

**COURSE NAME: Digital Marketing**

**COURSE OBJECTIVE:** By the end of the course

- Apply selected digital marketing tools in business settings.
- Analyse digital marketing issues by using the relevant concepts, frameworks, and principles.
- Evaluate digital marketing solutions.
- Propose a comprehensive marketing strategy and implementation plan to an organization with a focus on the current digital landscape.
- Prepare digital marketing collaterals and proposals
- Apply digital marketing strategies to promote the organization
- Conceptualize and execute the idea of coordinated email, WhatsApp, Social media marketing campaigns.

**COURSE CONTENT:**

**UNIT 1: Introduction to Digital Marketing, Website Design and Development**

- What is Digital Marketing?
- Importance of Digital Marketing in today's business landscape
- designing the customer journey in Digital Marketing
- Overview of various Digital Marketing channels

In this module of the Digital Marketing Course Syllabus, learners will be introduced to the concept of digital marketing and its significance in the current business landscape. They will have an insight on the various digital marketing channels and how they can be leveraged to reach the target audience effectively.

Basics of website design and development

- Elements of a good website
- Responsive web design and its importance
- user experience and user interface design
- Basics of HTML, CSS, and JavaScript

This module of the Digital Marketing Syllabus will cover the basics of website design and development. Learners will explore the elements of a good website and the importance of responsive web design. They will learn about user experience and user interface design principles. The module will also provide an introduction to HTML, CSS, and JavaScript.

## **UNIT 2: Search Engine Optimization (SEO) and Pay-Per-Click Advertising (PPC)**

- Introduction to Search Engine Optimization
- On-page and off-page SEO techniques
- Keyword research and analysis
- Google Analytics and Google Search Console
- Technical SEO and website audit

In this module of the Digital Marketing Course Syllabus, learners will be introduced to search engine optimization (SEO) and its importance in digital marketing. They will learn about on-page and off-page SEO techniques, keyword research and analysis, and technical SEO. The module will also cover how to conduct a website audit using tools such as Google Analytics and Google Search Console.

- Introduction to Pay-Per-Click Advertising
- Google Ads and Bing Ads
- Keyword research and selection
- Ad creation and optimization
- Campaign management and optimization

This module of the Digital Marketing Syllabus will cover pay-per-click advertising (PPC) and its importance in digital marketing. Learners will be introduced to Google Ads and Bing Ads and learn about keyword research and selection. They will also explore how to create and optimize ads and how to manage and optimize campaigns.

## **UNIT 3: Social Media Marketing & Email Marketing**

- Introduction to Social Media Marketing
- building different social media platforms
- Developing a social media strategy
- Creating and curating content for social media
- Social media advertising

In this module of the Digital Marketing Course Syllabus, learners will be introduced to social media marketing and its importance in digital marketing. Student will learn about different social media platforms and to develop a social media strategy. The module will cover creating and curating content for social media and how to advertise on social media.

- Introduction to Email Marketing
- Building an email list
- Creating effective email campaigns
- Email automation and segmentation
- Email marketing metrics and analysis

This module of the Digital Marketing Syllabus will cover email marketing and its importance in digital marketing. Learners will explore how to build an email list and create effective email campaigns. Student will also learn about email automation and segmentation and how to analyze email marketing metrics.



#### **UNIT 4: Content Marketing & Mobile Marketing**

- Introduction to Content Marketing
- different types of content
- Developing a content marketing strategy
- Creating and publishing high-quality content
- Content distribution and promotion

In this module of the Digital Marketing Course Syllabus, learners will be introduced to content marketing and its importance in digital marketing. Student will learn about different types of content and how to develop a content marketing strategy. The module will also cover creating and publishing high-quality content and how to distribute and promote content.

- Introduction to Mobile Marketing
- Mobile website design and development
- Mobile apps and app store optimization
- SMS and MMS marketing
- Mobile advertising

This module of the Digital Marketing Syllabus will cover mobile marketing and its importance in digital marketing. Learners will explore the basics of mobile website design and development and app store optimization. Student will also learn about SMS and MMS marketing and how to advertise on mobile devices.

#### **UNIT 5: Video Marketing, Analytics and Reporting**

- Introduction to Video Marketing
- Different types of video content
- Creating and editing videos
- Video marketing on different platforms
- Video metrics and analysis

In this module of the Digital Marketing Course Syllabus, learners will be introduced to video marketing and its importance in digital marketing. Student will learn about different types of video content and how to create and edit videos. The module will also cover video marketing on different platforms and how to analyze video metrics.

- Introduction to Analytics and Reporting
- Google Analytics and other analytics tools
- website traffic and user behaviour
- Measuring campaign effectiveness
- Reporting and data visualization

In this module of the Digital Marketing Syllabus, learners will explore the basics of analytics and reporting in digital marketing. Student will learn about Google Analytics and other analytics tools and how to measure website traffic and user behaviour. The module will also cover measuring campaign effectiveness and reporting and data visualization



## **COURSE OUTCOMES:**

### **Students will be able to:**

- a) Analyze the current digital landscape
- b) Differentiate traditional versus digital marketing
- c) Develop Digital marketing strategy and creative ideas for promotion of products and services of the company
- d) Acquire practical experience of Digital marketing tactics such as
  - Website development and design
  - Social media marketing
  - Content marketing
  - Search engine marketing
  - Online advertising
  - Email marketing
  - Marketing by using latest digital technologies

## **FOR FURTHER READING:**

Content marketing/content creating, advertising/sponsorship, influencer marketing, social media management/community management, paid media, building your following, contributing to forums, reviews.

