Objective of the Course:
To provide an in-depth training in use of Internet marketing. The course also helps the candidates to get acquainted with IT.

Learning Outcomes:
After successful completion of the course students will be able to explore the role and importance of digital marketing in today’s rapidly changing business environment.

Duration of Course: 80 hrs

Minimum Eligibility Criteria: 10+2 pass

Course Fees: ₹10000/- + GST

Outline of Course:

<table>
<thead>
<tr>
<th>S. no</th>
<th>Topic/module</th>
<th>Durations (in hrs)</th>
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<tbody>
<tr>
<td>1</td>
<td>Digital Marketing Overview</td>
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</tr>
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<td>2</td>
<td>Web Design &amp; Development &amp; Overview of Social Media Marketing</td>
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<td>3</td>
<td>Search Engine Optimization</td>
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<td>4</td>
<td>Creating Blogs for Social Media Branding</td>
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<td>Social Media Optimization</td>
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<td>Social Media Marketing</td>
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<td>Social Media Tools</td>
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<td>Google Webmaster Tools</td>
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<td>Google Analytics</td>
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<td>10</td>
<td>Google Adwords</td>
<td>5</td>
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</tbody>
</table>

Pre Requisites: Knowledge of Basic computer and Internet

References:
1. Fundamentals of Digital Marketing by Pearson
2. Learn Digital Marketing Full tutorial

Hardware Requirement:
1. High Speed Internet Connectivity
2. Operating System: Window 7 or latest
3. RAM: 4GB,HDD 500 GB
Course Contents:

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<thead>
<tr>
<th>S. No</th>
<th>Topic</th>
<th>Details</th>
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</table>
| 1.    | Digital Marketing Overview | • Basic of Online Marketing  
• Internet Marketing vs Traditional Marketing  
• Search Engine Basic  
• Key points of Internet Marketing  
• Terminology in internet marketing  
• Platforms for promotions  
• Trending in digital marketing  
• Business promotions using internet marketing techniques  
• Structure of Online Marketing  
• Fundamentals of Google Algorithm |
| 2.    | Web Design & Development & Overview of Social Media Marketing | HTML Basics  
• Web Page Basics: What is HTML, JavaScript, CSS  
• Basic HTML Tags to create a web page  
• HTML Tags for SEO  
• Defining and Implementing the Social Media Plan.  
• Domain optimization  
• Meta tags Optimization  
• Content Optimization |
| 3.    | Search Engine Optimization | • Overview of SEO  
• Working of SEO  
• Objective of SEO  
• Types of SEO  
• Onpage SEO  
• Ways of Linking  
• Techniques of SEO  
• Process of Backlinks  
• Blog Commenting  
• Directory Submission  
• Article Submission  
• Guest Posting  
• PDF Submission  
• Classified Submission  
• Video Submission  
• Social Bookmarking |
<p>| 4.    | Creating Blogs for Social Media Branding | • Understanding Blogs, Setting up of Blogs on different |</p>
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<tr>
<td>Wordpress</td>
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<tr>
<td>Typepad</td>
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<tr>
<td>Tumblr</td>
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<td>Promotion of Blogs through Blog Commenting</td>
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<td>Videos and Content in Blog</td>
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<td>Themes for Blog</td>
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<tr>
<td>Monitoring and Analyzing Blog Traffic through Google Analytics</td>
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5. **Social Media Optimization**
- Overview of Social Media
- Social Media Uses
- Social Media Platforms
- Benefits of social media
- Targeting right audience
- Social media tools
- Adding large number of friends in single click
- Growth on Instagram
- Using Pinterest

6. **Social Media Marketing**
- Google Analytics
- Facebook Marketing
- LinkedIn Marketing
- Twitter Marketing
- Video Marketing
- Instagram marketing
- Pinterest Marketing
- Search Engine Optimisation(SEO)
- Online Display Advertising
- Ecommerce Marketing
- Mobile Web Marketing
- Content Marketing

7. **Social Media Tools**
- URL shortening Tools
- RSS Feed connecting tools
- Buffer and Hootsuite Social Media tools
- Image Sharing Tools - Google Picassa
- Flickr & Photobucket
- Tools to Increase followers and Fans

8. **Google Webmaster Tools**
- Use of Google Webmaster
- Search Appearance in Google Webmaster
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|   | • Data Highlighter  
|   | • Rich snippets or Schema  
|   | • HTML Improvements  
|   | • AMP in GWM  
|   | • Using AMP in HTML pages  
|   | • Search Analytics  
|   | • Queries in Google Webmaster tools  
|   | • Crawl Stats vs Crawl Error  

|   | **9. Google Analytics**  
|   | • Use of Google Analytics  
|   | • Google Analytics and website  
|   | • Visitors Count in real time  
|   | • Session Vs Page view  
|   | • Study of user behaviour from Google Analytics  
|   | • Checking user browsers  

|   | **10. Google AdWords**  
|   | • Google AdWords basics  
|   | • Search Advertising  
|   | • Display Advertising  
