

# Raghunath Girls' Post Graduate College, Meerut

Aptech Learning Center & Aptech Aviation Academy- R.G.(P.G.) Computer Centre  
Skill Development Course

Title of course- Foundation Course in Digital Marketing (V0001099)

## Syllabus

Nodal Department of HEI to run course	Department of Vocational Studies
Broad Area/Sector-	Commerce / Business / E-Commerce
Sub Sector-	Campaign Manager / Promotion Executive
Nature of course - Independent / Progressive	Independent
Name of suggestive Sector Skill Council	NSDC
Aliened NSQF level	
Expected fees of the course –Free/Paid	As Mutually Decided by College & PCE (Aptech)
Stipend to student expected from industry	NA
Number of Seats-.....	As suggested by college
Course Code.....	Credits- 03 (1 Theory, 2 Practical)
Max Marks..... Minimum Marks.....	
Name of proposed skill Partner (Please specify, Name of industry, company etc for Practical /training/ internship/OJT	Aptech Learning Center (Authorized Meerut Center as PCE)
Job prospects-Expected Fields of Occupation where student will be able to Get job after completing this course in (Please specify name/type of industry, company etc.)	Student will be able to get job in any Limited or Private Limited Company as Digital Marketing Executive / SEO Officer / SMM Executive

## Syllabus

Unit	Topics	General/ Skill component	Theory/ Practical/ OJT/ Internship/ Training	No of theory hours (Total-15 Hours=1 credit)	No of Practical Hours (Total-60 Hours=2 credits)
I	Introduction to Digital Marketing, Marketing Principals	Skill	Theory/ Practical	2	10
II	Website Designing, Web Optimization, SEO	Skill	Theory / Practical	3	10
III	Creative Designing Using Free Tools, SMM using Facebook, Instagram, Youtube	Skill	Theory / Practical	5	20
IV	Google Business Accounts & Google Ad World	Skill	Theory / Practical	5	20

Suggested Readings: As suggested by college or University.

Suggested Digital platforms/ web links for reading- [www.aptechmeerut.com](http://www.aptechmeerut.com)  
[www.aptechlearning.com](http://www.aptechlearning.com) [www.aptechaviationacademy.com](http://www.aptechaviationacademy.com)

Suggested OJT/ Internship/ Training/ Skill partner – Aptech Learning Center, Meerut

Suggested Continuous Evaluation Methods: **Total Marks: 25, House Examination/Test: 10 Marks**

**Written Assignment/Presentation/Project / Term Papers/Seminar: 10 Marks**

**Class performance/Participation: 5 Marks**

### Course Pre-requisites:

- Intermediate in any stream

### Eligibility Criteria

- Basic Knowledge of Computer

Suggested equivalent online courses: Aptech Learning Center, Meerut

Any remarks/ suggestions: Teaching mode / Study Material will be available in English Language Only.

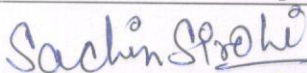
### Notes:

- Number of units in Theory/Practical may vary as per need
- Total credits/semester-3 (it can be more credits, but students will get only 3credit/ semester or 6credits/ year
- Credits for Theory =01 (Teaching Hours = 15)
- Credits for Internship/OJT/Training/Practical = 02 (Training Hours = 60)



Principal

Raghunath Girls' Post Graduate College  
Meerut

  
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