

CERTIFICATE COURSE IN DIGITAL MARKETING (CCDM)

Effective from JULY-2026

Course Duration:6 Months



**Makhanlal Chaturvedi National University of
Journalism and Communication, Bhopal**

Makhanpuram, Opposite MP State Shooting Academy, Bishankhedhi
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About The University

Makhanlal Chaturvedi National University of Journalism and Communication (MCNUJC) was established in 1990. Carrying forward the legacy of excellence, it is a leader and pioneer in Mass Communication, Media, Journalism, Computer Applications, Digital media, and Management Education.

Established by the Madhya Pradesh Government, MCNUJC is named after Pt. Makhanlal Chaturvedi, the great editor, poet, litterateur and freedom fighter. It is the first academic Centre of excellence in the entire Asian sub-continent where professionals are developed in Communication, Media, and IT disciplines through traditional and modern methods of communication relevant to the current media needs. The University is also recognised under section 12(B) of UGC.

Sticking to the newest trends of Media and Information Technology, the University conducts postgraduate, undergraduate as well as skill-oriented diploma courses in Journalism, Broadcast Journalism, Advertising and Public relations, Electronic Media, New Media, Computer Applications Media management and Communication Research.

University has been a pioneer in launching many new job-oriented courses of significance, which have received enormous appreciation among employers. The University has a focused approach towards professional education, training and innovative methods of teaching and learning. Students get opportunity to study subjects of their choice under the Choice Based Credit System (CBCS) as per the industry needs. The University is equally appreciated for its research contribution through its research scholars leading to the award of PhD in Media and Computer Applications. Most of the faculty members of the university hold a PhD along with strong research contribution.

MCNUJC is a unique amalgamation of Media and IT professionals and academicians. Today, the university is also providing education to the remote rural areas with a wide network of over more than 1600 associated study institutes, where annually over one lakh students are studying in regular programs. This is a grand indicator of the university's success, credibility, popularity and recognition.

Our faculty members are renowned for their dynamic approach, research and dedication. They are approachable and enthusiastic teachers who make their disciplines accessible and enjoyable. The university aims to transform dreams and ambitions of students into global opportunities for success. Alumni are placed in renowned print media institutions, channels, advertising agencies, public relations firms, graphic designing and multimedia world, information technology and computer industries and many of them occupy senior positions.

What makes MCNUJC the first choice for media, communication and IT education in the entire country is its comprehensive academics with exceptional industry exposure and quality education on affordable fee structure with the best professional environment.

CERTIFICATE COURSE IN DIGITAL MARKETING

Course Duration: 6 Months

Eligibility: 10+2 or equivalent

Course Objective:

- Understand fundamentals of computer and office automation tools.
- Understand the basic principles and concepts of Digital Marketing.
- To provide hands-on skills in digital marketing tools.
- Understand basic concepts social media, content, and analytics.
- Enable to plan, execute and measure effective online marketing campaigns.
- Understand fundamentals of AI in Digital Marketing.

Course Outcomes

- Create and manage websites and online campaigns
- Optimize search and social media presence
- Analyze performance using analytics tools
- Design and execute effective email and mobile marketing campaigns
- Build complete digital marketing strategies for real-world clients

SCHEME

CERTIFICATE COURSE IN DIGITAL MARKETING (CCDM)

Subject Code	Subject Name	Theory Paper	Practical Exams	Internal Evaluation	Total Marks
1CCDM1	Computer Essentials	70	20	30	120
1CCDM2	Fundamentals of Digital Marketing	70	-	30	100
1CCDM3	Social Media & Content Marketing	70	20	30	120
1CCDM4	Digital Content Creation using AI Tools	70	20	30	120
Total Marks		280	60	120	460

General Instructions:

1. For passing the subject examination minimum 40% marks must be separately scored in Theory Paper, Practical Exams and Internal Evaluation in the subject.
2. For passing the course, minimum aggregate marks must be 45%.

