

Equipment List for DAE Digital Marketing

To meet the practical teaching and training requirements of the **Digital Marketing program**, it is necessary to establish at least two specialized training laboratories: one for **Digital Marketing Operations** and another for **Content Creation & Live Campaign Studio**.

These labs will enable students to gain hands-on experience in key areas such as online advertising, social media management, SEO/SEM, email marketing, content creation, and real-time campaign execution. The detailed equipment specifications for each training laboratory are outlined in the following table.

No.	Item	Specification / Description	Quantity
1	High-Performance Server	Latest MIS-compliant server for managing simulations, analytics, campaign databases, and content storage.	1
2	Workstation Computers	Latest MIS-compliant systems with 2 GB Graphic Card for campaign design, SEO/SEM tasks, analytics, and creative work.	26
3	Operating System & Browsers	Windows 10 OS with Chrome and Firefox for web-based marketing tools, dashboards, and browsing.	Installed on all systems
4	Digital Marketing Simulation Software	Simulates real-world operations: campaign creation, SEO/SEM optimization, social media marketing, email automation, customer analytics. Architecture: 3-tier B/S (Browser/Server) model. Deployment: VPS-based (international marketing simulation providers recommended).	1
5	Content Creation & Live Streaming Software	Supports live broadcasting, real-time engagement (comments brand showcasing, post-campaign analytics). Compatible with H.264, MPEG-4, AVS codecs.	1
6	Gigabit Network Switch	24-Port Gigabit switch for high-speed LAN connectivity.	1
7	Wireless Access Point (Dual-Band)	2.4 GHz & 5 GHz, supports ≥ 26 clients simultaneously for wireless connectivity.	1
8	Structured Networking System	Cabling and configuration connecting all 26 workstations and devices.	1 set
9	Fiber Internet Connection	50 Mbps or higher connection for real-time analytics, campaign uploads, and streaming.	1

No.	Item	Specification / Description	Quantity
10	UPS (Uninterruptible Power Supply)	3 KVA Solar-supported UPS (120 Amp tubular batteries × 2) ensuring continuous power.	1
11	Multimedia Projector with Wireless Display	Latest MIS-compliant projector for campaign presentations, demonstrations, and lectures.	1
12	LED Fill Light	18-inch (15 W) adjustable light for professional-grade video and photo content.	1 per LAB
13	Multi-Device Tripod Stand	Adjustable stand for smartphones and fill lights to ensure stable recording.	1 per LAB
14	Smartphone / Tablet (for Content Creation)	RAM ≥ 4 GB, ROM ≥ 64 GB, Screen Resolution ≥ 1280 × 720 for HD recording and streaming.	1 per LAB
15	Wireless Microphone (with Monitoring)	Features: environmental noise reduction, real-time headphone feedback (ear return), external power compatibility.	1 per LAB
16	Virtual Background Screen	Green/neutral background screen, size ≥ 1.5 m (W) × 2 m (H), for video content and campaign shoots.	1 per LAB
17	Creative Design & Editing Tools (Software Suite)	Licensed tools such as Adobe Creative Cloud / Canva Pro / Filmora / DaVinci Resolve for graphic, video, and content editing.	As required
18	Analytics & Marketing Tools (Cloud-Based)	Access to platforms such as Google Analytics, Google Ads, Facebook Ads Manager , and other automation tools.	Institutional license
19	Headphones / Audio Monitoring Devices	Over-ear monitoring headphones for accurate sound during video editing and live sessions.	26
20	DSLR / Mirror less Camera (Optional)	For professional campaign photography and promotional content creation.	1
21	Studio Backdrop Kit (Optional)	Interchangeable background cloths and frame system for photo/video sessions.	1