rates, click-through rates, and conversion metrics. A/B testing for mobile marketing: Testing ads, SMS campaigns, push notifications, and WhatsApp messages. Optimization strategies: How to refine WhatsApp and mobile campaigns for maximum performance.

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# B Voc AI Curriculum 2025

## Semester - IV

### *BVODME-AI-405 Integrated Marketing ( AI Funnel Marketing)*

#### **Unit 1: Introduction to Integrated Marketing and AI Funnel Marketing**

What is Integrated Marketing?

Definition, scope, and importance of integrated marketing in digital marketing. Key principles of integrated marketing communication (IMC). Aligning marketing strategies across multiple channels: Online and offline integration. Benefits of an integrated marketing approach: Consistency, enhanced customer experience, and cost-effectiveness. Understanding the role of AI in marketing: AI's ability to enhance decision-making, personalization, and automation in marketing campaigns.

Understanding the AI Marketing Funnel

What is the AI Marketing Funnel? Understanding the stages: Awareness, Interest, Decision, and Action (AIDA). AI-driven strategies for each stage of the funnel: How AI tools can optimize lead generation, nurturing, and conversion. AI in customer journey mapping: Identifying touchpoints and enhancing customer experiences using data-driven insights. Key AI tools in marketing: Machine learning, chatbots, predictive analytics, and customer segmentation algorithms.

#### **Unit 2: AI in Lead Generation and Customer Segmentation**

AI-Driven Lead Generation

Introduction to AI-based lead generation strategies: Predictive lead scoring, automated data collection, and intelligent forms. Tools for AI-driven lead generation: Chatbots, AI-driven content recommendations, and smart forms. Personalizing lead generation with AI: How AI tailors experiences and content for individual leads. Automated lead nurturing: Using AI to send personalized, timely messages at each stage of the funnel.

AI-Powered Customer Segmentation

Understanding the role of customer segmentation in the marketing funnel. AI techniques for customer segmentation: Clustering, demographic profiling, and behavioral analysis. Using AI for psychographic segmentation: Identifying customer interests, values, and preferences. Implementing AI-based segmentation in marketing campaigns: Dynamic segmentation based on real-time data. Case studies of AI-driven customer segmentation in marketing campaigns.

#### **Unit 3: AI-Driven Content Personalization and Campaign Automation**

AI for Content Personalization

Importance of personalized content in digital marketing and the AI-powered personalization process. Tools and techniques for AI-driven content recommendations: Content management systems, recommendation engines (e.g., Netflix-style recommendations). Personalizing email marketing campaigns using AI: Dynamic content based on customer behavior and interests. AI in creating dynamic web content: Adaptive web pages and product recommendations. Analyzing customer data to deliver tailored content: Using AI to optimize the customer experience across multiple channels (web, social, email, etc.).

Campaign Automation with AI

AI and automation in the marketing funnel: How AI optimizes repetitive tasks and marketing efforts. Using AI to automate email marketing, social media posting, and ad placement. Tools for AI-based campaign automation: HubSpot, Marketo, ActiveCampaign, and Salesforce Marketing Cloud. AI-powered social media marketing: Automated ad targeting, engagement, and influencer identification. Measuring campaign performance and making real-time adjustments with AI: Using predictive analytics and A/B testing.

#### **Unit 4: AI Analytics and Optimizing the Marketing Funnel**

AI Analytics and Insights

The role of AI in data analysis: Real-time analytics, customer insights, and trend identification. Predictive analytics in marketing: How AI forecasts customer behavior and future trends. Using AI tools for sentiment analysis: Understanding customer sentiment from social media, reviews, and interactions. Measuring the effectiveness of marketing campaigns using AI: ROI, cost per lead, customer acquisition cost, and other KPIs. Case studies: How brands use AI to track and optimize marketing performance.

Optimizing the AI Marketing Funnel

AI-based optimization techniques: Conversion rate optimization (CRO), dynamic pricing, and ad targeting. Using AI to identify bottlenecks in the funnel: Analyzing drop-off points and optimizing customer journey pathways. Machine learning for funnel optimization: Automated suggestions for improving content, timing, and channel strategies. Personalizing customer interactions and improving customer lifetime value (CLV) using AI. Building a feedback loop: How AI refines strategies and improves over time by learning from previous campaigns.

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# B Voc AI Curriculum 2025

## Semester - IV

### *BVODME-AI-406 Dropshipping Real Project Website*

**Project Title:** Dropshipping Website Development and Digital Marketing Campaign

**Project Objective:** The objective of this live project is to create and promote a dropshipping e-commerce website. Students will be involved in setting up a fully functional dropshipping website, selecting products, optimizing for SEO, and implementing digital marketing strategies such as paid ads, content marketing, and conversion optimization to drive traffic, engage customers, and maximize sales.

**Project Description:** This project involves developing an e-commerce platform for dropshipping, where students will:

**Website Development:** Set up a professional dropshipping website, select and list products, and integrate payment systems.

**SEO & Content Strategy:** Implement SEO techniques to ensure the website ranks for relevant keywords and is optimized for user experience.

**Digital Marketing Campaigns:** Run paid ads (Google Ads, Facebook Ads), create engaging content, and use email marketing to drive traffic and sales.

**Conversion Rate Optimization (CRO):** Apply strategies to improve conversion rates, such as enhancing product page design, improving the checkout process, and implementing A/B testing.

Project Phases:

**Phase 1:** Research and Planning (Week 1)

**Brand/Market Research:** Research the niche for the dropshipping business. Examples could include electronics, fashion, health & wellness products, or pet accessories. Define the target audience: Demographics, interests, location, purchasing behavior. Analyze competitors: Research dropshipping websites in the same niche to identify opportunities and best practices.

