



Digital Marketing

Sr No.	Course Task	Hours
1	Introduction and Basics <ul style="list-style-type: none"> • What is Digital Marketing • Need and Scope of DM • Important areas of DM • Tips for selecting right tools 	1
2	Content Marketing What is Copyrighting Effective content marketing Quality of Language Advantage and Disadvantage Case Studies	1
3	User Centred Website <ul style="list-style-type: none"> • Good Hosting, Effective URL • Building Strong Effective Website • Creating Useful content 	1
4	SEO <ul style="list-style-type: none"> • On page optimization and Web Site Structure • Off Page optimization 	1
5	SEM <ul style="list-style-type: none"> • Google Ads • ROI calculations 	1
6	Email Marketing <ul style="list-style-type: none"> • Introduction • Types of email marketing • Executing email campaign • Parts of email • Pro and cons 	1
7	Categories of Online Media <ul style="list-style-type: none"> • Paid Media- Pay Per Click, Retargeting, Pay Per Lead • Owned Media- Blogs, Website Resource, Webinar, Email Marketing, Social Media, Mobile Marketing • Partnership- Partner Sites • Earned Media- Referral Traffic, Organic Search 	1
8	Mobile Marketing <ul style="list-style-type: none"> • Messaging Channels • Mobile Commerce • Mobile Analytics • Whatsapp Marketing 	1
9	Social Media Marketing (SMM) <ul style="list-style-type: none"> • Using Twitter, FB, YouTube, LinkedIn, Blogging, Podcasting 	1
10	How to do campaigns <ul style="list-style-type: none"> • Objectives of online marketing 	1

	<ul style="list-style-type: none"> • Types of display advertising • Payment models • Advantage and Disadvantage of Online Marketing 	
11	E-commerce marketing Overview	1
12	Market Research and Competitor Analytics	1
13	Importance of Analytics-1 <ul style="list-style-type: none"> • Market Research • Handling Data 	1
14	Importance of Analytics-2 <ul style="list-style-type: none"> • Google Trends • Google Analytics 	1
15	Tracking and Analysing Data Web Analytics and Optimisation	1
Total		15