1CCDM1-COMPUTER ESSENTIALS

Detail syllabus

UNIT-I :Computer System Concepts, Application area, advantage & disadvantage, Components of a computer system -Control unit, ALU, Input/Output, Memory, Mother Board, Generations of computers, Types of PC, Primary Vs Secondary Memory, Introduction to Types of Software: Application, System software, Computer Network LAN, WAN MAN, Programming Languages: Machine, Assembly, High Level Language, 4GL, Translators : Assemblers, Compilers and Interpreter. Introduction to AI, History, Definition, and Applications of AI, Types of AI, Definition, Scope, and Goals of AI, Advantages and Limitations of AI.

UNIT-II :Operating System (Windows 11): Overview of Windows Operating System, Basic Operations-How to Start a computer, Login, Logoff, Shutdown, Personalizing Desktop-Desktop Background, Screen Saver, Themes, Setting date & time, Task bar, Files & Folders, Create, Copy, Rename, Moving & Delete Files & Folders, Create & Using Shortcuts, Recycle Bin.

Accessories-MS Paint, Notepad, Windows Media Player, Calculator, Language Settings, add, remove devices and software Programs and fonts, Enhance the performance of computer- using Disk Clean-up, using Disk Defragmenter.

Introduction to Internet, Browser, WWW and URL, Features of Web Browser.

Overview of AI Productivity Tools (ChatGPT, Copilot, Gemini, Notion AI)

UNIT-III: Introduction to MS Office (2013), Introduction to MS Word, Features & Area of use. Working with MS Word, Menus & Commands, Ribbon, Toolbars & Buttons, Shortcut Menus, Wizards & Templates, Different Page Views and layouts, Applying various Text Enhancements- Fonts, Styles, Text Attributes, Formatting Text and Documents: Auto format, Paragraph and Page Formatting, Line spacing, Margins, Borders and Shading, Tabs and Indents, Text Editing using various features, Bullets, Numbering, Spell Check Working with Headers and Footers, Find & Replace, Mail-Merge.Tables: Creating a simple table, working with table, Conversion of text to table. Introduction to Google Docs, Smart Compose Editor and AI Summarizer.

UNIT-IV: Graphics in MS-Word: Importing graphics, Clipart, insert picture, Using Clip Art, Shapes and SmartArt in documents, using drawing features, drawing objects, text in drawing. Taking and inserting Screenshots in Documents, Using WordArt and Drop Cap features in documents. Using AI tools for grammar checking and content suggestions.

MS PowerPoint: Introduction & area of use, Working with MS PowerPoint, Creating a New Presentation, Using Wizards; Slides & its different views, Inserting, Deleting and Copying of Slides; Using Animation and Transitions,

Overview of AI Tools for Presentation (Beautiful.ai, Tome, Canva), Generate an AI-based presentation using online tools

UNIT-V: MS Excel Spreadsheet Basics & features, concepts of Workbook & Worksheets, Using Wizards, Various Data Types, Selecting cells, Entering and editing text, Entering and editing Numbers, Removing & Resizing of Columns & Rows, entering and editing Formulas, Referencing cells, Moving cells, Copying Cells, Sorting Data, Inserting Rows, Inserting Columns, Inserting cells, Deleting parts of a worksheet, Different Views of Worksheets.

Formatting: Page setup, Cell Formatting, changing column widths and Row heights, auto format, changing font sizes and Attributes, centering text across columns, using border buttons and Commands, changing colors and shading, hiding rows and columns, Working with Data & Ranges, Column Freezing, Labels, Hiding, Splitting, merging etc. Charts in excel, working with Chart, different types of charts,

Introduction to Copilot, Using AI in Excel: Data Insights, Trend Prediction, AI Formulas, and Chat-based Analysis, Using AI features like “Analyze Data” and ChatGPT for formula generation.

