

## 2. Certificate in Advance Digital Media & Marketing.(Duration: 06 Months)

### Digital Media & Marketing Essentials

Course Duration: 6 Months

### Module 1: Introduction to Digital Media and Marketing

1.	<b>Week 1-2: Foundations of Digital Marketing</b>
	<ul style="list-style-type: none"><li>Overview of Digital Marketing</li><li>Evolution and Importance of Digital Media</li><li>Key Concepts: SEO, SEM, and Social Media</li></ul>
2.	<b>Week 3-4: Understanding Digital Consumers</b>
	<ul style="list-style-type: none"><li>Consumer Behavior in the Digital Age</li><li>Digital Analytics and Data-driven Decision Making</li><li>User Persona Development</li></ul>

### Module 2: Social Media Marketing

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

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

5.	<b>Week 9-10: SEO Fundamentals</b>
	<ul style="list-style-type: none"><li>On-Page and Off-Page SEO</li><li>Keyword Research and Optimization</li><li>SEO Analytics and Reporting</li></ul>
6.	<b>Week 11-12: SEM and Paid Advertising</b>
	<ul style="list-style-type: none"><li>Google Ads and Bing Ads</li><li>Ad Campaign Planning and Execution</li><li>Budgeting and Performance Metrics</li></ul>

### Module 4: Content Marketing

7.	<b>Week 13-14: Content Strategy and Creation</b>
	<ul style="list-style-type: none"><li>Developing a Content Calendar</li><li>Storytelling in Digital Marketing</li><li>Blogging, Video, and Infographics</li></ul>
8.	<b>Week 15-16: Content Distribution and Promotion</b>
	<ul style="list-style-type: none"><li>Email Marketing</li><li>Social Media Distribution</li><li>Influencer Collaborations for Content Promotion</li></ul>

### Module 5: Digital Analytics and Performance Measurement

9.	<b>Week 17-18: Introduction to Analytics Tools</b>
	<ul style="list-style-type: none"><li>Google Analytics</li><li>Social Media Analytics</li><li>Conversion Tracking</li></ul>

10.	<b>Week 19-20: Performance Measurement and Reporting</b>
	<ul style="list-style-type: none"> <li>KPIs and Metrics in Digital Marketing</li> <li>Creating Comprehensive Reports</li> <li>Continuous Improvement Strategies</li> </ul>

## Module 6: Legal and Ethical Considerations in Digital Marketing

11.	<b>Week 21-22: Privacy and Data Protection</b>
	<ul style="list-style-type: none"> <li>GDPR and Data Privacy Laws</li> <li>Ethical Considerations in Marketing</li> <li>Social Responsibility in Digital Media</li> </ul>

## Module 7: Emerging Trends and Future of Digital Marketing

12.	<b>Week 23-24: Emerging Technologies and Trends</b>
	<ul style="list-style-type: none"> <li>AI and Machine Learning in Marketing</li> <li>Augmented Reality (AR) and Virtual Reality (VR)</li> <li>Voice Search and Smart Assistants</li> </ul>