**Select Dropshipping Suppliers:** Identify reliable dropshipping suppliers using platforms like AliExpress, Oberlo, SaleHoo, or Spocket. Choose products based on demand, supplier reliability, shipping times, and margins. Ensure products selected are suitable for online marketing, with high-quality images and compelling descriptions.

**Define Website Goals and KPIs:** Set clear business objectives such as sales targets, traffic goals, and customer acquisition costs (CAC). Establish measurable KPIs: Traffic volume, conversion rate, average order value, return on ad spend (ROAS).

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# B Voc AI Curriculum 2025

## Semester - IV

### *BVODME-AI-406 Dropshipping Real Project Website*

#### **Phase 2: Website Setup and Product Management (Week 2–3)**

**E-Commerce Platform Setup:** Choose a platform for the dropshipping website (e.g., Shopify, WooCommerce). Set up domain registration and hosting if applicable (for WooCommerce). Choose and customize a responsive theme suitable for dropshipping businesses. Install essential apps or plugins: Payment gateways, inventory management, tracking software.

**Product Page Development:** Add products from chosen suppliers with optimized product titles, descriptions, pricing, and images. Write SEO-optimized product descriptions with key benefits and calls-to-action (CTAs). Set up product categories and filters for easy navigation.

**Payment Gateway Setup:** Integrate secure payment gateways like PayPal, Stripe, or Shopify Payments for easy transactions. Ensure the website is compliant with security standards for customer data protection (SSL certificates, privacy policies).

#### **Phase 3: SEO and Website Optimization (Week 4–5)**

**On-Page SEO:** Optimize product titles, meta descriptions, and headings with targeted keywords. Create SEO-friendly URLs and optimize images with alt text for better discoverability. Use internal linking to connect related product pages, category pages, and blog content.

**Technical SEO:** Set up Google Analytics and Google Search Console to track website performance. Ensure proper indexing by submitting an XML sitemap and checking for crawl errors. Optimize website speed: Compress images, enable caching, and minify CSS/JavaScript files.

**Content Strategy for SEO:** Create a blog section: Write blog posts on topics relevant to the niche (e.g., product reviews, how-to guides, or industry trends). Implement long-tail keywords in blog posts to attract organic traffic and support SEO. Link blog content with product pages to boost internal SEO.

#### **Phase 4: Digital Marketing and Promotion (Week 6–7)**

**Paid Advertising Campaigns:** Create Google Ads campaigns (Search and Shopping Ads) targeting keywords with high commercial intent. Run Facebook and Instagram Ads to target specific audience segments based on interests, behaviors, and demographics. Experiment with different ad formats: Carousel ads, video ads, and dynamic product ads.

**Email Marketing:** Set up an email marketing system using platforms like Mailchimp or Klaviyo. Create an email list by offering lead magnets (discounts, free guides, or product samples). Implement automated email flows for welcome emails, cart abandonment recovery, and post-purchase follow-ups.

**Social Media Marketing:** Establish social media profiles on platforms like Facebook, Instagram, and Pinterest. Develop a content calendar for regular posts: Product features, customer testimonials, promotions, and behind-the-scenes content. Use influencer marketing: Collaborate with influencers who align with the product niche to expand reach.

**Content Marketing and Engagement:** Use user-generated content (UGC): Encourage customers to share photos of their purchases on social media. Engage with users on social media: Respond to comments, messages, and mentions to build a community around the brand.

#### **Phase 5: Monitoring, Reporting, and Optimization (Week 8)**

**Track Campaign Performance:** Use Google Analytics to track website traffic, bounce rates, and conversions. Monitor ad campaign performance on Google Ads and social media platforms (Facebook Ads Manager). Track email marketing performance: Open rates, click-through rates, and conversion rates.

**Conversion Rate Optimization (CRO):** A/B test landing pages, product pages, and CTAs to identify what resonates best with users. Optimize the checkout process: Simplify steps, add trust signals, and offer multiple payment options. Use exit-intent popups to encourage visitors to complete purchases.

**Report and Analyze Results:** Prepare a performance report summarizing the campaign's success in driving traffic, sales, and ROI. Analyze customer feedback and behavior to refine the marketing strategy. Identify areas for improvement and propose adjustments to the website or marketing strategies.

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# B Voc AI Curriculum 2025

## Semester - IV

### *BVODME-AI-406 Dropshipping Real Project Website*

#### **Expected Deliverables:**

**E-Commerce Website:** A fully functional, optimized dropshipping website with product pages, payment integration, and SEO strategies.

**Marketing Plan:** A comprehensive digital marketing strategy that includes paid ads, social media, email marketing, and content marketing.

**Campaign Reports:** Performance reports tracking website traffic, ad campaign success, and conversion metrics.

**CRO Recommendations:** A plan for improving conversion rates based on data insights.

#### **Assessment Criteria:**

**Website Design and Functionality:** Quality of the dropshipping website, user experience, and mobile optimization.

**SEO & Content Strategy:** Success in applying SEO strategies to product pages and blog content.

**Marketing Effectiveness:** Performance of digital marketing campaigns (traffic, engagement, conversions).

**Conversion Rate Optimization:** Effectiveness of strategies used to improve conversion rates and sales.

**Reporting & Analysis:** Quality of the campaign analysis and optimization strategies.

#### **Tools & Resources:**

**Website Builders:** Shopify, WooCommerce

**SEO Tools:** Yoast SEO, Google Analytics, Google Search Console, SEMrush, Ahrefs

**Email Marketing:** Mailchimp, Klaviyo

**Paid Ads:** Google Ads, Facebook Ads, Instagram Ads

**Social Media Tools:** Buffer, Hootsuite, Canva (for content creation)

**Conclusion:** This Live Project provides students with a hands-on experience in creating a dropshipping e-commerce website and executing digital marketing campaigns to promote the site. Students will gain practical skills in website development, SEO, content creation, and digital marketing strategies, making them ready for real-world dropshipping and e-commerce roles.