Books and References

- Windows 8.1 Plain and Simple by Joli Ballew, Nancy Muir, PHI
- MCSA Microsoft Windows 8.1 Complete Study Guide: Exams 70-687, 70-688, Jeffrey R. Shapiro, Darril Gibson, Wiley India
- Windows 8.1 For Dummies By Andy Rathbone, Wiley India
- Office 2013 in Simple Steps, Kogent Learning Solutions Inc., Wiley India
- Microsoft Office:2013 Edition Inside Out, Bott Ed, Siechert, Carl, Prentice Hall Of India (PHI)
- Learning Microsoft Office 2013, Paperback by Ramesh Bangia, Khanna Book Publishing
- Microsoft Learn Portal: AI Features in Microsoft 365
- https://cbseacademic.nic.in/web_material/Curriculum25/publication/srsec/843_AI_Student_HandbookXI.pdf
- Fundamentals of Computers, Paperback by Reema Thareja, Oxford University Press.
- Computers Today, A. Ravichandran, Khanna Book Publishing.
- Handbook of Computer Fundamentals by Nasib Singh Gill, Khanna Publishers.

Practical Questions:

Q. Load Microsoft Word & type the following text and do the following tasks:

Television

How does television affect our lives? It can be very helpful to people who carefully choose the shows that they watch. Television can increase our knowledge of the outside world, there are high quality programmers that helps us to understand many fields of study, science, medicine, the arts and so on. Moreover, television benefits very old people, who can't often leave the house as well as patients in hospitals. It also

offers non native speakers the advantage of daily informal language practice. They can increase their vocabulary and practice listening.

On the other hand, there are several serious disadvantages of television. Of course, it provides us with a pleasant way to relax and spend our free time, but in some countries, people watch the 'blood tube' for an average of six hours or more a day. Many children stare at a television screen for more hours each day than they do anything else including studying & sleeping. It's clear that the tube has a powerful influence on their lives and that its influence is often negative.

1. Save your work as “Television” on Desktop.
2. Set the heading : Font Times New Roman Size 18, align centre& Bold,
3. Set the remaining text with font Calibri & size 12
4. Underline the heading & change all letters to uppercase
5. Run the spell checker.
6. Apply indentation to the first line of the second paragraph
7. Change the line spacing of the paragraphs to 1.5.
8. Replace the word “screen” with monitor.
9. Apply a 6pt width page border to the document
10. Change the Page orientation to Landscape

Q. Type the given text in similar format using list in the word:

1. Select the first, then hold CTRL whilst selecting the rest
 - Right click on them
 - Double click on them
 - Use the TAB button
2. How do you get capital letters using just one finger?
 - Use the SHIFT LOCK key
 - Use the TAB key
 - Use the ESCAPE key
 - Use the CTRL key
3. What is the short cut for copying data to the clipboard?
 - CTRL + C
 - CTRL + X
 - CTRL + Z
 - CTRL + V

Q. Create a table as shown below.

Student Name		Marks1	Marks2
First Name	Last Name		

1. Enter the detail in the table
2. Insert one row after Marks 2 and name its heading as Total
3. Calculate total of Marks1 & Marks2 and enter in Total Column
4. Bold the Student Name, Marks1, Marks2 ,& Total

Q. Type the following text MS-word in Hindi using UNICODE

हँसीशरीरकेस्वास्थ्यकाशुभसवांददेनेवालीहै।वहएकसाथहीशरीरऔरमनकोप्रसन्नकरतीहै।पाचनशक्तिबढ़ातीहै, रक्तकोचलतीहैऔरअधिकपसीनालातीहै।हँसीएकशक्तिशालीदवाहै।एकडॉक्टरकहताहैकिवहजीवनकिमीठीमदिराहै।डॉक्टरहयु डकहताहैकिआनंदसेबड़करबहुमूल्यवस्तुमनुष्यकेपासऔरकोईनहीं।कारलाइलएकराजकुमारथा।संसारत्यागीहोगयाथावहकहता हैकिजोजीसेहँसताहै, वहकभीबुरानहींहोता।जीसेहँसो, तुम्हेअच्छालगेगा।अपनेमित्रकोहँसाओ, अवअधिकप्रसन्नहोगा।शत्रुकोहँसाओ, तुमसेकमघर्णाकरेगा।एकअनजानकोहँसाओ, तुमपरभरोसाकरेगा।उदासकोहँसाओ, उसकादुःखघटेगा।एकनिराशकोहँसाओ, उसकीआशाबढ़ेगी।एकबूढ़ेकोहँसाओ, वहअपनेकोजवानसमझनेलगेगा।एकबालककोहँसाओ, उसकेस्वास्थ्यमेंवृद्धिहोगी।वहप्रसन्नऔरप्याराबालकबनेगा।परहमारेजीवनकाउद्देश्यकेवलहँसीहीनहींहै, हमकोबहुतकामकरनेहैं।तथापिउनकामोंमें, कष्टोंमेंऔरचिंताओंमेंएकसुंदरआंतरिकहँसी, बड़ीप्यारीवस्तुभगवाननेदीहै।

