

Syllabus for Digital Marketing

- **Module 1: Introduction to Digital Marketing** - What is Digital Marketing?

- Importance and benefits of Digital Marketing
- Evolution of Digital Marketing
- Overview of key concepts: SEO, SEM, SMM, Email Marketing, Content Marketing, Analytics

Module 2: Website Essentials

- Basics of Website Creation and Design
- User Experience (UX) and User Interface (UI) Principles
- Understanding Responsive Design
- Introduction to Content Management Systems (CMS) like WordPress

Module 3: Search Engine Optimization (SEO)

- Fundamentals of SEO
- On-Page SEO Optimization (Meta tags, keywords, content optimization)
- Off-Page SEO Techniques (Link building, backlinks, domain authority)
- SEO Tools and Analytics (Google Search Console, Google Analytics)

Module 4: Search Engine Marketing (SEM) - Introduction to Search Engine Marketing (SEM)

- Google Ads (formerly AdWords) and Bing Ads
- Keyword Research and Selection
- Campaign Setup, Ad Groups, and Ad Copywriting
- Budgeting and Bidding Strategies
- Conversion Tracking and Optimization

Module 5: Social Media Marketing (SMM)

- Social Media Landscape and Trends

- Creating a Social Media Strategy
- Platforms: Facebook, Instagram, Twitter, LinkedIn, YouTube
- Content Creation and Publishing
- Paid Social Advertising
- Social Media Analytics and Performance Measurement

Module 6: Email Marketing

- Introduction to Email Marketing
- Building Email Lists and Segmentation
- Email Campaign Planning and Execution
- Email Automation and Drip Campaigns
- Deliverability and Spam Compliance
- Email Marketing Tools (e.g., MailChimp, Constant Contact)

Module 7: Content Marketing

- Understanding Content Marketing
- Content Strategy and Planning
- Types of Content: Blog posts, Infographics, Videos, eBooks
- Content Creation, Distribution, and Promotion
- Content Calendar and Editorial Planning

Module 8: Online Advertising and Display Marketing

- Display Advertising Networks (Google Display Network, Facebook Ads)
- Banner Ads and Rich Media Advertising
- Retargeting and Remarketing Strategies
- Performance Metrics and ROI Measurement

Module 9: Analytics and Data Insights

- Importance of Analytics in Digital Marketing
- Google Analytics Setup and Configuration
- Key Metrics and KPIs (Traffic sources, Conversion rates, Bounce rates)
- Campaign Tracking and Reporting

Module 10: Mobile Marketing

- Mobile Marketing Landscape
- Mobile App Marketing Strategies
- Responsive Design and Mobile Optimization
- SMS Marketing and Push Notifications

Module 11: E-commerce Marketing - Overview of E-commerce Marketing

- E-commerce Platforms and Marketplaces
- Product Listing Optimization (SEO for E-commerce)
- Conversion Rate Optimization (CRO)

Module 12: Digital Marketing Strategy and Planning

- Developing a Digital Marketing Plan
- Setting Goals and Objectives
- Budgeting and Resource Allocation
- Campaign Execution and Monitoring
- Performance Analysis and Optimization

Projects and Practical Assignments with paid Internship

- Creating and managing a Google Ads campaign
- Developing a social media content calendar
- Optimizing website SEO and monitoring performance
- Building and executing an email marketing campaign
- Analyzing digital marketing metrics and preparing reports