

Digital Marketing

Syllabus

Duration: 60 Hours

1. Unit-1

- **Introduction to the Course and Work plan**
- **Introduction of the digital marketing**
- **Digital vs. Real Marketing**
- **Digital Marketing Channels**

2. Unit-2

- **Creating initial digital marketing plan**
- **Content management**
- **SWOT analysis**
- **Target group analysis**
- **EXERCISE: Define a target group (working in groups)**

3. Unit-3

- **Web design**
- **Optimization of Web sites**
- **MS Expression Web**
- **EXERCISE: Creating web sites, MS Expression (working in groups)**

4. Unit-4

- **SEO Optimization**
- **Writing the SEO content**
- **Exercise: Writing the SEO content (working in groups)**

5. Unit-5

- **Google AdWords- creating accounts**
- **Google AdWords- types**
- **Exercise: Google AdWords (working in groups)**

6. Unit-6

- **Introduction to CRM**
- **CRM platform**
- **CRM models**
- **Exercise: CRM strategy (working in groups)**

7. Unit-7

- **Introduction to Web analytics**
- **Web analytics - levels**
- **Introduction of Social Media Marketing**
- **Exercise: Social Media Marketing plan (working in groups)**

8. Unit-8

- **Creating a Facebook page**
- **Visual identity of a Facebook page**
- **Types of publications**
- **Exercise: Making a Facebook page (working in groups)**

9. Unit-9

- **Business opportunities and Instagram options**
- **Optimization of Instagram profiles**
- **Integrating Instagram with a Web Site and other social networks**
- **Keeping up with posts**

10. Unit-10

- **Business tools on LinkedIn**
- **Creating campaigns on LinkedIn**
- **Analyzing visitation on LinkedIn**

11. Unit-11

- **Creating business accounts on YouTube**
- **YouTube Advertising**
- **YouTube Analytics**

12. Unit-12

- **Facebook Ads**
- **Creating Facebook Ads**
- **Ads Visibility**

13. Unit-13

- **E-mail marketing**
- **E-mail marketing plan**
- **E-mail marketing campaign analysis**
- **Keeping up with conversions**



14.Major Project Work

15.Placement Assistance Sessions

- **Mock Interviews**
- **GDs**
- **Preplacement Talks**
- **Industry Exposer Sessions**

16.Internship

