

Short Term Course on Digital Marketing

Why Digital Media?

Marketing has evolved over time, from print to electronic media & now online. Digital landscape is fast growing & the recent push by the Government will further widen this landscape. Internet reach is increasing year on year & with the user base growing, online as a medium, cannot be ignored by Marketers. Online media is interactive, informative, targetable & measureable. All these factors enable a Marketer to spend judiciously & garner a good ROI.

Why do you need to enroll for this course?

- ✓ To acquaint yourself with the fundamentals of Digital Marketing
- ✓ To create a career opportunity in Digital Media
- ✓ Digital Marketing is the FUTURE

Who should enroll?

- ✓ Under Graduates

Course Curriculum

- Introduction to Digital Marketing – An Overview (1 hour)
- Blogging /Content Marketing (3 Hours)
 - ✓ Why should you blog and what should you to blog about
 - ✓ Blogging Platforms
 - ✓ The main types of blog post
 - ✓ Research methods for writing quality, timely content
- Social Media Marketing (6 hours)
 - ✓ Facebook Marketing
 - ✓ Twitter Marketing
 - ✓ LinkedIn Marketing
- Search Engine Marketing (7 hours)
 - ✓ Google Ad words
 - ✓ Pay per click (PPC)
 - ✓ Keyword research
 - ✓ SEM process
- Google Analytics (4 hours)
 - ✓ Key Performance Indicators
 - ✓ How to set up analytics account?
 - ✓ Data Analysis – Bounce Rate
 - ✓ Reports & Dashboard

Evaluation Metrics

Students will have to create a Blog/website or can take any other website and market the same using Facebook; Twitter, LinkedIn and SEM.

Fees: INR 7000/-

Duration: 21 Hrs.