Q. Send a letter to your classmates using mail merge.

Q. Write about introduction of computer and insert pictures related to it.

Q. Open Microsoft Excel and perform the following

- Input experimental data into Microsoft Excel worksheet.
- Properly format and organize data inserted.
- Perform calculations using built-in functions.
- Generate simple and effective tables and graphs
- Integrate both graphs and tables created in MS Excel into MS Word document.

Q. Make Power Point Slides to explain various input and output devices

Q. Make Power Point Slides to show various tourist places of Madhya Pradesh.

Q. Apply text and slide transitions

Q. Insert image & sound file in Presentation

Q. Create a project report using MS Word + AI summarizer

Q. Develop a sales report and analyze it using Excel + AI insights

Q. Prepare a multimedia presentation with AI design tools

Q. Create a student database using MS Access and connect it to Excel

Q. Use AI assistant (ChatGPT/Copilot) to automate office workflows

1CCDM2- FUNDAMENTALS OF DIGITAL MARKETING

Detail Syllabus

UNIT-I: Introduction to Digital Marketing :Fundamentals of Digital marketing, Scope and Importance of digital marketing, Traditional vs digital Marketing, Digital marketing channels and trends, Key Drivers, Digital Consumer & Communities, The Digital users in India, Understanding customer decision journey and digital consumer behavior, Components of digital marketing ecosystem. Skills in Digital Marketing, Digital marketing Plan. Terminology used in Digital Marketing, Keyword advertising, Google web-master overview.

UNIT-II: Digital Advertising:Digital Advertising and its importance, POEM Framework, Segmenting & Customizing messages, Ad placement techniques, important ad terminology, Programmatic Digital Advertising. Digital metrics Buying Models- CPC, CPM, CPL, CPA, fixed Cost/Sponsorship, Targeting:- Contextual targeting, remarking, Demographics, Geographic & Language Targeting. Display advertising, Types of ad tools, Types of display ads, different ad formats, Ad placement techniques, Important ad terminology, ROI Measurement Techniques, YouTube Advertising, Type of Videos, Buying Models, Targeting & Optimization, Designing & monitoring Video Campaigns, Display campaigns.

UNIT-III: Website Planning & Development : Basics of domain, hosting and CMS, Website structure and navigation, Landing page design and conversion goals, WordPress setup and optimization, Types of Websites, Phases of website development, Keywords: Selection process, Domain & Web Hosting:- Domain, Types of Domain, Where to Buy Domain, Web-hosting, Building Website using Word press-CMS, Post and Page, Word press Plug-ins, Different Plug-ins, social media Plug-ins, Page builder plug-ins: the elementor, How to insert a section, how to insert logo, Google Micro sites, SEO-friendly website creation.

UNIT-IV:Search Engine Optimization (SEO) : Introduction to SEO, How Search engine works, SEO Phases, History of SEO, How SEO Works, What is Googlebot (Google Crawler), Types of SEO technique, Keywords, Keyword Planner tools , On page Optimization, Technical Elements, HTML tags, Schema.org, RSS Feeds, Microsites, Yoast SEO Plug-in Off page Optimization- About off page optimization, Authority & hubs, Backlink, Blog Posts, Press Release, Forums, Unnatural links. Social media Reach- Video Creation & Submission, Maintenance- SEO tactics.

