

B. Com – Advance Diploma in Digital Marketing

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