

OV-3094-DMP (Digital Marketing)

SEM-1

SL No	TOPIC
1	ANALYTICS
2	DISPLAY ADVERTISING
3	EMAIL MARKETING
4	MARKETING PRINCIPLES
5	MOBILE MARKETING
6	PROJECT
7	SEARCH MARKETING
8	SEARCH OPTIMIZATION

SEM-2

SL No	TOPIC
1	AFFILIATE MARKETING
2	ANALYTICS
3	CONTENT MARKETING
4	EMAIL MARKETING
5	INBOUND MARKETING
6	LEAD NURTURING
7	LEGAL ECOMMERCE
8	PROJECT
9	SEARCH MARKETING
10	SOCIAL MARKETING OPTIMIZATION
11	SOCIAL MEDIA MARKETING
12	WEB TECHNOLOGIES