UNIT-V:Search Engine Marketing (SEM) : Introduction to Google Ads, Types of campaigns (Search, Display, Video, Shopping), PPC bidding strategies, Conversion tracking and optimization, Budget management, Building digital marketing strategy, Competitor and market analysis, Measuring KPIs and ROI , Introduction to marketing automation tools (HubSpot, Mailchimp, etc.), Future trends in digital marketing. , Google search Engine, Link building techniques.

Books and References

1. Digital Marketing –Kamat and Kamat-Himalaya
2. Marketing Strategies for Engaging the Digital Generation, D. Ryan,
3. Digital Marketing, V. Ahuja, Oxford University Press
4. Digital Marketing, S.Gupta, McGraw-Hill
5. Quick win Digital Marketing, H. Annmarie , A. Joanna, Paperback edition
6. Digital Marketing: Strategy, Implementation and Practice – Dave Chaffey & Fiona Ellis-Chadwick
7. Fundamentals of Digital Marketing – Pearson (Google Digital Garage Official Text)

Assignment List

1. Design an Email Marketing Campaign Create a promotional email with segmentation and personalization for a chosen audience using Mailchimp / HubSpot
2. Create a Display Ad for a Product, Design a banner ad using digital ad formats (leaderboard, skyscraper, square, etc.). using Canva / Google Ads Display Tool
3. Plan an Affiliate Marketing Strategy Research and outline an affiliate program for a product, defining commission structure and target audience. using Amazon Associates
4. Domain and Hosting Setup Select a domain name and explore web hosting options. Create a demo site structure plan. using GoDaddy / Hostinger (demo)
5. Create a Basic WordPress Website Install WordPress and build a simple-page business website using Elementor and plugins. using WordPress / Elementor
6. Design a Landing Page with Conversion Goal Create a landing page with clear CTA, contact form, and SEO optimization- using WordPress / Google Sites / Canva
7. Perform Keyword Research Using SEO Tools Use Google Keyword Planner to find relevant keywords for a business niche- using Google Keyword Planner / Ubersuggest
8. On-Page SEO Optimization Optimize title tags, meta descriptions, and URLs for one webpage using Yoast SEO Plugin. using WordPress / Yoast SEO
9. Analyze Website Performance in Google Search Console Connect a demo website and analyze impressions, clicks, and backlinks. using Google Search Console
10. Create a Google Search Campaign Set up a mock Google Ads campaign (search or display) with budget and keywords- using Google Ads
11. Analyze Campaign Performance Metrics Study KPIs such as CTR, CPC, conversions, and ROI using sample data-using Google Ads Dashboard / Excel
12. Create a Marketing Automation Workflow Build a sample automation sequence (email drip campaign) for customer engagement- using HubSpot / Mailchimp

1CCDM3- SOCIAL MEDIA & CONTENT MARKETING

Detail Syllabus

UNIT-I: Overview of social media channels (Facebook, Instagram, LinkedIn, YouTube), Role of social media in business and branding, Social media marketing trends, Target audience analysis, Social media goals and KPIs. Social media Marketing, Building a Successful strategy: Goal Setting, Implementation. Facebook Marketing: Facebook for Business, Facebook Insight, Setting up Facebook Advertising Account, Facebook audience & types, Introduction to Facebook Avatar, Hashtags.

UNIT-II: Social Media Marketing: Creating business accounts and ad campaigns, Audience segmentation and targeting, Insights and analytics, Case studies of successful campaigns, LinkedIn personal branding, YouTube channel setup, Measuring reach and engagement. Introduction to LinkedIn Marketing, Twitter Marketing, Introduction to Twitter Analytics, Instagram & Snapchat basics.

