Edunet Foundation

Course Title	Web Development and Digital Marketing
Course Orientation	1. Domain knowledge 2. Employment 3. Gig Economy Marketplace 4. Entrepreneurship

Learning Outcomes:

- Understand and use basic internet functionalities
- Understand architecture of a website
- Design front-end of a web page and modify its content through HTML and CSS
- Design dynamic webpages with advanced client-side scripting
- Develop back-end functionalities of web page
- Connect web pages to databases
- Demonstrate understanding of advanced tools (ReactJS, jQuery) to create quick web applications
- Understand digital marketing and its impact on a business
- Use various digital marketing tools and techniques for intended purposes

Handbook/Reference book:

Sr. No.	Title	Author	Edition	Publisher
1.	Student handbook on Web Development and Digital Marketing	Team Edunet	1st	Edunet Foundation
2.	HTML and CSS: Design and build websites	John Duckett	1st	John Wiley & Sons, Inc.
3.	Learning PHP, MySQL & JavaScript with jQuery, CSS & HTML5	Robin Nixon	4th	O'Reilly Media, Inc.
4.	Digital Marketing for Dummies	Henneberry & Deiss	1st	For Dummies

Other Reading Material (ORM) MS/SAP online courses:

	Highly Recommended Courses		
Sr. No.	Topic	Course link	Duration (hours)
1.	Build a simple website using HTML, CSS, and JavaScript	https://docs.microsoft.com/en-us/learn/modules/build-simple-website/	.47
2.	Programming Foundations: Fundamentals	https://www.linkedin.com/learning/programming-foundations-fundamentals	2.1
3.	Programming Foundations: Databases	https://www.linkedin.com/learning/programming-foundations-databases-2	1.2
4.	Succeeding in Web Development: Full Stack and Front End	https://www.linkedin.com/learning/succeeding-in-web-development-full-stack-and-front-end	1
5.	HTML Essential Training	https://www.linkedin.com/learning/html-essential-training-4	2.4
6.	CSS Essential Training	https://www.linkedin.com/learning/css-essential-training-3	4.3
7.	JavaScript Essential Training	https://www.linkedin.com/learning/javascript-essential-training	5.3
8.	Learning SQL Programming (2017)	https://www.linkedin.com/learning/learning-sql-programming-2017	1.3
9.	Online Marketing Foundations	https://www.linkedin.com/learning/online-marketing-foundations-3	4.4
10.	SEO Foundations	https://www.linkedin.com/learning/seo-foundations-2	2.4
11.	Content Marketing Foundations	https://www.linkedin.com/learning/content-marketing-foundations-3	0.5
12.	Social Media Marketing Foundations	https://www.linkedin.com/learning/social-media-marketing-foundations-3	0.5
13.	JavaScript with HTML and CSS	https://lab.github.com/bitprj/javascript-with-html-and-css	
14.	Introduction to React	https://lab.github.com/githubtraining/introduction-to-react	3.4
15.	Introduction to HTML	https://lab.github.com/githubtraining/introduction-to-html	1.1

16.	Introduction to PHP	https://lab.github.com/everydeveloper/introduction-to-php	3.4

Other Recommended Courses			
Sr. No.	**Topic**	**Course link**	**Duration (hours)**
1.	React	https://docs.microsoft.com/en-us/learn/paths/react/	1.2
2.	Enhance the user interface of your Windows 10 app	https://docs.microsoft.com/en-us/learn/modules/enhance-ui-of-windows-10-app/	.3
3.	Build JavaScript applications with Node.js	https://docs.microsoft.com/en-us/learn/paths/build-javascript-applications-nodejs/	2.4
4.	Deploy MariaDB, MySQL, and PostgreSQL on Azure	https://docs.microsoft.com/learn/modules/deploy-mariadb-mysql-postgresql-azure/	0.4
5.	Google Analytics Essential Training	https://www.linkedin.com/learning/google-analytics-essential-training-5	2.4
6.	Marketing on Instagram	https://www.linkedin.com/learning/marketing-on-instagram-2	1.5
7.	Introduction to SQL	https://lab.github.com/CastleArg/introduction-to-sql	

Course content duration distribution:

Theory/Practical	Duration
Theoretical discussion	24 hours approx.
Practical/hands-on	56 hours approx.
Capstone project	40 hours
Modular activities	12 hours
Self-paced course	40 hours
Employability skill	40 hours

Assessments/Quiz			15 hours approx.			
Total Duration			227 hours			

Detailed Weekly Lecture Plan:

