



Autonomous (2016-17)

Malad Kandivli Education Society's
NAGINDAS KHANDWALA COLLEGE

**OF COMMERCE, ARTS & MANAGEMENT STUDIES
AND SHANTABEN NAGINDAS KHANDWALA COLLEGE OF SCIENCE**

(Re-accredited (3rd cycle) by NAAC with 'A' Grade)

ISO 9001 : 2015 Certified

Educational Excellence Award By Indus Foundation, U.S.A.

IMC Ramkrishna Bajaj National Quality Commendation Certificate

Syllabus Along With Course Objectives

And

Outcomes Of The Value Added Courses Offered.

**DR. (MRS.) ANCY JOSE
PRINCIPAL**





Nagindas Khandwala College

Autonomous

Name of the STC – Digital Marketing

- Number of Credits – 2
- Students who complete the Course, it will be written as 'Successfully Completed.' There will be no grades awarded.

Digital Marketing

Objectives of course:

1. To introduce basic concepts of digital marketing & google analytics
2. To explain the various components of Blogging & Content marketing.

Course Outcome:

After completion of this course the learner will be able to:

CO 1: Learners will be able to recognize the basic concepts of Social media marketing & search engine marketing. (Level: Knowledge)

CO 2: Learners will be able to explain the various components of Blogging platforms. (Level: Comprehension)

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)

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MALAD (W), MUMBAI - 400 064



- ✓ 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



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