

VALUE ADDED COURSE

Session - 2019-2020



CERTIFICATE COURSE IN DIGITAL MARKETING

About the course

In digital marketing course, student will interpret the concept of digital marketing and acquires skills to take various decisions related to online marketing. This course will further enhance skills to exploit the opportunities of this medium to support the organization's marketing activities. This course aims at understanding the student's different techniques of digital marketing so that they can utilize this technique to support organization's marketing activities. After completing the course, students will assimilate technical functional knowledge of operations in business organization. They will discover the knowledge of techniques of online platforms.

Learning Outcome

After completion of the course, students will be able to:

- Understanding of Internet marketing communication techniques
- Understanding of different forms of content writing skills
- Ability to make impactful blogs and video creation

Note

- Interested students must fill the registration form by 20/7/2019, by 5:00 pm.
- 75% attendance is mandatory to get the certificates.
- Assessment will be held on the basis of viva voce.

Timing : 12:30 pm - 01:30 pm
04:00 Pm - 05:00 pm

Duration : 30 hours

Resource Person :

Dr. Surbhi Jain

Dr. Varun Kumar

Registration Date :

19-07-2019 - 20-07-2019

Module

Introduction (3 hours)
Google My Business (4 hours)
Search Engine Optimization (4 hours)
Content Writing (3 hours)
Ads Marketing (3 hours)
Google Analytics (4 hours)
Blog/Videos (3 hours)
Website Building and Marketing (3 hours)
Freelancing/Job (3 hours)

For any queries related the VAC certification course, Please feel free to contact
VAC Coordinator : Dr. A.K. Srivastava 9842782560