Digital Marketing Program

Digital Marketing Syllabus

Prerequisites:

The Digital Marketing Course is recommended for all the students with any skill or specialization. He/She should be comfortable in handling a computer, to be interested in social media channels , and writing and reading in English.You are expected to have a Gmail and a Facebook account to complete the projects.

This course is made for the people who are excited to learn marketing strategies and promote a business.

Syllabus:

Course 1: Marketing Fundamentals

Becoming a digital marketer is an interesting journey.
In this course, we give you a framework to organize and plan your approach. We also introduce you to examples that are featured throughout Digital Marketing as examples of how to experiment with what you learn in both B2C and B2B concepts.

Course 2: Content Strategy

Content is the major part of any marketing.. In this course you learn how to plan your content,how to create content for advertising, how to create impact on your potential customers. Most importantly this chapter deals to measure the impact of content.

Course 3: Social Media Marketing (Organic)

Social Media is a great impacting channel for marketers. In this course, you learn more about the main social media platforms, how to manage your social media occurrence, and how to create effective Ad like posters to attract your targeted customer for each platform.

Course 4: Social Media Advertising (Paid)

Sometimes we need to learn how to cut through the noise in Social Media can be challenging, and often, marketers must use paid social media marketing strategies to amplify their message. In this course, you learn about the opportunities for targeted advertising in social media and how to execute advertising campaigns that resonate with your audience.

Course 5: Search Engine Optimization (SEO)

Search engines are a creamy part of online marketing . This chapter helps to Learn how to optimize your search engine presence through on-site and off-site activities, including how to develop your target keyword list, optimize your website UX and design, and execute a link building campaign.

Course 6: Search Engine Marketing with AdWords (SEM)

Optimizing visibility in search engine results is an essential part of Digital Marketing. The visibility during google search through Search Engine Marketing (SEM) is the important tactic to reach your marketing requirements. In this course, you learn how to create, execute, and optimize an effective ad campaign using AdWords by Google.

Course 7: Display Advertising

Display advertising is one type of advertising on the web. A tool, strengthened by new platforms like mobile, new video opportunities, and enhanced targeting. In this course, you learn how display advertising works, how it is bought and sold (including in a programmatic environment), and how to set up a display advertising campaign using Google's AdWords

Course 8: Email Marketing

Email is an effective marketing channel, especially at the conversion and retention stage of the customer journey. This helps to reach our targeted customer very close through mobile. In this course, you learn how to create an email marketing strategy, create and execute email campaigns, and measure the results.

Course 9: Google Analytics:

Google Analytics is an effective tool on Digital Marketing to analyse the inbound traffic of a website. It helps to track the users, demographics, interested people with age etc. This analysis helps to find the potential customers.