## **REFERENCES:**

Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing–2013  
Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World –2013  
Hit Makers: The Science of Popularity in an Age of Distraction –2017

## **ONLINE REFERENCES**

<https://www.simplilearn.com/history-and-evolution-of-digital-marketing-article>  
<https://www.simplilearn.com/history-and-evolution-of-digital-marketing-article>  
<https://www.singlegrain.com/digital-marketing/best-online-marketing-companies/>  
<https://www.singlegrain.com/res/digital-marketing-agency/case-studies/>  
<https://www.zazzlemedia.co.uk/blog/coca-cola-digital-marketing>  
<https://www.digitalseoguide.com/digital-marketing/how-to-create-a-digital-marketingstrategy/>  
<http://www.mediaocean.com/digital-marketing-guide/overviewhistory>  
<https://www.webintegrations.co.uk>



## **SOFTWARE REQUIREMENT:**

Social media marketing - **Sprout Social, Loomly, Audiense** Email marketing- **HubSpot, SendGrid, lemlist, Moosend**

SEO (search engine optimization) - **Ahrefs, Clearscope, SEMrush**

Conversion optimization - **Unbounce, Optimizely, Hotjar** Lead enrichment - **Clearbit, Datanyze**

Landing page and lead capture – **OptiMonk, Typeform, mailmunch**

Graphic creation - **Creatopy, Visme's, Venngage**

## **HARDWARE REQUIREMENT:**

Screen size and resolution – minimum 15.6", 1920×1080 pixels (Full HD)

CPU – average-intensity Intel Core i5 minimum.

GPU (graphics card) – AMD Radeon RX Vega 8 or NVIDIA GeForce MX250.

RAM – 8 GB.

Battery life – minimum 13 hours.

## **INDUSTRY SCOPE:**

The scope of digital marketing is vast and encompasses various industries and sectors. Here are some of the industries that extensively utilize digital marketing strategies:

**E-commerce:** Digital marketing plays a crucial role in promoting online stores, attracting customers, and driving sales in the e-commerce industry. It involves strategies like search engine optimization (SEO), social media marketing, email marketing, and paid advertising.

**Retail:** Both online and brick-and-mortar retailers leverage digital marketing techniques to enhance brand awareness, engage with customers, and drive foot traffic to their stores. They utilize social media platforms, influencer marketing, content marketing, and personalized advertising.

**Financial Services:** Banks, insurance companies, investment firms, and other financial institutions employ digital marketing to acquire and retain customers. They use targeted advertising, content marketing, email campaigns, and social media strategies to reach their target audience.

**Hospitality and Travel:** Hotels, airlines, travel agencies, and tourism organizations heavily rely on digital marketing to promote their services, attract travelers, and increase bookings. They utilize search engine marketing (SEM), online travel agencies, social media advertising, and content marketing.

**Health and Wellness:** Digital marketing is instrumental in the health and wellness industry. Healthcare providers, fitness centers, wellness coaches, and

pharmaceutical companies utilize digital platforms to educate, engage, and connect with their target audience. They employ content marketing, social media marketing, and email campaigns to promote their products and services.

**Education:** Educational institutions, such as schools, colleges, and online learning platforms, employ digital marketing to reach prospective students and provide information about their courses. They use social media marketing, content marketing, email campaigns, and search engine optimization to attract and engage students.

**Automotive:** The automotive industry uses digital marketing to showcase new models, promote vehicle features, and drive sales. They utilize online advertising, video marketing, social media campaigns, and influencer partnerships to target potential car buyers.

**Technology:** Technology companies leverage digital marketing to create awareness, generate leads, and promote their products and services. They use content marketing, social media advertising, search engine marketing, and email campaigns to reach their target audience.

## **INDUSTRY USE CASES**

- Digitalization (Users/Customers Are Online)
- Targeted Audience Reach
- Quick Tracking, Monitoring, and Optimizing (Performance of Campaigns, etc.)
- Enables Brands To Provide a Better Interactive Experience via Digital Marketing Channels
- Dynamic Adaptability (Easier To Adapt and Change the Strategy)
- Remarkable ROI
- Stay Competitive

## **Placement Plan**

- Industry professionals will be invited in the Workshops and Hackthons for professional networking
- Industry connect Internships for all students will be provided through our AI- powered Industry connect digital platform [www.ulektz.com](http://www.ulektz.com)
- Job placement support will be provided through our Jobs portal [www.ulektzjobs.com](http://www.ulektzjobs.com) and AI- powered Industry connect digital platform [www.ulektz.com](http://www.ulektz.com)
- Physical job placement drives will be conducted in one or two regions, based on the volume of the students.