

Digital Marketing

Duration: 150 Hours

Course Description

Digital Marketing is an extraordinary marketing strategy that is implemented in digital platforms to reach the target audience. The demand for Digital Marketing professionals is more than the supply and this helps in creating abundant job opportunities for all technical and non-technical graduates. This digital marketing course is designed to help you to master the fundamentals of the digital marketing which includes SEO, PPC, Email Marketing, Digital Display Advertising, Social Media Marketing, Mobile Marketing, Analytics and Strategy & Planning. Digital Marketing is one of the world's fastest growing platforms, and this course will promote you in the marketplace with a rewarding career in Digital Marketing.

Pre-Requisite

- Familiarity with the internet is sufficient
- Good Computer knowledge

Course Objective

Upon successful completion of the course, participants should be able to:

- Understand the Search Engine
- Explore the Analytics
- Develop a digital marketing plan that will address common marketing challenges
- Launch a new or evolve an existing career path in Digital Marketing.

Course Outline

The contents of this course are designed to support the course objectives. The following focus areas are included in this course:

- Module 1: Introduction to Digital Marketing
- Module 2: Search Engine Marketing (SEO)
- Module 3: Search Engine Marketing (PPC)
- Module 4: Email Marketing
- Module 5: Digital Display Advertising
- Module 6: Social Media Marketing
- Module 7: Mobile Marketing
- Module 8: Analytics
- Module 9: Strategy & Planning

HW/SW Requirement Specifications: -

Hardware Requirements	Components	Minimum Specification
	Operating System	32/64-bit OS of Microsoft® Windows® 10/8
	Processor	2.5 GHz or greater
	RAM	2 is recommended
	Disk space	10 GB
	Internet	5 mbps speed
	Lab	System with stated configuration Seating Arrangement for Students Speaker System for Trainer
Software Requirements	Components	Minimum Specification
	Browser	IE/Chrome/Firefox (anyone is mandate)
Supporting Software	Components	Minimum Specification
	Documentation	PDF Reader, MS office, Adobe Photoshop
	Others	Paint, Photo viewer, Media Player