UNIT-III: Introduction to Analytics: Importance of analytics in digital marketing, Understanding traffic sources and conversions, Google Analytics setup and dashboards, Accounts, profiles, and users navigating, Basic metrics, Tag Manager basics, Google Analytics reports Traffic Sources Direct, referring, and search traffic Campaigns AdWords, AdSense. Content Performance Analysis- Pages and Landing Pages, Event Tracking and AdSense, Site Search. Visitor Analysis Unique visitors, Geographic and language information, Bench marking. Overview of Social Media Analytics-Facebook Insights, Twitter analytics, Youtube analytics and Social Ad analytics.

UNIT-IV: Mobile, WhatsApp and Affiliate Marketing :Mobile marketing fundamentals, SMS campaigns and mobile ads, App-based promotions and push notifications, WhatsApp Business API and automation, Chatbots for customer support and sales. Conversion funnel and landing page optimization, A/B testing and heatmaps, Affiliate networks and commission models, E-commerce product listings, Measuring affiliate ROI, AI and automation in digital marketing, Creating professional digital marketing reports.

UNIT-V: Content Marketing: Introduction to content marketing, Blog writing, storytelling and tone, Visual content creation using Canva, Video content strategy and editing basics, Overview of AI tools for content (ChatGPT, Jasper, Writesonic), Overview of AI Scheduling tools (Buffer, Hootsuite), Hashtag research and trend analysis, Campaign performance measurement, Social listening and reputation management.

Books and References

- Digital Marketing –Kamat and Kamat-Himalaya
- Marketing Strategies for Engaging the Digital Generation, D. Ryan,
- Digital Marketing, V. Ahuja, Oxford University Press

- Digital Marketing, S. Gupta, McGraw-Hill
- Quick win Digital Marketing, H. Annmarie , A. Joanna, Paperback edition
- Social Media Marketing for Dummies – Shiv Singh & Stephanie Diamond
- Everybody Writes – Ann Handley
- Digital Marketing Analytics – Chuck Hemann & Ken Burbary
- Email Marketing Rules – Chad White

Practical List

- Create a personal and business page on Facebook.
- Identify and analyze the target audience for a brand using Facebook Audience Insights using Facebook Business Suite
- Set social media goals and KPIs for a mock business (e.g., engagement, leads, reach)using Google Sheets / Excel
- Create a Facebook Avatar and explore features like Facebook Live and Hashtags using Facebook
- Setup a Facebook Business Account and create different Ad formats (image, carousel, video) using Meta Business Suite
- Analyze current Social Media Marketing Trends and prepare a short report using Web research
- Create and optimize a LinkedIn profile for personal branding.
- Set up a LinkedIn Company Page and create a B2B Marketing Post.
- Design a Twitter Ad Campaign and analyze its performance using Twitter Analytics using X Ads Manager
- Set up a YouTube Channel, upload a branded video, and optimize title, description, and tags using YouTube Studio
- Create a sample Influencer Collaboration Plan for a product using Google Docs / Canva.
- Create a business account on Instagram and design a story/reel campaign Instagram App.
- Set up a Google Analytics account for a sample website.
- Explore Traffic Source Reports (Direct, Referral, Organic)using Google Analytics
- Analyze Visitor Data (Geographic, Device, Language) using Google Analytics
- Perform Content Performance Analysis using Page and Landing Page metrics using Google Analytics
- Implement Event Tracking with Google Tag Manager basics.

- Design a mobile SMS marketing campaign using SMS Tool (e.g., Textlocal)
- Create a WhatsApp Business Profile and explore catalog & automated messages.
- Simulate Chatbot setup for customer queries using ManyChat / Chatfuel
- Analyze a conversion funnel and landing page using examples using Web Demo / Canva
- Conduct A/B testing using online mock tools using Google Optimize / VWO (demo)
- Analyze Influencer analytics tools and report ROI using HypeAuditor / Modash (demo)
- Create visual content (poster/infographic) for a campaign using Canva
- Plan and schedule social media posts using Buffer / Hootsuite
- Conduct hashtag research for a brand and analyze trending tags using Hash tag if / Instagram

