

ABOUT THE COURSE

COURSE NAME:	Digital Marketing
TOTAL DURATION:	45 Hrs
MODE OF DELIVERY	PHYSICAL CLASSROOM TRAINING AT RESPECTIVE COLLEGES
TOTAL MARKS:	75

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:	Develop an understanding of digital marketing landscapes and tools.
	Create and strategize digital content aligned with SEO principles.
	Plan and execute social media campaigns across different platform.
	Execute targeted email marketing campaigns.
	Manage PPC campaigns and online advertising strategies.
	Analyze and report digital marketing performance using analytics tools.
	Formulate a comprehensive digital marketing strategy.

TABLE 2: MODULE WISE COURSE CONTENT AND OUTCOME				
SL.NO	MODULE NAME	MODULE CONTENT	MODULE LEARNING OUTCOME	DURATION (HRS)
1	Introduction to Digital Marketing	Overview of digital marketing, trends, and tools.	Develop an understanding of digital marketing	5

			landscapes and tools.	
2	Content Marketing	Creation and strategy of digital content, SEO basics.	Create and strategize digital content aligned with SEO principles.	10
3	Social Media Marketing	Strategies for various social media plahorms, content planning.	Plan and execute social media campaigns across different plahorms.	
4	Email Marketing	Effective email campaign strategies, segmentation, personalization.	Execute targeted email marketing campaigns.	10
5	Pay-Per-Click (PPC) and Online Advertising	Google Ads, Facebook Ads, campaign setup, and management.	Manage PPC campaigns and online advertising strategies.	10
6	Web Analytics and Reporting	Using tools like Google Analytics, interpreting data.	Analyze and report digital marketing performance using analytics tools.	10
7	Digital Marketing Strategy	Integrating digital marketing components into a cohesive strategy.	Formulate a comprehensive digital marketing strategy.	

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 plahorms. Task: Create and implement a social media campaign, targeting specific demographics, and analyze the engagement and conversion data.

		<p>Use Case 2: Boosting social media presence for a local restaurant.</p> <p>Task: Develop a social media strategy to increase</p>
		<p>followers and engagement, focusing on local audience interaction.</p>
<p>Search Engine Optimization (SEO)</p>	<p>Optimize website content, improve search engine rankings, analyze traffic data.</p>	<p>Use Case 1: Enhancing online visibility for a boutique hotel.</p> <p>Task: Implement SEO strategies to improve the hotel's website ranking and monitor the increase in organic traffic.</p> <p>Use Case 2: SEO for a new blog focused on fitness and wellness.</p> <p>Task: Optimize blog content for search engines to increase visibility and track audience growth.</p>
<p>Pay-Per-Click (PPC) Advertising</p>	<p>Design PPC campaigns, manage budgets, analyze ROI.</p>	<p>Use Case 1: Creating a PPC campaign for an online bookstore.</p> <p>Task: Set up and manage a Google Ads campaign to promote bestsellers, with a focus on budget management and ROI analysis.</p> <p>Use Case 2: Seasonal PPC advertising for an apparel brand.</p> <p>Task: Develop and execute a PPC strategy for a seasonal promotion, optimizing for high conversion rates.</p>
<p>Email Marketing</p>	<p>Design engaging email content, segment audience, analyze campaign effectiveness.</p>	<p>Use Case 1: Email marketing for an upcoming tech conference.</p> <p>Task: Create a series of promotional emails, targeting different segments of the tech community, and measure open and conversion rates.</p> <p>Use Case 2: Newsletter development for a health food startup.</p> <p>Task: Design and distribute a monthly newsletter, focusing on product updates</p>

		and health tips, and analyze subscriber engagement.
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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.

TABLE 5: COURSE ASSESSMENT RUBRICS (TOTAL MARKS: 75)				
ASSESSMENT CRITERIA	DESCRIBE THE CRITERIA OF THE BELOW CATEGORY PERFORMANCE			TOTAL MARKS
	FAIR	GOOD	EXCELLENT	
Strategy Development	Basic strategy with minimal creativity.	Good strategy with clear objectives.	Innovative and comprehensive strategy.	25
Campaign Execution	Basic execution with limited reach.	Good execution with measurable results.	Excellent execution with significant impact.	25
Analytics and Optimization	Basic use of analytics, minimal optimization.	Effective use of analytics, good optimization.	Expert use of analytics, excellent optimization.	25