

# **MAKHANLAL CHATURVEDI NATIONAL UNIVERSITY OF JOURNALISM & COMMUNICATION, BHOPAL**

Established under act No. 15 of 1990

Regulation (Ordinance) No. ....

(Under Section 51)

Ordinance for **Certificate Course in Digital Marketing (CCDM)**

(Six Month-Part Time Course)

(w.e.f. the session **July-2026**)

## **1.0 Course**

- 1.1 The **Certificate Course in Digital Marketing** Six Month(One Semester) part time Course shall be designated as **Certificate Course in Digital Marketing** and abbreviated as **C.C.D.M.**

## **2.0 Admissions:**

- 2.1 A candidate seeking admission to C.C.D.M. course should be 12th pass of any approved Board of India.
- 2.2 Admission shall be offered on the basis of Entrance Test or other method decided by the University from time to time.
- 2.3 Being part time course, there is no need to submit Migration Certification from previous University.

## **3.0 Academic Scheme:**

- 3.1 There shall be an Academic Scheme of the course as prescribed by the University and printed in the prospectus/syllabus of the course concerned. The scheme of the course is binding to all the students. The University shall have right to change or modify the scheme of the course from time to time.

## **4.0 Examinations:**

- 4.1 There shall be University Examination at the end of each semester.
- 4.2 These examinations shall be named as follows:

### **-CCDM( 1-semester- Six Month )**

- 4.3 Candidates can take Admission either of July Session or January Session. The examination of candidate who take admission in July session, shall be generally held in the months of December-January and who take admission in January session, shall be held in the months of May-June.
- 4.4 There shall be ATKT (Allowed To Keep Term) and Backlog system in which a student who appears in the examination of a semester but fails. He can simultaneously appear in the examination in other course as a regular /Part Time.
- 4.5 The duration of theory examination of any semester should normally not exceed twenty working days.
- 4.6 In any case the final result of C.C.D.M shall not be declared unless he/she has fully cleared all the papers.

## **5.0 Passing of Examinations:**

- 5.1 In order to pass C.C.D.M Examination of any semester, a candidate shall have to secure following percentage of minimum marks:

- (a) 40% of the maximum marks allotted to each Theory Paper
- (b) 40% of the maximum marks allotted to each Practical/Viva-Voce.
- (c) 40% of the maximum marks allotted to each internal/Term-Work

A Candidate shall have to secure 45% of aggregate marks in the semester.

#### **6.0 Awards of Division:**

- 6.1 Successful candidates shall be awarded the division at the end of semester examination as follows:
- (a) 60% and above First Division.
  - (b) Less than 60% but not less than 45% Second Division

Provided the candidate has secured the minimum pass marks as specified under clause 5 above.

#### **7.0 Condonation of deficiency in marks:**

7.1

- (a) One grace mark shall be awarded by the Vice Chancellor to the candidate who may be placed in the higher division by award of Vice Chancellor's one grace mark. The higher division will be shown in the result.
- (b) Grace marks up to five percent of maximum marks in a theory paper will be granted if the candidate after having appeared in all theory papers together as regular candidate fails in a single paper, provided he secures the minimum aggregate marks required to pass the examination. No grace marks will be granted if the examination is taken in parts.
- (c) Grace marks are not added to score of the paper or to the aggregate of papers. They are notional in nature. They are indicated to grant the benefit to the student without affecting the magnitude of score or aggregate anywhere.
- (d) In the mark sheet award of grace marks is indicated as "GR"
- (e) The grace marks will not be granted to backlog papers.
- (f) Grace marks will not be granted if the candidate fails in aggregate.
- (g) Grace marks will not be granted to Practical's-Group i.e. topactical's, projects (major, minor) summer assignment Professional Personality skills, internship, dissertation, internal assessment, term work.

#### **8.0 Attendance :**

8.1

- (a) A candidate shall be eligible to be admitted to examination if he maintains at least 75% attendance in the teaching program of the class.
- (b) A shortage in attendance up to 5% can be condoned by the Head of the Department/Head of the Institute on reasonable grounds.
- (c) A further shortage up to 10% can be condoned by the Vice Chancellor on recommendation of the Head of Department/Head of the Institute on reasonable grounds.
- (d) No candidate can be admitted to examination if his attendance percentage is below 60%.

**9.0 Attempts Time Bar:**

- 9.1 Candidate shall not be permitted to continue in the C.C.D.M course, if he/she fails to pass the CCDM program in a maximum of two years from the date of first admission.