

BBA - Advance Diploma in Digital Marketing

Course Overview

“DIGITAL MARKETING!” - One of the most frequently mentioned buzzwords in marketing. Marketers praise it's the way to grow an online business and academies all over the World advertise their new digital marketing courses as the next big thing.

Course Outcome

This Digital Marketing course will transform you into a complete digital marketer with expertise in the top digital marketing domains. Digital Marketing training will help you gain expertise in various digital Media aspects like Keyword Planning, SEO, Social Media Marketing, Search Engine Marketing, Email Marketing, Affiliate Marketing, and Google Analytics. Understand the future of Digital Marketing and prepare for it.

Table of Content

- Marketing Fundamentals
- Designing and Building Web Presence
- Social Media Marketing (SMM)
- Search Engine Optimisation (SEO)
- Search Engine Marketing (SEM)
- Email & Affiliate Marketing

Prerequisites

Knowledge in Marketing and familiar with Internet.

Duration

Total 200 Hours of course

100 Hours of Online Theory

100 Hours of Offline Practical

Examination & Evaluation

SEMESTER-WISE SYLLABUS BREAKUP - Adv. Diploma in Digital Marketing								
SEMESTER	NAME OF THE PAPER	THEORY	PRACTICAL	TOTAL	THEORY	PRACTICAL	TOTAL	TOTAL
		HRS	HRS	HRS	MARKS	MARKS	MARKS	CREDITS
1st Sem	Marketing Fundamentals	20	20	40	60	40	100	4
2nd Sem	Designing and Building Web Presence	20	20	40	60	40	100	4
3rd Sem	Social Media Marketing	20	20	40	60	40	100	4
4th Sem	Search Engine Optimisation (SEO)	20	20	40	60	40	100	4
5th Sem	Search Engine Marketing (SEM)	20	20	40	60	40	100	4
Total		100	100	200	300	200	500	20

6th Sem	Pre-Placement Training Project Viva & Project work	Project Work		Project Viva		TOTAL	TOTAL
						MARKS	CREDITS
		60		40		100	4

Certifications:

On successful completion of 1st year, students will be awarded “Certificate in Digital Marketing”

On successful completion of 2nd year, students will be awarded “Diploma in Digital Marketing”

On successful completion of 3rd year, students will be awarded “Advance Diploma in Digital Marketing”

Internship

Eligible students may be offered internships subject to business requirements

Career Options after completing the course

Digital marketing career has a lot of scope regarding knowledge and earning money as well as socializing and gaining quite a lot about various technologies. Digital marketing not only gives you a chance to work in start-ups but also in big organizations and also offers a choice to work as a freelancer or start-up our own company.

Job Roles:

- Search Engine Optimization / SEO Executive
- Search Engine Marketing / SEM Specialist
- Social Media Marketing / SMM Expert
- Content Marketing Manager
- CRM Manager
- E-Commerce Manager
- Digital Agency Account Director
- Web Analytics Expert
- Email Marketing Manager
- Digital Marketing Manager
- Conversion Rate Optimizer
- Inbound Marketing Manager
- Freelancer
- Marketing Analyst

Advance Diploma in Digital Marketing Syllabus

Module : 1 Marketing Fundamentals

What is Marketing & Marketing Management?

How has Marketing changed over the years?

How is Digital Marketing Different from Marketing?

Understanding the Digital Consumer

Digital Marketing Channels

Digital Marketing Metrics

Module : 2 Designing and Building Web Presence

Introduction to Basics of Website

Importance of User Experience and Design

Best web designing ideas for digital marketing

Website Copywriting

Websites and Apps

Basics of Wordpress

Module : 3 Social Media Marketing

Social Media Introduction

Business Goals, Social Strategy & Metrics

Generating Business via Social Media

Engagement, Listening and Reputation Management

Paid Social Campaigns

Social Media Tools

Module : 4 Search Engine Optimisation (SEO)

Mindset for SEO

On Page Search Engine Optimization

Off Page Search Engine Optimization

Measuring SEO Efforts - Google Analytics

Google's SEO Updates

App Store Optimization

Module : 5 Search Engine Marketing (SEM)
Basic of SEM
Google ads , Display ads , Youtube ads
Campaign Optimization
Budget & Bidding
Conversion Tracking, Reporting & Mobile Ad Campaigns
Shopping Campaigns