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# B Voc AI Curriculum 2025

## Semester - V

### *BVODME-AI-501 Entrepreneurship Development*

#### **Unit 1: Introduction to Entrepreneurship and Business Models**

What is Entrepreneurship?

Definition and importance of entrepreneurship in the economy

The role of digital marketing in entrepreneurship

Characteristics of successful entrepreneurs: Creativity, risk-taking, and innovation

Types of entrepreneurship: Solo entrepreneurship, social entrepreneurship, tech entrepreneurship

Identifying opportunities and recognizing market gaps in digital businesses

Business Models for Entrepreneurs

Overview of various business models in the digital marketing landscape: E-commerce, SaaS, affiliate marketing, content-based businesses

Selecting the right business model for a digital marketing startup

Understanding value propositions and how they relate to customer needs

Case studies of successful digital entrepreneurs and their business models

#### **Unit 2: Digital Marketing Strategy for Entrepreneurs**

Creating a Digital Marketing Strategy

The importance of a digital marketing strategy in entrepreneurship

Setting business goals and aligning them with digital marketing efforts

Defining target markets and audience segmentation

Conducting market research and competitor analysis

Positioning and branding strategies in the digital space

Building an Online Presence

Building and optimizing a website for your business: SEO basics, user experience, and content marketing

Social media marketing: Choosing the right platforms (Instagram, Facebook, LinkedIn, etc.)

Content creation: Blogging, video marketing, and influencer marketing

Email marketing for entrepreneurs: List building, creating campaigns, and automation

Paid advertising strategies: Google Ads, Facebook Ads, and LinkedIn Ads

#### **Unit 3: Managing Business Operations and Financials**

Business Operations and Management

Setting up a business structure: Sole proprietorship, partnership, corporation, etc.

Legal aspects of starting a business: Licensing, trademarks, and contracts

Product development and supply chain management in the digital space

Customer service and relationship management: Tools and platforms for managing customer relationships (CRM software)

Using project management tools to streamline business operations

Financial Management for Entrepreneurs

Introduction to business finances: Revenue, costs, and profitability

Understanding financial statements: Profit & loss statement, balance sheet, and cash flow

Budgeting and financial forecasting for startups

Funding and raising capital: Bootstrapping, crowdfunding, venture capital, and angel investors

Financial planning for digital marketing campaigns: ROI, CPC, and CPA analysis

#### **Unit 4: Scaling the Business and Entrepreneurial Leadership**

Scaling Your Business

Key strategies for scaling a digital marketing business: Expanding product offerings, improving customer acquisition, and increasing marketing budget

Leveraging technology and automation tools for growth: CRM systems, marketing automation, and AI tools

Outsourcing and building a team: When and how to hire, managing remote teams

Managing operational risks and business continuity planning

Entrepreneurial Leadership

Characteristics of entrepreneurial leadership: Vision, decision-making, and resilience

Building and leading a team in a digital business: Motivating and managing a creative team

Networking and mentorship: Building relationships in the entrepreneurial ecosystem

Overcoming entrepreneurial challenges: Time management, stress, and failure management

Ethical leadership and corporate social responsibility (CSR) in entrepreneurship

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# B Voc AI Curriculum 2025

## Semester - V

### *BVODME-AI-502 Cyber Laws and Security*

#### **Unit 1: Introduction to Cyber Laws**

What are Cyber Laws?

Definition and importance of cyber laws in the digital landscape

The role of cyber laws in protecting online businesses and consumers

Overview of cybercrime and its types: Hacking, phishing, identity theft, and online fraud

Key legal principles in cyber law: Jurisdiction, consent, privacy, and intellectual property

Cyber Laws in India and Global Perspective

Information Technology Act 2000 (IT Act) and its amendments

Legal recognition of electronic contracts, digital signatures, and e-governance

Privacy laws: Data protection regulations in India (e.g., Personal Data Protection Bill) and globally (e.g., GDPR in the EU)

International cyber law frameworks: United Nations, European Union, and other regional laws

Legal implications of social media, online content, and e-commerce

#### **Unit 2: Internet Security Fundamentals**

Understanding Cybersecurity

Introduction to cybersecurity: What it is and why it matters in digital marketing

Key threats to cybersecurity: Viruses, malware, ransomware, phishing attacks, and data breaches

Types of cyber attacks and their impact on businesses: Denial-of-service (DoS), man-in-the-middle attacks, and social engineering

The importance of strong passwords, multi-factor authentication, and encryption

Cybersecurity Measures and Best Practices

Implementing firewalls, antivirus software, and secure web protocols (HTTPS)

Safe browsing practices and protecting sensitive information online

Data encryption techniques: SSL/TLS encryption, end-to-end encryption

Managing security in cloud services and third-party vendors

Digital marketing and security: Securing customer data, payment gateways, and personal information

#### **Unit 3: Legal and Ethical Aspects of Digital Marketing**

Legal Issues in Digital Marketing

Intellectual property laws: Copyright, trademark, and patent issues in online content

Consumer protection laws in digital marketing: Advertising standards, online fraud, and misleading claims

Data privacy laws and compliance: GDPR, CCPA, and India's Data Protection Bill

Compliance with email marketing regulations: CAN-SPAM Act, opt-in/opt-out, and email consent

