

Digital Marketing Course – Become a confident online marketer

Duration : 45 hours

Learning Objectives & Utility

- A very good option for Marketing, Economics, Arts & Commerce students
- Students will learn to master the fundamentals of online marketing & learn the techniques of five popular social media platforms for promoting products or services in any industry.
- Companies hiring candidates for the post of Marketing executives, Sales executives, Content writers , Copy writers, Customer Relationship Managers etc. will definitely look for this skill

Session Coverage:

- Introduction to Online Marketing & its success stories in business / Professions
- To Learn Facebook Marketing
- To Learn LinkedIn Marketing
- To Learn Instagram Marketing
- To Learn Twitter Marketing
- To Learn Pinterest Marketing
- To Content Writing for online marketing
- To Search Engine Optimization (SEO)

Evaluation Parameters

- Present a business case study where the online marketing channels are used for its marketing (**60 marks**)
- Present your business case study to panel of three judges (**20 marks**)
- Final Project Report (**20 marks**)

Skill Component

Online Marketing Terminologies, Content creation, Content curation, Graphic designing, confident use of five social media platforms.