ABOUT THE COURSE : DIGITAL MARKETING

TABLE 1	
OVERALL COURSE OBJECTIVE:	To equip learners with practical digital marketing skills, focusing on strategy development, campaign execution, analytics, and adaptation to dynamic digital trends.
LEARNING OUTCOME:	create custom templates that will allow you to stay on top of your content marketing using Adobe Express.
	Explore the homepage and familiarize with various featured tools such as All in one editor, Pre-defined graphics elements, templates, Photoshop Express, Image and video editing, working with PDFs, creating graphics including infographics, posters, presentations, flyers, logos, Stock images in Media, Drawing tools, Animate with audio, and many other.
	Work on removing background of an image, resize and crop images, convert to JPEG and PNG images, etc..
	Discover features such as Text to Image, Generative Fill, Text Effects of Adobe Express

TABLE 2: MODULE WISE COURSE CONTENT AND OUTCOME				
SL.NO	**MODULE NAME**	**MODULE CONTENT**	**MODULE LEARNING OUTCOME**	**DURATION (HRS)**
1.	Introduction to the Job role and career progression	Introduction and Orientation	Description of the job-role and its requirements Know more about career progressions both horizontal and vertical.	02:00
2.	Principles of Digital Marketing	2.1 Product Positioning and Brand Strategy: Benefits, type	What is product positioning? Benefits of product positioning Types	06:00

			and examples	of product positioning How to build a brand strategy	
		2.2 Search Engine Optimization	An overview of SEO; Metrics to measure SEO performance; Adding Your Website to Google Search Console	
		2.3 Social Media Marketing Channels	Know about YouTube, META, Twitter marketing	
3.	Introducing Adobe Express to create beautiful graphics	3.1 Getting Started with Adobe Express	Learn to create custom templates that will allow you to stay on top of your content marketing using Adobe Express	06:00
		3.2 Adobe Express: Home page and Features	Explore the homepage and familiarize with various featured tools such as All in one editor, Pre-defined graphics elements, templates, Photoshop Express, Image and video editing, working with PDFs, creating graphics including infographics, posters, presentations, flyers, logos, Stock images in	

			Media, Drawing tools, Animate with audio, and many other.	
		3.3 Using 'Quick Actions' in Adobe Express	Learn to remove background of an image, resize and crop images, convert to JPEG and PNG images, etc.	
		3.4 More on Adobe Express	Learn to use Adobe Express built-in design tools Learn how to use custom fonts and animations Learn how to organize and store all your brand assets for quick and easy use Learn how to download and share your designs	
4	Exploring the power of Generative AI in Adobe Express	4.1 AI and Generative AI	Get introduced to the 'Generative AI' technology and buzz around it.	04:00
		4.2 Generative AI Tools (Adobe Firefly, Adobe Express)	Familiarize with generative AI image editing tools such as Adobe Firefly, and its instance within Adobe Express for image generation and editing.	

		4.3 Generative AI features in Adobe Express	Discover features such as Text to Image, Generative Fill, Text Effects of Adobe Express	

TABLE 3: OVERALL COURSE LEARNING OUTCOME ASSESSMENT CRITERIA AND USECASES		
LEARNING OUTCOME	**ASSESSMENT CRITERIA**	**USECASES**
Effective Social Media Strategy	Develop and execute a comprehensive social media campaign, measure engagement and conversion rates.	Use Case 1: Promoting a new lifestyle product on social media plaforms. Task: Create and implement a social media campaign, targeting specific demographics, and analyze the engagement and conversion data.
		Use Case 2: Boosting social media presence for a local restaurant. Task: Develop a social media strategy to increase followers and engagement, focusing on local audience interaction.
Search Engine Optimizatio n (SEO)	Optimize website content, improve search engine rankings, analyze traffic data.	Use Case 1: Enhancing online visibility for a boutique hotel. Task: Implement SEO strategies to improve the hotel's website ranking and monitor the increase in organic traffic. Use Case 2: SEO for a new blog focused on fitness and wellness. Task: Optimize blog content for search engines to increase visibility and track audience growth.
Pay-Per-Click (PPC) Advertising	Design PPC campaigns, manage budgets, analyze ROI.	Use Case 1: Creating a PPC campaign for an online bookstore. Task: Set up and manage a Google Ads campaign to promote bestsellers, with a focus on budget management and ROI analysis. Use Case 2: Seasonal PPC advertising for an apparel brand. Task: Develop and execute a PPC strategy for a seasonal promotion, optimizing for high conversion rates.

Email Marketing	Design engaging email content, segment audience, analyze campaign effectiveness.	Use Case 1: Email marketing for an upcoming tech conference. Task: Create a series of promotional emails, targeting different segments of the tech community, and measure open and conversion rates. Use Case 2: Newsleder development for a health food startup. Task: Design and distribute a monthly newsleder, focusing on product updates and health tips, and analyze subscriber engagement.

SL.NO	Table No.4 - FINAL PROJECT
1	Develop a comprehensive digital marketing campaign for a new product launch.
2	Create and implement a content marketing strategy for a niche blog.
3	Design and execute a social media marketing campaign for a small business.
4	Develop an email marketing campaign for customer retention in e-commerce.
5	Plan and manage a Pay-Per-Click campaign for a service-based company.
6	Analyze web traffic and user behavior for a website using Google Analytics.
7	Create a digital marketing strategy for a nonprofit organization.
8	Build and optimize an SEO strategy for a local business's website.
9	Develop a video marketing campaign for a health and wellness brand.
10	Implement an influencer marketing strategy for a fashion label.
11	Design a digital branding strategy for a new tech startup.
12	Execute a targeted lead generation campaign for a B2B company.
13	Develop a crisis management plan for social media channels.
14	Plan and execute a mobile marketing strategy for an app launch.
15	Create a viral marketing campaign for a youth-centric product.
16	Design and implement a customer feedback system through digital channels.
17	Develop an affiliate marketing strategy for an online marketplace.
18	Execute a geotargeted advertising campaign for a local event.
19	Build a marketing automation workflow for a customer journey.
20	Create a data-driven content personalization strategy for an online platform.