Ethical Considerations in Digital Marketing

Ethics of data collection: Transparency, consent, and user control over data

Online advertising and deceptive practices: Bait-and-switch, false advertising, and hidden fees

Social media marketing ethics: Influencer marketing guidelines, sponsored content, and user privacy

Managing ethical dilemmas in online reputation management and digital content

#### **Unit 4: Cybersecurity Strategies for Digital Marketers**

Securing Digital Marketing Campaigns

Understanding the need for secure online payment systems and secure customer data management

Securing customer data during online transactions: PCI-DSS compliance, SSL certificates

Protecting digital advertising platforms and managing ad fraud

Email marketing security: Ensuring compliance with privacy laws and securing email campaigns

Monitoring and preventing social media hacking: Protecting brand accounts and customer privacy

Incident Response and Disaster Recovery

Cybersecurity breach detection and response: Identifying breaches, data leaks, and malware attacks

Creating an incident response plan for digital marketers: Steps to take when a cyber attack occurs

Legal responsibilities in case of data breaches and customer notification requirements

Business continuity planning: Ensuring the digital marketing business can recover from cyber incidents

Best practices for data backup, disaster recovery, and managing risks associated with digital marketing

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# B Voc AI Curriculum 2025

## Semester - V

### *BVODME-AI-503 Internet Applications*

#### **Unit 1: Introduction to Internet Applications in Digital Marketing**

What are Internet Applications?

Definition and role of internet applications in the digital ecosystem

Types of internet applications: Web-based applications, mobile apps, and cloud applications

Overview of how internet applications support digital marketing efforts (website, eCommerce platforms, social media apps, and analytics tools)

The significance of internet applications in enabling global communication, data storage, and transaction processing

Examples of internet applications in digital marketing: CMS (Content Management Systems), eCommerce platforms (Shopify, WooCommerce), CRMs (Salesforce), email marketing tools (Mailchimp), and social media management tools (Hootsuite, Buffer)

Understanding the Internet Infrastructure

Basic concepts of the internet: DNS, IP addresses, HTTP/HTTPS protocols

Web hosting: Types of web hosting (shared, dedicated, cloud) and their role in hosting digital marketing platforms

The role of browsers and web servers in accessing internet applications

Introduction to cloud computing and its importance for digital marketing businesses

#### **Unit 2: Web-Based Applications for Digital Marketing**

Content Management Systems (CMS)

Introduction to CMS platforms: WordPress, Joomla, Drupal, and their role in website development and management

Setting up and managing a blog/website with a CMS for digital marketing purposes

SEO optimization through CMS: Plugins and tools to enhance website visibility

Managing content: Blogging, images, videos, and dynamic content

Customization and theme selection for CMS websites to fit branding needs

E-commerce Applications and Online Stores

Overview of eCommerce platforms: Shopify, WooCommerce, BigCommerce, Magento

Setting up an online store: Product listing, payment integration, and inventory management

Integrating digital marketing tools with eCommerce platforms (e.g., Google Analytics, email marketing tools, CRM)

Managing customer data and enhancing the shopping experience using internet applications

Conversion rate optimization: Using A/B testing tools, heat maps, and exit intent technology

Web Analytics Applications

Introduction to web analytics tools: Google Analytics, Hotjar, SEMrush, and their role in tracking digital marketing success

Setting up Google Analytics: Tracking goals, eCommerce tracking, and user behavior analysis

Analyzing website traffic: Sessions, page views, bounce rate, conversion rate, and user acquisition

Using insights from analytics to improve user experience and marketing strategies

#### **Unit 3: Mobile Applications and Social Media Tools**

Mobile Applications for Digital Marketing

Overview of mobile apps in digital marketing: Marketing automation apps, CRM apps, mobile ad platforms, and analytics apps

Developing mobile-friendly websites and integrating them with mobile applications

Mobile advertising platforms: Google Ads Mobile, Facebook Mobile Ads, and Instagram Ads

Push notifications and in-app messaging for customer engagement

Mobile-first design: Ensuring websites and apps are responsive and optimized for mobile devices

Social Media Management Applications

Introduction to social media marketing applications: Buffer, Hootsuite, Sprout Social, and their role in managing multiple social media accounts

Scheduling and automating social media posts: Best practices and optimization strategies

Social media analytics tools: Tracking performance on platforms like Facebook, Instagram, LinkedIn, and Twitter

Social listening tools: Monitoring brand reputation, competitor analysis, and trending topics in your niche

Influencer marketing: Using social media apps to identify and connect with influencers

#### **Unit 4: Cloud-Based Applications and Security**

Cloud Computing for Digital Marketing

Introduction to cloud-based applications: Google Drive, Dropbox, Amazon Web Services (AWS), and their role in managing digital assets

Storing and sharing marketing materials (images, videos, documents) using cloud-based platforms

Cloud-based CRM systems: Salesforce, HubSpot, and their benefits in managing customer relationships

SaaS (Software as a Service) tools for digital marketing automation: Mailchimp, Marketo, and ActiveCampaign

Benefits of cloud computing for scalability, security, and real-time collaboration

Security of Internet Applications

Basic internet security concepts: HTTPS, SSL/TLS encryption, and firewalls for securing web applications

Protecting user data: Privacy laws (GDPR, CCPA) and securing customer information in digital marketing applications

Two-factor authentication (2FA) and password security for internet applications

Common security vulnerabilities: Phishing, malware, and data breaches in digital marketing tools

Best practices for ensuring secure access and data protection for internet applications used in marketing

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# B Voc AI Curriculum 2025

## Semester - V

### *BVODME-AI-504 Search Engine Optimization Tools AI*

#### **Unit 1: Introduction to Advanced SEO and AI in Digital Marketing**

What is Advanced SEO?