Week #	Topic	Section/chapter Handbook/reference book	Course activities Assign/conduct Quiz/Assessment/Boot camp/Expert talk	Pedagogical tool/demonstration /case study etc.	Activity Type	Duration (minutes)
1	Understanding the WEB Internet, Web page, Website, Web applications	TBD	NA	Instructor-led	Theory	20
1	Understanding the WEB Internet, Web page, Website, Web applications	TBD	NA	Instructor-led	Practical	40
1	HTML for web Layout HTML Basic Components, List, Tables, Graphics, Multi-Media, Forms, Text formatting, Block components	TBD	NA	Instructor-led	Theory	70
1	HTML for web Layout HTML Basic Components, List, Tables, Graphics, Multi-Media, Forms, Text formatting, Block components	TBD	NA	Instructor-led	Practical	170
1	**Session Quiz 1**					**5**
2	**Capstone project**		**Capstone Project**	**Self-paced**	**Capstone Project**	**120**
2	CSS for Page Design CSS design principles, property:values, dynamic CSS3, box model, design layout controls	TBD	NA	Instructor-led	Theory	90

2	CSS for Page Design CSS design principles, property:values, dynamic CSS3, box model, design layout controls	TBD	NA	Instructor-led	Practical	210
2	**Session Quiz 2**					**5**
2	**Creating a simple webpage**	**TBD**	**Bootcamp**	**Instructor-led**	**Bootcamp**	**60**
3	**Capstone project**		**Capstone project**	**Self-paced**	**Capstone project**	**120**
3	JS for Client-side scripting Handling HTML Events, Animations, Reading element state & data, form handling and validations. Handling Cookies and Session Data	TBD	NA	Instructor-led	Theory	90
3	JS for Client-side scripting Handling HTML Events, Animations, Reading element state & data, form handling and validations. Handling Cookies and Session Data	TBD	NA	Instructor-led	Practical	210
3	**Expert talk 1**	**TBD**	**Expert Talk**	**Instructor-led**	**Expert Talk**	**60**
4	**Capstone project**		**Capstone project**	**Self-paced**	**Capstone project**	**120**
4	Building Dynamic web pages using HTML 5, CSS3 and JS Understanding and using Bootstrap CSS & JS, using Bootstrap Components for quick design	TBD	NA	Instructor-led	Theory	90
4	Building Dynamic web pages using HTML 5, CSS3 and JS Understanding and using Bootstrap CSS & JS, using Bootstrap Components for quick design	TBD	NA	Instructor-led	Practical	210

4	**Session Quiz 3**					**5**
5	**Capstone project**		**Capstone project**	**Self-paced**	**Capstone project**	**120**
5	Building Dynamic web pages using HTML 5, CSS3 and JS Create a dynamic website/application using html-5, css3 and JS with Bootstrap components	TBD	NA	Instructor-led	Theory	90
5	Building Dynamic web pages using HTML 5, CSS3 and JS Create a dynamic website/application using html-5, css3 and JS with Bootstrap components	TBD	NA	Instructor-led	Practical	210
5	**Session Quiz 4**					**5**
5	**Unit and Hands-on Assessment – Front end development**					60
6	**Bootcamp-Creating a dynamic Web page**		**Bootcamp**	**Instructor-led**	**Bootcamp**	**60**
6	**Capstone project**		**Capstone project**	**Self-paced**	**Capstone project**	**120**
6	Understanding Server-Side Scripting Why server side? How we do it? Server-side handling benefits	TBD	NA	Instructor-led	Theory	20
6	Understanding Server-Side Scripting Why server side? How we do it? Server-side handling benefits	TBD	NA	Instructor-led	Practical	40
6	Introduction to PHP PHP Syntax, semantics, data types	TBD	NA	Instructor-led	Theory	70
6	Introduction to PHP PHP Syntax, semantics, data types	TBD	NA	Instructor-led	Practical	170
6	**Session Quiz 5**					**5**
6	**Expert Talk 2**	**TBD**	**Expert Talk**	**Instructor-led**	**Expert Talk**	**60**

7	**Capstone project**		Capstone project	Self-paced	Capstone project	**120**
7	Introduction to PHP PHP variables, flow control and loop control	TBD	NA	Instructor-led	Theory	90
7	Introduction to PHP PHP variables, flow control and loop control	TBD	NA	Instructor-led	Practical	210
7	**Session quiz 6**					**5**
8	**Capstone project**		Capstone project	Self-paced	Capstone project	**120**
8	Handling Client-side data using PHP Reading HTML form data, handling data at backend, projecting responses to front end	TBD	NA	Instructor-led	Theory	90
8	Handling Client-side data using PHP Reading HTML form data, handling data at backend, projecting responses to front end	TBD	NA	Instructor-led	Practical	210
8	**Expert Talk 3**	**TBD**	**Expert Talk**	**Instructor-led**	**Expert Talk**	**60**
9	**Capstone project**		**Capstone project**	**Self-paced**	Capstone project	**120**
9	Managing Sessions at Server and Cookies at Client Creating sessions, session data, reading and writing cookies at client side	TBD	NA	Instructor-led	Theory	90
9	Managing Sessions at Server and Cookies at Client Creating sessions, session data, reading and writing cookies at client side	TBD	NA	Instructor-led	Practical	210
9	**Session quiz 7**					**5**
9	**Unit and Hands-on Assessment – Back End Development**					**60**
10	**Creating Web Applications**	**TBD**	**Bootcamp**	**Instructor-led**	**Bootcamp**	**60**

