

DIGITAL MEDIA & MARKETING

1. Certificate in Digital Media & Marketing. (Duration: 03 Months)

Digital Media & Marketing Essentials

Course Duration: 3 Months

Module 1: Introduction to Digital Media and Marketing

1.	Week 1-2: Foundations of Digital Marketing
	<ul style="list-style-type: none">Overview of Digital MarketingEvolution and Importance of Digital MediaKey Concepts: SEO, SEM, and Social Media
2.	Week 3-4: Understanding Digital Consumers
	<ul style="list-style-type: none">Consumer Behavior in the Digital AgeDigital Analytics and Data-driven Decision MakingUser Persona Development

Module 2: Social Media Marketing

3.	Week 5-6: Social Media Strategy
	<ul style="list-style-type: none">Platforms Overview (Facebook, Instagram, Twitter, LinkedIn)Content Planning and CreationSocial Media Advertising
4.	Week 7-8: Community Building and Management
	<ul style="list-style-type: none">Building and Engaging AudiencesOnline Reputation ManagementInfluencer Marketing

Module 3: Search Engine Optimization (SEO) and Search Engine Marketing (SEM)

5.	Week 9-10: SEO Fundamentals
	<ul style="list-style-type: none">On-Page and Off-Page SEOKeyword Research and OptimizationSEO Analytics and Reporting
6.	Week 11-12: SEM and Paid Advertising
	<ul style="list-style-type: none">Google Ads and Bing AdsAd Campaign Planning and ExecutionBudgeting and Performance Metrics