Understanding SEO beyond the basics: Technical SEO, on-page SEO, and off-page SEO

Key components of advanced SEO: Site architecture, keyword strategy, and content optimization

The evolving role of SEO in digital marketing: Search engines, AI, and machine learning

The significance of artificial intelligence in modern SEO practices

Introduction to AI in SEO

How AI and machine learning are transforming search engines and SEO practices

The role of AI in data analysis, content creation, and optimization

AI-driven search algorithms (e.g., Google RankBrain, BERT, and their impact on SEO)

AI in competitive analysis, keyword research, and ranking prediction

Overview of advanced SEO tools powered by AI

#### **Unit 2: Advanced SEO Tools and AI for Keyword Research**

AI-Powered Keyword Research Tools

Introduction to AI-based keyword research tools: SEMrush, Ahrefs, Moz, Ubersuggest

How AI is improving keyword clustering and search intent analysis

Using AI to predict long-tail keywords and trends

Understanding keyword difficulty and volume predictions using AI

Leveraging AI for competitive keyword analysis and identifying gaps

Advanced On-Page SEO Tools

Optimizing content with AI-based tools: SurferSEO, Clearscope, and Frase

Using AI to create content that aligns with user intent and ranks higher on SERPs

AI-powered content optimization: LSI keywords, related phrases, and content quality scoring

Tools for improving content readability and keyword density: Hemingway Editor, Grammarly, and ContentKing

Real-time optimization: Using AI tools to adjust content for SERP features like featured snippets, knowledge panels, and carousels

#### **Unit 3: Technical SEO and AI Integration**

AI for Technical SEO Audits

Introduction to technical SEO: Site speed, mobile-friendliness, crawlability, and indexability

Using AI tools for conducting comprehensive technical SEO audits: Screaming Frog, Sitebulb, and DeepCrawl

AI-driven insights for fixing broken links, redirect chains, and enhancing internal linking structure

AI in XML sitemaps generation and schema markup for rich results

Speed optimization using AI-based tools: Google PageSpeed Insights, GTmetrix, and WebPageTest

Artificial Intelligence in Link Building and Off-Page SEO

AI-driven backlink analysis: Identifying high-quality backlinks and toxic links using AI tools (e.g., Ahrefs, Majestic)

AI-based outreach tools for link building: Finding relevant influencers, blogs, and websites for outreach

AI tools for analyzing competitor backlink profiles and identifying link-building opportunities

Automating outreach campaigns with AI tools like BuzzSumo and Hunter.io

Social signals and their influence on SEO: Using AI to monitor and analyze social media engagement for SEO benefits

#### **Unit 4: AI Analytics, Reporting, and Continuous SEO Optimization**

AI-Driven Analytics and SEO Reporting

Using AI to track SEO performance: Google Analytics, Google Search Console, and third-party AI tools

AI in SEO reporting: Automating reports for traffic, rankings, conversion metrics, and user behavior

Predictive analytics in SEO: Forecasting trends, traffic growth, and ranking shifts using AI tools

Integrating AI-powered tools like Analytics SEO, RankScience, and BrightEdge for deeper insights

Evaluating ROI from SEO activities with AI-driven performance metrics and KPIs

AI for Continuous SEO Optimization and Automation

Using AI to automate routine SEO tasks: Keyword ranking monitoring, backlink analysis, content recommendations

AI tools for tracking algorithm updates and adjusting SEO strategies accordingly (e.g., MozCast, RankRanger)

A/B testing using AI: Optimizing titles, meta descriptions, and content with AI-based testing tools

The role of machine learning in SEO optimization: Continuous learning and adapting SEO strategies with AI

Future of SEO: How AI and search engine algorithms are expected to evolve, and how digital marketers can stay ahead

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# B Voc AI Curriculum 2025

## Semester - V

### *BVODME-AI-505 YouTube Marketing with AI*

#### **Unit 1: Introduction to YouTube Marketing and AI Integration**

What is YouTube Marketing?

What is YouTube Marketing?

Overview of YouTube as a powerful digital marketing tool

The importance of video content in digital marketing: Audience engagement, brand awareness, and conversions

Understanding YouTube's algorithm: How videos are ranked and recommended

YouTube marketing objectives: Growing a channel, increasing views, and driving conversions

Best practices for YouTube content creation: Storytelling, video production, and call-to-actions

Role of AI in YouTube Marketing

How AI is changing YouTube marketing: Personalized recommendations, video optimization, and trend prediction

AI-driven tools for video SEO: Enhancing discoverability and ranking

AI in content creation: Tools for scriptwriting, voiceovers, and video editing (e.g., Lumen5, Pictory)

Predictive analytics for content performance: Using AI to forecast video engagement and audience response

#### **Unit 2: YouTube Content Creation and Optimization with AI**

Video Creation for YouTube Marketing

Understanding the importance of quality content: Content formats (vlogs, tutorials, product reviews, etc.)

