

DIGITAL MARKETING (6 Months Certificate Course)

MODULE I

Introduction to Digital Marketing

Begin with the basic digital marketing lesson and learn about different platforms and practices used for digital marketing. Get to know about the changing trends and insights on customer expectations from digital strategies. This lesson shall put at ease common doubts about digital marketing.

Introduction to Google

In this lesson learn about how to utilize the potential of Google Search Engine and its applications to promote your business on the most used search engine. Google is much beyond the search engine that we know it as. It is a wholesome package to answer all your Internet queries and networking requirements.

Keyword Research

Learn everything about how to create targeted advertisements. Knowledge about keyword research shall also aid you in creating your website, blogs and as well as activities on other platforms. This lesson shall literally let you converse with your potential customers in their own language.

MODULE II

Search Engine Optimization

Nothing can beat well planned optimized search engine strategies. Learn about how to create content in a way which is more search engine friendly. Knowledge about web crawlers, ways to generate website traffic and common mistakes to avoid while creating online content shall be taught in this lesson.

Paid Advertising

Paid advertising comprises of PPCADs and banner advertisements. Learn about how to choose the right WebPages for your advertisement purposes and about the ways to budget your paid advertising campaign.

Google Local & Maps

The potential of Google yet again surface with its introduction of Google maps. On completion of this lesson you will be able to successfully place your business location on the Google maps and let your customers find you on search.

MODULE III

Facebook Marketing

Join the league of successful social media marketers by mastering Facebook with this lesson. The lesson comprises of creation, maintenance and analytical processes of marketing on Facebook. Placing advertisements and promoting web pages on Facebook also shall be discussed in this lesson.

Twitter Promotion

Learn about micro-blogging, tweeting, following hash-tags, direct messages and @ in this lesson. Apart from the basics, get an all-round knowledge about how to use micro- blogging to drive business and connect with potential customers.

Know LinkedIn

Communicate and exchange information solely with a business point of view with enthusiastic individual of similar interests in Linked In. Learn how to use features such as 'lists' and 'circles' in this lesson.

MODULE IV

YouTube Marketing

Promote your business beliefs, celebrations and successes with video marketing. Learn about how to create a YouTube channel, posting videos and reviewing performance of the same. Learn also to manage the feedback and comments of viewers.

Blog Management

Become confident in communicating with your audience by the written word. Learn how to create and maintain a successful blog to share with your audience. Implementing keyword basics, basic elements of designing of the blog are also a part of this lesson.

Overview on E-Commerce

Master the techniques to sell your wares or services online with a thorough understanding of this lesson. Get an understanding about the shift from malls toe- carts and get insights on how to sell online.

Amazon, E-Bay & More

Learn to use the major online shopping portals for the benefit of your business.

Uploading products for sale, placing and managing bids and ways to interact with online shoppers are the highlights of this lesson.

MODULE V

Online Branding & Sales

Create a compelling strategy to communicate with clients with an approach build around all active internet platforms. Learn about earning leads, hall marking and creating managing contests in this lesson.

Online Reputation Management

Develop ways to handle negative comments and to address customer queries effectively in this lesson. A successfully driven communication often results in procuring newer leads. Get an understanding about internet ethics and direct your strategies in the right course.

Affiliate Marketing

Get an understanding about utilizing affiliate site to earn leads and expand your business. Third party sources work to promote your business to suitable audience and bring business. Get acquainted with basic features and methods in this lesson.

Class:

Months –5 (4 week a month. Total - 20 weeks)

Per week class days - 3 (Total days - 60)

Per day class hrs - 3 (Total 180 hrs classes)

Assignment:

Months - 6 (2 days classes after 3 months. Total- 4 classes)

Per day class hrs - 3 (Total 12hrs classes)

Case Study:

Months - 6 (2 days classes after 21 month. Total- 6 classes)

Per day class hrs – 3 (Total 18 hrs classes)

Internship:

3 weeks 30 hrs

Total Class hrs - $(180+12+18+30) = 240$