Title of Skill Course: Digital Marketing Assistant

1. Department: Department of Computer Science Optional

2. Title: Digital Marketing Assistant

3. Sector: Information Technology

4. Eligibility: B.Sc.III

5. Year of implementation: 2021

Course Structure

Skill Level	Theory Hours	Practical Hours	Total Hours	Credits	No. of students in batch
7	15	30	45	02	30

Syllabus

Course Objectives:
1. To understand the Structuring of marketing problem, Google keywords & SEO, social media marketing, paid SEM, optimizing ROI etc.
2. To propose digital tactics to achieve marketing goals.

Theory Syllabus (Contact Hrs: 15, Credits: 01)

Unit- I   Introduction to Digital Marketing and its Significance   [10]
Traditional Marketing Vs Digital Marketing, Digital Marketing Process, Website Planning and Development: Types of websites, Website Planning and Development: Keywords, Understanding Domain and Webhosting, Building Website/Blog using CMS WordPress, Using WordPress Plug-ins, Introduction to Search Engine Optimization, Keyword P lanner Tools, On Page SEO Techniques-Indexing and Key Word Placement

Unit- II   Introduction to Digital Marketing and its Significance   [10]
On Page SEO Techniques- Content Optimization, On Page SEO: Yoast SEO Plug-in, Off –Page SEO Techniques, Email Marketing- Introduction and Significance, Designing e-mail marketing campaigns using Mail Chimp, Building E-mail List and Signup Forms, Email Marketing Strategy and Monitoring, Email –Automization, Pay Per Click Advertising: Introduction, Pay Per Click Advertising: Google Adword, Types of Bidding strategies

Practical Syllabus (Contact Hrs: 30, Credits: 01)
List of Experiments   30 hrs
1. Demonstrate how to buy a web hosting and domain name.
2. Create Home page of your website using Elementary Plug-in.
3. Add Slider to any page of your website
4. Create top Menu of your website
5. Add a contact us form in the website (Use Contact Form 7 Plug-in).
6. Perform the following activities in relation to On Page -Search Engine Optimization.

. Submit your site to Google Search Console: Take a screenshot of successful message.
   a. Create XML Map. Submit to Google Search Console
   b. Install Yoast SEO Plug-in. Perform SEO Analysis of your any post of your website Take screenshot of the report
   c. Perform Readability Analysis of the same post.
   d. Use Keyword Planner Tool. Select 10 Important Keyword for your website.
7. Building E-mail List and Signup Forms
8. Case study/ Industrial Visit

Course Outcomes: Students will be able to,
1. Do various strategies involved in Marketing products and Services digitally.
2. Provide an introduction to Digital Marketing Platforms like Facebook, Twitter, YouTube, Pinterest, etc.

Reference Books:
1. The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns by Ian Dodson, Wiley; 1st edition (2016)
2. Digital Marketing for Dummies by Ryan Deiss and Russ Henneberry, For Dummies.

BOS Sub Committee:

Sr. No.	Name of Member	Designation	Address
1.	Dr. S. S. More	Chairman	YCIS, Satara
2.	Ms. R.U. Atar	Member	YCIS Satara
3.	Dr..Kavita Oza	Academic Expert	Shivaji University, Kolhapur
4.	Dr.Poonam Ponde	Industrial Expert	Nowrosjee Wadia College, Pune