AI tools for scriptwriting and content ideation: Using AI for video ideas, headlines, and SEO-friendly scripts

Video production tools: AI-powered video editors like Adobe Premiere Pro with AI capabilities, Magisto, and Animoto

AI-powered voice generation tools: Text-to-speech software (e.g., Descript, Replica Studios) for professional-sounding voiceovers

Thumbnail creation using AI: AI-based design tools like Canva's AI-powered template recommendations

YouTube Video Optimization with AI

SEO for YouTube videos: Keywords, tags, descriptions, and title optimization using AI tools like TubeBuddy and VidIQ

Using AI to analyze trends: Identifying trending topics and optimizing content for viral potential

Improving video metadata for better visibility: AI-based tools for automatic tagging, description writing, and keyword optimization

AI in video captioning and translations: Tools like Rev and Kapwing to increase accessibility and global reach

The role of AI in generating custom thumbnails and optimized metadata for improved click-through rates (CTR)

#### **Unit 3: YouTube Marketing Campaigns and AI Analytics**

Creating YouTube Marketing Campaigns

Developing a content calendar and marketing plan: Organizing campaigns for product launches, seasonal promotions, and brand storytelling

Paid YouTube ads: Understanding YouTube ad formats (TrueView, Bumper ads, and Display ads)

AI-powered targeting for YouTube ads: AI-based audience segmentation for precision ad targeting

Measuring campaign success with AI: Using AI to track ad performance and adjust targeting based on user behavior

Using AI for remarketing: Retargeting users who have engaged with your videos or ads using AI tools and Google Ads

YouTube Analytics with AI

Understanding YouTube Analytics: Metrics like watch time, traffic sources, audience demographics, and engagement

AI-powered insights: Tools like YouTube Analytics AI and Social Blade for real-time performance analysis

Predictive analytics for video performance: Using AI to predict how videos will perform and suggest optimization strategies

Sentiment analysis using AI: Monitoring audience feedback through comments, likes, and shares to gauge sentiment and improve content

YouTube engagement optimization: Using AI to analyze patterns in audience retention, click-through rates, and interactions

#### **Unit 4: Advanced YouTube Marketing Strategies and AI Automation**

Advanced YouTube Marketing Strategies

Collaborations and influencer marketing on YouTube: Identifying the right influencers using AI-powered tools (e.g., BuzzSumo, Upfluence)

Growing your YouTube subscriber base: Best practices for call-to-action strategies, giveaways, and cross-promotions

AI tools for growing a YouTube channel: Automated content recommendations based on user preferences

Building a YouTube brand: Consistency in style, messaging, and posting schedules using AI to analyze performance metrics

AI for YouTube Channel Automation

AI-driven automation tools for YouTube: Automating tasks such as uploading videos, scheduling posts, and managing comments using tools like SocialBee or TubeBuddy

Using AI to automatically generate captions, translations, and personalized video recommendations

Managing YouTube channel performance: Using AI for automatic alerts on trending content and audience behavior

Automating content curation and user engagement: AI chatbots for responding to comments, handling queries, and engaging viewers

Future of YouTube Marketing with AI: The role of AI in personalized video recommendations, interactive video content, and deeper audience segmentation

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# B Voc AI Curriculum 2025

## Semester - V

### *BVODME-AI-506 YouTube Real Project*

#### **Project Title: YouTube Marketing Campaign for [Brand Name/Product]**

##### Project Objective:

The objective of this live project is to create, execute, and analyze a YouTube marketing campaign for a product or brand, using advanced digital marketing techniques, tools, and strategies, with a focus on content creation, optimization, advertising, and performance analysis. The campaign will showcase how YouTube can be used to increase brand awareness, engagement, and conversions.

##### Project Description:

You will work on a real-world YouTube marketing campaign from scratch for a brand/product of your choice (or a client if applicable). This project will cover every aspect of YouTube marketing, including:

**Audience Research:** Identifying the target audience, analyzing trends, and understanding competitors

**Content Creation:** Planning, scripting, shooting, and editing YouTube videos

**SEO & Optimization:** Optimizing videos with SEO techniques, using AI tools for title, description, and tag optimization

**Advertising:** Running YouTube ads for the campaign (e.g., TrueView, Bumper Ads)

**Analytics & Reporting:** Tracking campaign performance using YouTube Analytics and AI tools

##### Project Phases:

#### **Phase 1: Research and Planning (Week 1-2)**

##### Identify the Brand/Product:

Select a brand/product for which you will be running the YouTube marketing campaign.

Understand the brand's vision, goals, target audience, and unique selling proposition (USP).

##### Audience Analysis:

Define the target audience using demographic data, psychographic data, and user behavior on YouTube.

Research competitors' YouTube channels and videos to understand what works in your industry.

Use AI tools like TubeBuddy or VidIQ to research high-performing keywords and trending topics relevant to your niche.

##### Set Clear Campaign Goals:

Define measurable campaign goals such as:

Increasing brand awareness (views, impressions)

Engagement (likes, comments, shares)

Conversions (click-through rates, website visits, lead generation)

##### Create Content Strategy:

Plan video types: Product tutorials, behind-the-scenes, customer testimonials, product reviews, etc.

Develop a content calendar with scheduled uploads (e.g., one video per week for the next 4-6 weeks).

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# B Voc AI Curriculum 2025

## Semester - V

### *BVODME-AI-506 YouTube Real Project*

#### **Project Title: YouTube Marketing Campaign for [Brand Name/Product]**

##### **Phase 2: Content Creation and Optimization (Week 3-4)**

###### Video Production:

Scriptwriting: Write engaging scripts that resonate with your target audience.

Filming: Capture high-quality videos (e.g., product demos, brand story).

Editing: Use video editing tools (Adobe Premiere Pro, Final Cut Pro, or AI-powered tools like Magisto or Lumen5) to add transitions, effects, and music.

###### YouTube SEO:

Optimize the video title, description, and tags with high-traffic keywords found in the research phase.

Create eye-catching thumbnails using Canva or Adobe Spark.

Use AI-based tools like TubeBuddy and VidIQ to find SEO-optimized keywords, and optimize for YouTube's search algorithm.

Include relevant metadata: Annotations, cards, and end screens to keep viewers engaged and encourage channel subscriptions.

###### Add Calls-to-Action (CTA):

Place clear and actionable CTAs within the video, such as "Subscribe," "Visit our website," or "Follow us on social media."

