

Certificate Programme in Digital Marketing

Course Structure:

Sl. No.	Paper Name	Credits
1	Introduction to Digital Marketing	4
2	Social Media Marketing	4
3	Search Engine Optimization	4
4	Advertising Tools & Its Optimization	4
5	Web Analytics	4
6	Website Hosting using Word Press	3
7	Project	8

Syllabus

Objective-

Introduction to Digital Marketing

To understand the basic Concepts of Digital marketing and the road map for successful Digital marketing strategies.

Total Credit-4

Hours/Week-4

Module-I	Fundamentals of Digital marketing & Its Significance, Traditional marketing Vs Digital Marketing, Evolution of Digital Marketing, Digital Marketing Landscape, Key Drivers, Digital Consumer & Communities, Gen Y & Netizen's expectation & influence wrt Digital Marketing.
Module-II	The Digital users in India, Digital marketing Strategy- Consumer Decision journey, POEM Framework, Segmenting & Customizing messages, Digital advertising Market in India, Skills in Digital Marketing, Digital marketing Plan.
Module-III	Terminology used in Digital Marketing, PPC and online marketing through social media, Social Media Marketing, SEO techniques, Keyword advertising, Google web-master and analytics overview, Affiliate Marketing, Email Marketing, Mobile Marketing
Module-IV	Display adverting, Buying Models, different type of ad tools, Display advertising terminology, types of display ads, different ad formats, Ad placement techniques, Important ad terminology, Programmatic Digital Advertising.

Case Study-1-Airtel Fashion Shoot

Suggested Books

1. Digital Marketing –Kamat and Kamat-Himalaya
2. Marketing Strategies for Engaging the Digital Generation, D. Ryan,

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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

Social Media Marketing

To know the importance of Social media Platforms importance in Digital Marketing

Total Credit-4

Hours/Week-4

Module-I	Fundamentals of Social Media Marketing& its significance, Necessity of Social media Marketing, Building a Successful strategy: Goal Setting, Implementation.
Module-II	Facebook Marketing: Facebook for Business, Facebook Insight, Different types of Ad formats, Setting up Facebook Advertising Account, Facebook audience & types, Designing Facebook Advertising campaigns, Facebook Avatar, Apps, Live, Hashtags
Module-III	LinkedIn Marketing: Importance of LinkedIn presence, LinkedIn Strategy, Content Strategy, LinkedIn analysis, Targeting, Ad Campaign
Module-IV	Twitter Marketing:- Basics, Building a content strategy, Twitter usage, Twitter Ads, Twitter ad campaigns, Twitter Analytics, Twitter Tools and tips for managers. Instagram & Snapchat basics.

Case Study-1:- ICICI Bank: Building India's Most Social Bank on facebook

Suggested Books-

6. Digital Marketing –Kamat and Kamat-Himalaya
7. Marketing Strategies for Engaging the Digital Generation, D. Ryan,

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8. Digital Marketing, V. Ahuja, Oxford University Press
9. Digital Marketing, S.Gupta, McGraw-Hill
10. Quick win Digital Marketing, H. Annmarie , A. Joanna, Paperback edition

Search Engine Optimization

To understand the technological importance of SEO

Total Credit-4

Hours/Week-4

Module-I	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
Module-II	On page Optimization, Technical Elements, HTML tags, Schema.org, RSS Feeds, Microsites, Yoast SEO Plug-in
Module-III	Off page Optimization- About Off page optimization, Authority & hubs, Backlink, Blog Posts, Press Release, Forums, Unnatural links.
Module-IV	Social media Reach- Video Creation & Submission, Maintenance- SEO tactics, Google search Engine, Other Suggested tools

Case Study-1- Barclays Business Banking SEO campaign

Suggested Books-

11. Digital Marketing –Kamat and Kamat-Himalaya

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12. Marketing Strategies for Engaging the Digital Generation, D. Ryan,
13. Digital Marketing, V. Ahuja, Oxford University Press
14. Digital Marketing, S.Gupta, McGraw-Hill
15. Quick win Digital Marketing, H. Annmarie , A. Joanna, Paperback edition

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Objective-

Advertising Tools & Its Optimization

How to create effective Ad Words campaign & Advertising

Positioning with respect to the Digital marketing

Total Credit-4

Hours/Week-4

Module-I	Advertising & its importance, Digital Advertising, Different Digital Advertisement, Performance of Digital Advertising:- Process & players, Display Advertising Media, Digital metrics
Module-II	Buying Models- CPC, CPM, CPL, CPA, fixed Cost/Sponsorship, Targeting:- Contextual targeting, remarking, Demographics , Geographic & Language Targeting.
Module-III	Display advertising, different type of ad tools, Display advertising terminology, types of display ads, different ad formats, Ad placement techniques, Important ad terminology, ROI measurement techniques, AdWords & Adsense.
Module-IV	YouTube Advertising:- YouTube Channels, YouTube Ads, Type of Videos, Buying Models, Targeting & optimization, Designing & monitoring Video Campaigns, Display campaigns

Case Study-1:- Display Plan

Suggested Books-

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

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5. Quick win Digital Marketing, H. Annmarie , A. Joanna, Paperback edition

Website Hosting using Word Press

Objective- How to create website using Word Press

Total Credit-3

Hours/Week-2

Module-I	Website Planning & Development- Website, Types of Websites, Phases of website development, Keywords: Selection process
Module-II	Domain & Web Hosting:- Domain, Types of Domain, Where to Buy Domain, Webhosting, How to buy Webhosting
Module-III	Building Website using Word press-What is Word press, CMS, Post and Page
Module-IV	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

Web Analytics

Objective- Web analytics focuses on optimizing an organization's digital ecosystem by collecting, analyzing and enabling the making of data-informed decisions.

Total Credit- 4

Hours/Week- 4

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Module-I	Introduction- What's analysis?, Is analysis worth the effort?, Small businesses, Medium and Large scale businesses, Analysis vs intuition, Introduction to web analytic
Module-II	Google Analytics -Getting Started With Google Analytics, How Google Analytics works?, Accounts, profiles, and users navigating Google Analytics, Basic metrics, The main sections of Google Analytics reports Traffic Sources Direct, referring, and search traffic Campaigns AdWords, Adsense.
Module-III	Content Performance Analysis- Pages and Landing Pages, Event Tracking and AdSense, Site Search. Visitor Analysis- Unique visitors, Geographic and language information, Technical reports, Benchmarking.
Module-IV	Social Media Analytics- Facebook insights, Twitter analytics, Youtube analytics, Social Ad analytics /ROI measurement. Goals and E-Commerce Tracking- Setting up goals Goal reports, Ecommerce tracking. Actionable Insights & The Big Picture- Recap of Google Analytics reports and tools, Finding actionable insights, Getting the organization involved, Creating a data-driven culture, Resources Common mistakes analysts make Additional Web analytics tools.