Duration: 40 hours Schedule: weekend / Evening

Introduction:

The growth of internet and mobile phone usage in India over the past decade has opened up numerous communication channels for individuals and organizations. As a result, online communication has become a critical component of integrated marketing strategies, leading to a shift in the way organizations connect with their stakeholders. Digital marketing has emerged as a rapidly growing force in the marketing world, poised to shape the future of the industry, providing numerous opportunities for advertising and marketing both domestically and globally.

Given this significance, it is imperative that we equip ourselves with a strong understanding of the fundamentals of digital marketing and the skills necessary to succeed in this field. That's why a course in digital marketing has been designed, aimed at providing students with a solid foundation in the concepts of digital marketing and the ability to plan, implement, and monitor digital marketing campaigns in a globalized environment. This course is primarily targeted towards MBA and management students, but anyone who wants to harness the power of digital marketing for their business or career is welcome to participate.

The prerequisites

for the course include basic internet knowledge and an analytical mindset. No technical expertise is required, making it accessible for anyone eager to learn and succeed in the digital marketing arena.

Course Contents:

1:Introduction to Digital Marketing and its Significance
2:Traditional Marketing Vs Digital Marketing
3:Digital Marketing Process
4:Website Planning and Development : Types of websites
5:Website Planning and Development : Keywords
6:Understanding Domain and Webhosting
7:Building Website/Blog using CMS WordPress
8:Using WordPress Plug-ins
9:Introduction to Search Engine Optimization
10:Keyword P lanner Tools
11:On Page SEO Techniques-Indexing and Key Word Placement
12:On Page SEO Techniques- Content Optimization
13:On Page SEO : Yoast SEO Plug-in
14:Off –Page SEO Techniques
15:Email Marketing- Introduction and Significance
16:Designing e-mail marketing campaigns using Mail Chimp
17:Building E-mail List and Signup Forms
18:Email Marketing Strategy and Monitoring
19:Email –Automization
20:Pay Per Click Advertising: Introduction
21:Pay Per Click Advertising: Google Adword
22:Type s of Bidding strategies
23:Designing and Monitoring search campaigns
24:Designing and Monitoring Display campaigns
25:Designing and Monitoring Video campaigns
26:Designin g and Monitoring Universal App Campaigns
27:Google Analytics : Introduction and Significance
28:Google Analytics Interface and Setup
29:Understanding Goals and Conversions
30:Monitoring Traffic Behavior and preparing Reports
31:Social Media Marketing : Introduction and Significance
32:Facebook Marketing : Introduction Types of Various Ad Formats
33:Setting up Facebook Advertising Account
34:Under standing Facebook Audience and its Types
35:Designing Facebook Advertising Campaigns
36:Working with Facebook Pixel
37:Twitter Marketing: Basics
38:Designing Twitter Advertising Campaigns
39:Introduction to LinkedIn Marketing
40:Developing digital marketing strategy in Integration form