Use YouTube's end screens and cards to direct viewers to more content or your website.

##### **Phase 3: YouTube Ads Setup and Campaign Management (Week 5-6)**

###### Create YouTube Ads:

Set up Google Ads account and create video campaigns.

Decide on the type of YouTube ads to run:

TrueView Ads: Skippable ads that run before, during, or after a video

Bumper Ads: 6-second non-skippable ads

Display Ads: Banner ads that appear on the YouTube homepage or in the video sidebar

###### Target Audience for Ads:

Use Google Ads to target specific audiences based on age, gender, interests, behaviors, and keywords.

Use AI tools to refine targeting based on user engagement patterns.

###### Set Ad Budget and Bidding Strategy:

Set a daily or campaign budget and decide on a bidding strategy (Cost Per View, Cost Per Thousand Impressions).

Optimize ad placements to reach your target audience effectively.

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# B Voc AI Curriculum 2025

## Semester - V

### *BVODME-AI-506 YouTube Real Project*

#### **Project Title: YouTube Marketing Campaign for [Brand Name/Product]**

#### **Phase 4: Campaign Monitoring and Analytics (Week 7-8)**

##### Track Campaign Performance:

Use YouTube Analytics and Google Ads Analytics to monitor video performance, including views, watch time, click-through rate (CTR), and conversion metrics.

Use AI-driven analytics tools like Sprout Social or Social Blade for deeper insights into audience engagement and sentiment.

##### Optimize for Better Results:

Analyze the performance of ads and videos: Which videos are getting the most views? Which CTAs are converting better?

Adjust video titles, thumbnails, and ads based on performance metrics to improve visibility and engagement.

##### AI Tools for Predictive Analytics:

Use AI-powered predictive tools to forecast future performance based on trends and current engagement.

Use AI to analyze comments, likes, shares, and subscriber growth to make adjustments to the campaign.

##### Expected Deliverables:

##### YouTube Channel and Video Portfolio:

A fully optimized YouTube channel with a minimum of 3-5 high-quality videos published.

##### Campaign Report:

A detailed report outlining campaign goals, strategies, content created, video analytics, and insights derived from AI-powered tools.

##### Ad Campaign Report:

A breakdown of YouTube ad performance, including targeting metrics, budget spent, views, clicks, and ROI.

##### Optimization Strategies:

Recommendations for ongoing campaign optimization based on real-time data and AI insights.

##### Assessment Criteria:

Content Creation Quality: Video quality, creativity, and engagement level.

SEO & Optimization: Success in optimizing videos for YouTube's algorithm.

Campaign Effectiveness: Performance of YouTube ads and organic videos (views, CTR, conversion rates).

AI Tools Utilization: Effective use of AI-driven tools for content, optimization, and performance tracking.

Reporting & Analysis: Quality of insights and adjustments made based on data analytics.

#### **Tools & Resources:**

Video Creation & Editing: Adobe Premiere Pro, Final Cut Pro, Lumen5, Magisto

AI Tools: TubeBuddy, VidIQ, Pictory, Lumen5

Ad Campaigns: Google Ads, YouTube Ads Manager

Analytics & Tracking: YouTube Analytics, Google Ads, Sprout Social, Social Blade

This Live Project provides a hands-on approach to YouTube marketing, integrating AI tools for content creation, SEO, advertising, and performance tracking. It prepares students to understand both the creative and technical aspects of running a successful YouTube marketing campaign.

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# B Voc AI Curriculum 2025

## Semester - VI

### *BVODME-AI-601 Major Live Project ( Full Funnel )*

#### **Major Live Project for B Voc Final Year: Full-Funnel Digital Marketing Campaign**

**Project Title:** Full-Funnel Digital Marketing Campaign for [Brand/Product]

**Project Objective:**

The objective of this major live project is to plan, execute, and measure a comprehensive full-funnel digital marketing campaign for a brand or product. The project will cover all stages of the funnel – from awareness to consideration to decision – using a combination of digital marketing strategies such as content marketing, SEO, paid advertising, email marketing, and social media marketing.

By completing this project, students will gain a practical understanding of how to build and optimize a full marketing funnel, create engaging content for each stage of the funnel, and analyze performance to make data-driven decisions for improving results.

**Project Phases:**

**Phase 1:** Research and Planning (Week 1-2)

**Client/Brand/Product Analysis:**

Select a brand, product, or service for the full-funnel marketing campaign.

Define the unique selling proposition (USP) and brand positioning.

Conduct market research to understand the industry, target audience, and competitors.

**Set Campaign Goals & KPIs:**

Define clear goals for each stage of the funnel (Awareness, Consideration, Conversion).

**Awareness:** Increase brand visibility, website traffic, and social media reach.

**Consideration:** Generate leads, build engagement, and nurture leads.

**Conversion:** Drive sales, sign-ups, or other desired actions.

**Establish KPIs:** Impressions, click-through rates (CTR), conversion rates, return on investment (ROI), etc.

**Define Target Audience and Buyer Personas:**

Use data-driven tools like Google Analytics, Facebook Insights, and SEMrush to build detailed buyer personas.

Segment the audience based on demographics, psychographics, interests, and behaviors.

**Phase 2:** Funnel Stage 1 – Awareness (Week 3-4)

**Content Marketing & SEO:**

Create content that introduces the brand/product and provides value (e.g., blogs, videos, infographics).

Implement SEO strategies to ensure content ranks well for targeted keywords.

Optimize the website for search engines using on-page SEO (meta tags, keyword optimization, internal linking).

**Social Media Marketing:**

Develop a social media strategy to increase brand visibility across platforms (Instagram, Facebook, LinkedIn, TikTok).

