

Course Module
For
Certificate Course in Digital Marketing

Total Duration required: 30 Hours

Course Structure

S.No.	Contents Deliverance	Learning Outcomes
1	Introduction (3 hours)	Understanding of Internet marketing communication techniques
2	Google My Business (4 hours)	Knowledge of different techniques of promotion on online platforms
3	Search Engine Optimization (4 hours)	Learn about On-page and Off-age SEO
4	Content Writing (3 hours)	Understanding of different forms of content writing skills
5	Ads Marketing (3 hours)	Interpret the traditional marketing mix within the context of a changing and extended range of digital strategies and tactics
6	Google Analytics (4 hours)	Evaluate traffic, cost and leads by using Google analytics
7	Blog/Videos (3 hours)	Ability to make impactful blogs and video creation
8	Website Building and Marketing (3 hours)	Comprehend the importance of conversion and working with digital relationship marketing
9	Freelancing/Job (3 hours)	Learn to become a digital marketing freelancer and how to get jobs in the field of digital Marketing

References:

- Chaffey, D, Ellis-Chadwick, F, Johnston, K. and Mayer, R, (4th Ed., 2019) Internet Marketing: Strategy, Implementation and Practice, Third Edition, Pearson Education, New Delhi.
- Strauss, Judy and Frost, Raymond (6th Ed, 2019), E-Marketing, 5th Edition, PHI Learning, New Delhi.
- Roberts, M, L. (3rd Ed, 2018) Internet Marketing, 1st Indian Edition, Cengage Learning, New Delhi

Evaluation Pattern: On the basis of practical exam followed by viva voce