1CCDM4- DIGITAL CONTENT CREATION USING AI TOOLS

Detail Syllabus

UNIT-I: Introduction to Digital Content Creation, Types of Digital Content: Text, Image, Audio, Video, and Interactive Media, Evolution of AI in Creative Industries, Overview of Generative AI: Text, Image, Video, and Audio Generation, Ethical and Responsible Use of AI in Content Creation, Copyright, Plagiarism, and Fair Use in AI-generated Media, Overview of AI content platforms (ChatGPT, Copy.ai, Jasper, Writesonic), Create short AI-generated blog or post with prompts

UNIT-II: AI Tools for Text and Copywriting, AI Text Generation Tools and Prompt Engineering, Writing Blogs, Articles, and Social Media Posts with AI, Overview of AI Tools for Grammar, Paraphrasing, and SEO Optimization Integrating AI with Word Processors (Google Docs, MS Word Copilot), Overview of ChatGPT, Gemini, Copy.ai, Jasper AI, Grammarly, QuillBot.

UNIT-III: AI Tools for Image and Graphic Design, Introduction to AI-Generated Art and Design, Tools for Image Creation and Enhancement, Overview of Text-to-Image Models: DALL-E, Midjourney, Leonardo AI, Ethical Considerations of AI Deepfakes, Introduction to Canva, Features and advantage, Free vs. Pro versions, Home dashboard, Template library, Editor workspace, Tools: Text, Elements, Uploads, Photos, Background, Styles, Creating a new design (custom size and preset sizes), Using templates effectively, Modifying layouts, Adding and editing text, Working with shapes, icons, and elements, Uploading custom images and media, Layering and grouping, Alignment and positioning, Using grids and frames, Changing colors, fonts, and backgrounds, Applying filters and effects.

UNIT-IV: Introduction to AI Tools for Audio and Video Content, Basics of Audio and Video Production, AI in Voiceover and Music Generation, Introduction to Video Editing with AI Tools (Pictory, Synthesia), Converting Text to Speech / Speech to Text with AI, Automating Subtitles, Translations, and Background Music, Introduction to Popular Tools Descript, Runway ML, Soundraw, Lumen5, Create a short video using Pictory or Synthesia. Generating AI voiceover and sync with visuals.

UNIT-V: AI in Social Media and Marketing Content, AI for Content Planning and Scheduling, Automating Marketing Copy, Ad Campaigns, and Analytics, Introduction to AI Chatbots and Virtual Assistants for Engagement, Introduction to Tools for Video Shorts, Reels, and Automated Storyboards, Introduction to Popular Tools like Hootsuite, Lumen5, ChatGPT for Marketing, Creating a social media campaign using AI tools, Create an AI-assisted content calendar and post design

Books and References

- Bernard Marr, Artificial Intelligence in Practice, Wiley

- Microsoft Learn Documentation: AI Features in Microsoft 365
 - https://cbseacademic.nic.in/web_material/Curriculum25/publication/srsec/843_AI_Student_HandbookXI.pdf
-

Practical List

- Create an AI-written blog and design a matching AI-generated poster.
- Produce a short video using text-to-video AI tools (e.g., Pictory, Synthesia).
- Design a brand logo and promotional post using Canva.
- Create a poster in Canva on any one of the following topics:
 - Environmental Awareness
 - Blood Donation Camp
 - College Fest
 - Save Water Campaign
- Design an Instagram post using canva for:
 - A product advertisement
 - A festival greeting (Diwali, Holi, New Year)
- Upload any sample image to Canva and perform the following:
 - Remove background
 - Adjust brightness and contrast
 - Add a frame or filter
 - Insert text over the image
- Design a simple logo for:
 - A shop
 - A college club
 - A small business
- Create a YouTube thumbnail for a tutorial video (e.g., “Learn MS Word”, “Cooking Basics”, “Smartphone Tips”).
- Design a business card for a company or your own name using canva.
- Generate a podcast intro using AI voice tools.
- Develop a social media campaign with AI analytics and scheduling tools.