Schedule and promote posts using tools like Hootsuite or Buffer.

Leverage paid social media campaigns (Facebook Ads, Instagram Ads) to increase reach and engagement.

**Paid Advertising – Awareness:**

Set up Google Display Ads and YouTube Ads to target a broad audience and increase brand awareness.

Use remarketing to target website visitors and keep the brand top-of-mind.

**Influencer Marketing (if applicable):**

Identify potential influencers in the industry and collaborate with them to amplify brand awareness through sponsored posts, product reviews, or collaborations.

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# B Voc AI Curriculum 2025

## Semester - VI

### *BVODME-AI-601 Major Live Project ( Full Funnel )*

#### **Major Live Project for B Voc Final Year: Full-Funnel Digital Marketing Campaign**

##### **Phase 3:** Funnel Stage 2 – Consideration (Week 5-6)

###### Lead Generation Campaigns:

Develop lead magnets like free eBooks, whitepapers, or webinars to capture leads.

Use landing pages optimized for conversions with clear CTAs (calls to action).

Set up email capture forms using tools like Mailchimp or OptinMonster to build an email list.

###### Email Marketing:

Create email nurture sequences to engage leads and move them through the funnel.

Send personalized, value-driven emails based on user behavior or preferences.

Implement automation for sending targeted follow-up emails to interested leads.

###### Paid Advertising – Consideration:

Set up Google Search Ads for high-intent keywords and drive targeted traffic to landing pages.

Run Facebook Lead Ads to capture user information directly from social media.

Create retargeting ads for users who have interacted with content but not yet converted (e.g., watched a video, clicked an ad).

###### Webinars & Video Marketing:

Host a webinar or create product demo videos to build trust and showcase the benefits of the product/service.

Promote the webinar via social media, email campaigns, and paid ads to drive attendance.

##### **Phase 4:** Funnel Stage 3 – Conversion (Week 7-8)

###### Conversion Rate Optimization (CRO):

Analyze user behavior on the website using heatmaps (e.g., Hotjar) to identify areas of improvement.

A/B test key elements on the landing page (e.g., CTAs, form length, images, and copy) to optimize for conversions.

Simplify the checkout process, reduce friction, and ensure a seamless user experience.

###### Sales Funnel & E-Commerce Optimization:

Implement cart abandonment emails to remind users to complete their purchase.

Create time-limited offers and discounts to encourage conversions.

Implement product recommendations (e.g., cross-selling and upselling) to increase average order value.

###### Paid Advertising – Conversion:

Run Google Shopping Ads to target users searching for specific products in your niche.

Set up retargeting campaigns using Facebook Ads and Google Ads to re-engage visitors who viewed products but didn't complete the purchase.

Optimize ad creatives to focus on product benefits, customer reviews, and special offers.

###### Influencer Partnerships & Social Proof:

Leverage customer reviews and user-generated content to build trust and social proof.

Partner with influencers or affiliates to encourage their followers to make a purchase (affiliate marketing).

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# B Voc AI Curriculum 2025

## Semester - VI

### *BVODME-AI-601 Major Live Project ( Full Funnel )*

#### **Major Live Project for B Voc Final Year: Full-Funnel Digital Marketing Campaign**

**Phase 5:** Analytics, Reporting, and Campaign Refinement (Week 9)

Monitor Performance:

Use Google Analytics, Facebook Insights, and Google Ads reporting to track performance.

Monitor key metrics: Traffic, lead generation, CTR, conversion rate, and sales.

Set up UTM parameters for better tracking and reporting.

Campaign Optimization:

Analyze results from each funnel stage (Awareness, Consideration, Conversion).

Use insights from A/B tests and conversion data to improve campaigns.

Refine messaging, targeting, and bidding strategies based on performance.

Reporting:

Create a final report that includes:

Performance of each funnel stage.

Return on investment (ROI) and key performance metrics.

Recommendations for optimizing future campaigns.

Present the findings and insights in a detailed report or presentation.

#### **Expected Deliverables:**

Full Funnel Campaign Plan: A comprehensive strategy covering all stages of the marketing funnel.

E-Commerce Website (Landing Pages): Optimized for conversions, with product pages, lead capture forms, and checkout pages.

Content and Assets: SEO-optimized blog posts, lead magnets, email templates, and paid ad creatives.

Performance Reports: Detailed analytics reports showcasing campaign performance, key metrics, and ROI analysis.

Campaign Adjustments and Optimization: Insights into the optimizations made during the campaign.

#### **Assessment Criteria:**

Campaign Strategy: Completeness and effectiveness of the full-funnel digital marketing plan.

Website Optimization: Quality and functionality of the e-commerce site and landing pages.

Digital Marketing Execution: Performance of social media, SEO, email marketing, and paid ad campaigns.

Conversion Rate Optimization: Success in optimizing for conversions at each stage of the funnel.

Analytics & Reporting: Ability to track, analyze, and report on key performance metrics.

#### **Tools & Resources:**

Website Builders: Shopify, WooCommerce

SEO Tools: Yoast SEO, Google Analytics, Google Search Console, SEMrush, Ahrefs

Email Marketing: Mailchimp, Klaviyo

Ad Platforms: Google Ads, Facebook Ads, Instagram Ads

Social Media Tools: Buffer, Hootsuite, Canva (for content creation)

CRO Tools: Hotjar, Optimizely, Google Optimize

This Live Project provides hands-on experience in building a full-funnel digital marketing campaign, where students learn how to design, implement, and optimize marketing strategies to drive traffic and sales. The project integrates website development, SEO, paid advertising, and conversion rate optimization to create a comprehensive digital marketing campaign that delivers measurable results.

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