30 Hour Certificate Course on Digital Marketing

Offered by

DINABANDHU ANDREWS COLLEGE

GARIA, KOLKATA

Title:
Certificate Course on Digital Marketing

Course Overview: This certificate course is designed for help to get in-depth Practical Knowledge on SEO, PPC, Internet Marketing with Live Projects. Our Digital Marketing Course Content is designed by SEO Experts to Boost your career.

Course Duration: **30 hours (6 hrs per week x 5weeks)**
One Class (Theory): 1 Hour
Lab: 2 Hours
Final Assessment on the Last day

Course Fee: **Free of Cost**
Pedagogy: Lecture on theory and Practical
Course Designer : INFOTECH LAB

SYLLABUS STRUCTURE OF THE ADD-ON COURSE

Module	UNIT TITLE	HOURS
Module -1	Basics of Digital Marketing	3
Module -2	Analysis and Keyword Research	9
Module -3	Search Engine Optimization (SEO)	6
Module -4	Social Media Marketing (SMM)	9
Module -5	Local Business and Google Mapping	3
Total		30

Module 1: Basics of Digital Marketing

- Introduction To Online Digital Marketing

- Importance Of Digital Marketing

- Internet Marketing working Mechanism

- Traditional Vs. Digital Marketing

- Types of Digital Marketing

Module 2: Analysis and Keyword Research

- Market Research

- Keyword Research And Analysis

- Types Of Keywords

- Tools Used For Keyword Research

- Localized Keyword Research

- Competitor Website Keyword Analysis

- Choosing Right Keywords to the Project

Module 3: Search Engine Optimization (SEO)

- Introduction To Search Engine

- Optimization

- Search Engine working Process

- SEO Fundamentals & Concepts

- Understanding the SERP

- Google Processing

Module 4: Social Media Marketing (SMM)

- Structure of Post

- Post Template Creation

- Content Creation On Social Media Post

- Right Hashtag for your Post

- Analysis of Likes, Share, Comment, Followers, and Retweet

- Increase Brand Awareness

Module 5: Local Business and Google Mapping

- Creating Local Listing In Search Engine

- Google Places Setup (Including Images, Videos, Map Etc)

- Search Engine Visibility Reports

- Verification Of Listing

Course Outcome :

1. Ability to create and implement digital marketing campaigns tailored to specific business objectives and target audiences.

2. Knowledge of analytics tools and techniques to measure and analyze the performance of digital marketing campaigns.

3. Understanding of ethical and legal considerations in digital marketing, including data privacy, consumer protection, and advertising regulations.

LEARNING RESOURCES

SL. NO.	TITLE OF THE BOOK	AUTHOR(S)	PUBLISHER
1	Fundamentals of Marketing and Digital Marketing	Dr. Amit Kumar	Sahitya Bhawan Publications
2	Digital Marketing	Dr. Shikha Mittal, Dr. Neha Sharma	Thakur Publications Pvt. Ltd.
3	Digital Marketing Strategy	Simon Kingsnorth	Kogan Page
4	The Art of Digital Marketing	IAN DODSON	Wiley Publication

EVALUATION POLICY FOR THE ADD-ON COURSE

The basic philosophy behind the Evaluation policy for this 30 Hours Add-on course is to objectively judge the participants (students) whether the concepts were understandable to them or not and whether they could apply these concepts to solve numerical and conceptual problems. The Evaluation would be done through 2 components –

i) C1 Course-end Assessments (Written Test) [Total Marks: 30]

ii) C2 Practical /LAB [Total Marks: 20]

Total Marks of the Evaluation process would be – 50 Marks

TABLE FOR QUALIFICATION

TOTAL SCORE (OUT OF 50)	GRADE
45 – 50	O – OUTSTANDING
40 – 44	E – EXCELLENT
35 – 39	A – VERY GOOD
30 – 34	B – GOOD
25 -29	C – FAIR
BELOW 25	F – FAILED

GENERAL RULES AND REGULATIONS

1. Students must attend and appear for all the Module-End Assessments. If any student fails to submit any of the Module-End Assignments or fails to attend any of the Module End Assessment examinations , the particular Student would NOT BE ELIGIBLE FOR CERTIFICATE.

2. Students must attend and appear for the Course-End Assessment Examination. If any student fails to submit the Course-End Assessment or fails to attend the Course-End Assessment Examination , the particular Student would NOT BE ELIGIBLE FOR CERTIFICATE.

3. Students must attend and appear for the Course-End Viva. If any student fails to fails to attend the Course-End Viva, the particular Student would NOT BE ELIGIBLE FOR CERTIFICATE.

4. Total Marks of Course Evaluation will be 50 Marks.

5. Minimum 50% Marks has to be scored to receive any Certificate. There will be only ONE Attempt allowed for each of the Module-End Assessments and the Course-End Assessment.

6. There will be NO PROVISION for Backlog Clearance.

7. General Rules and Regulations of the College must be followed without any exception.

8. **Minimum 75% attendance is required to receive the certificate of the course.**