

Academic Year (2025-26)
Subject -
Digital Design and Development
Class - XI
Syllabus
Digital Marketing
(VOCATIONAL STREAM)



PUNJAB SCHOOL EDUCATION BOARD

Content:

Unit	Unit Name	Session Name	Competencies Covered	Hours
Unit 1	Story of Digital Marketing	Introduction to Digital Marketing	5.1	30
		Digital Marketing Fundamentals	5.1,5.2,6.2,7.1	
		Digital Marketing Opportunities	5.1 ,6.1,6.2, 7.2	
Unit 2	Customer & Brand	Digital Customer	2.1,6.1	30
		Understand Your Customer	2.1, 6.1, 7.2	
		Understand Brand	3.2,6.1	
		Build a Brand	3.2,6.1	
Unit 3	Digital Landscape	Digital Platforms	5.1,6.2,7.1,7.2	30
		Digital Content	5.1,6.1,6.2,7.1,8.1,8.2	
		Creative Ideation Methods	5.2,6.1,8.1,8.2	
Unit 4	My First Strategy	Digital Marketing Strategy	5.2,6.1	30
		Media Mix	5.1,6.2,7.1,7.2	
		Goal Setting	5.1,6.1,6.2,7.1,8.1,8.2	
		Your First Marketing Strategy	5.2,6.1	
Unit 5	Understanding Product Promotion	Business Models	6.1	30
		Product portfolio	6.1, 6.2	
		Launching a Product	6.1,6.2,7.1,7.2,8.1,8.2	

Curricular Goals and Competencies:

The curricular goals and competencies for digital design are as follows:

1. Curricular Goal 5: Develops knowledge of digital marketing concepts.

Competency 5.1: Demonstrates digital marketing knowledge in promoting brand identity.

Competency 5.2: Acquires skills in effectively using digital platform for marketing.

2. Curricular Goal 6: Identifies business need to develop digital marketing strategies.

Competency 6.1: Demonstrates contextual knowledge of the business to develop digital marketing strategies.

Competency 6.2: Demonstrates ability to synthesize business needs with technology affordances to develop digital marketing strategies.

3. Curricular Goal 7: Acquaints with a range of digital marketing channels and tools.

Competency 7.1: Identifies various digital marketing channels.

Competency 7.2: Develops knowledge of digital marketing tools.

4. Curricular Goal 8: Showcases the ability to measure the success of a campaign.

Competency 8.1: Identifies campaign designs and assesses their effectiveness.

Competency 8.2: Develops skills to optimise digital marketing campaigns.

5. Curricular Goal 14: Demonstrates teamwork and presentation skills.

Competency 14.1: Demonstrates empathetic communication skills at visual and verbal levels.

Competency 14.2: Develops the attitude and skills of collaboration and teamwork.