10	**Capstone project**		**Capstone project**	**Self-paced**	**Capstone project**	**120**
10	Introduction to relational databases- MySQL Introducing relational databases, need for database, persistent storage benefits, MySQL basics, commands	TBD	NA	Instructor-led	Theory	90
10	Introduction to relational databases- MySQL Introducing relational databases, need for database, persistent storage benefits, MySQL basics, commands	TBD	NA	Instructor-led	Practical	210
10	**Session quiz 8**					5
10	**Expert talk 4**	**TBD**	**Expert talk**	**Instructor-led**	**Expert talk**	**60**
11	**Capstone project**		**Capstone project**	**Self-paced**	**Capstone project**	**120**
11	Handling databases CRUD operations using SQL, DDL and DML	TBD	NA	Instructor-led	Theory	90
11	Handling databases CRUD operations using SQL, DDL and DML	TBD	NA	Instructor-led	Practical	210
11	**Capstone project progress evaluation**		**Capstone project**		**Capstone project**	**180**
12	**Capstone project**		**Capstone project**	**Self-paced**	**Capstone project**	**120**
12	Managing data in databases using PHP Connecting to MySQL DB using PHP, performing CRUD operations using PHP, persistent storage of front-end data to MySQL DB	TBD	NA	Instructor-led	Theory	90
12	Managing data in databases using PHP Connecting to MySQL DB using PHP, performing CRUD operations using PHP,	TBD	NA	Instructor-led	Practical	210

	persistent storage of front-end data to MySQL DB					
12	**Session quiz 9**				5
12	**Unit and Hands-on Assessment – End to End application**				60
13	**Creating end to end application**	TBD	**Bootcamp**	**Instructor-led**	**Bootcamp**	60
13	**Capstone project**		**Capstone project**	**Self-paced**	**Capstone project**	120
13	Introduction to ReactJS Basics of ReactJS framework, develop using React components and single page applications	TBD	NA	Instructor-led	Theory	90
13	Introduction to ReactJS Basics of ReactJS framework, develop using React components and single page applications	TBD	NA	Instructor-led	Practical	210
13	**Session quiz 10**				5
14	**Capstone project**		**Capstone project**	**Self-paced**	**Capstone project**	120
14	Introduction to JQuery Basics of JQuery, using component properties and dynamic handling of pages	TBD	NA	Instructor-led	Theory	90
14	Introduction to JQuery Basics of JQuery, using component properties and dynamic handling of pages	TBD	NA	Instructor-led	Practical	210
14	**Session quiz 11**				5
14	**Unit and Hands-on Assessment – Modern Web Development**				60
15	**Creating applications using JQuery**	TBD	**Bootcamp**	**Instructor-led**	**Bootcamp**	60
15	**Capstone project**		**Capstone project**	**Self-paced**	**Capstone project**	120
15	Go Digital all around us!	TBD	NA	Instructor-led	Theory	90

	What is DM? Why DM? Benefits and future trends, web elements involved, scope in web development					
15	Go Digital all around us! What is DM? Why DM? Benefits and future trends, web elements involved, scope in web development	TBD	NA	Instructor-led	Practical	210
15	**Expert talk 5**	**TBD**	**Expert talk**	**Instructor-led**	**Expert Talk**	**60**
16	**Capstone project**		**Capstone project**	**Self-paced**	**Capstone project**	**120**
16	Applying the DM concepts in web Search Engine Optimization (SEO) for websites/ webapps, connecting through social media, routing and landing to marketing strategic locations on web	TBD	NA	Instructor-led	Theory	90
16	Applying the DM concepts in web Search Engine Optimization (SEO) for websites/ webapps, connecting through social media, routing and landing to marketing strategic locations on web	TBD	NA	Instructor-led	Practical	210
16	**Session quiz 12**					**5**
16	**Unit and Hands-on Assessment – Digital Marketing**					**60**
16	Digital Marketing for Business	TBD	Bootcamp	Instructor-led		60
17	Expert Talk 6	TBD	Expert Talk	Instructor-led		60
17	Capstone project		Self-paced			120
17	Final Theory assessment		Assessment			180
18	Capstone project		Assignment	Self-paced		120
19	Capstone project		Assignment	Self-paced		120
20	Capstone project		Assignment	Self-paced		120
21	Capstone project		Assignment	Self-paced		120
22	Capstone project assessment		Assessment			180
23	Contingency plan					

| 24 | Spillover | | | | | |