

<b>COURSE NAME:</b>	Digital Marketing
<b>TOTAL DURATION:</b>	45 Hrs
<b>MODE OF DELIVERY</b>	PHYSICAL CLASSROOM TRAINING AT RESPECTIVE COLLEGES
<b>TRAINER TO STUDENT RATIO:</b>	1:50
<b>TOTAL MARKS:</b>	75

**Table 1**

<b>OVERALL COURSE OBJECTIVE:</b>	<ol style="list-style-type: none"> <li>1. Digital marketing concepts and their applications in various business contexts.</li> <li>2. Equip learners with analytical and strategic skills for developing and optimizing marketing campaigns.</li> <li>3. Foster critical thinking for identifying and leveraging market opportunities through competitive analysis and trend forecasting.</li> <li>4. Develop the ability to create innovative and sustainable digital revenue streams.</li> <li>5. Build hands-on expertise with the latest digital marketing tools and techniques, enabling effective decision-making and implementation.</li> </ol>
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<b>LEARNING OUTCOME:</b>	<ol style="list-style-type: none"> <li>1. Design and implement comprehensive online marketing strategies, evaluating their effectiveness through data-driven analysis to achieve business goals.</li> <li>2. Critically analyze competitors and predict market trends using advanced forecasting techniques to inform strategic decisions.</li> <li>3. Develop and execute innovative approaches to enhance and manage brand reputation across digital platforms, ensuring alignment with organizational objectives.</li> <li>4. Create and optimize sustainable passive income models through strategic application of affiliate marketing, blogging, and influencer partnerships.</li> <li>5. Integrate and innovate with advanced digital marketing tools and strategies, including SEO, PPC,</li> </ol>
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	email marketing, content marketing, analytics, and automation, to enhance campaign performance.
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<b>TABLE 2: MODULE WISE COURSE CONTENT AND OUTCOME</b>				
<b>SL.NO</b>	<b>MODULE NAME</b>	<b>MODULE CONTENT</b>	<b>MODULE LEARNING OUTCOME</b>	<b>DURATION (HRS)</b>
1	Advanced SEO and Lead Generation	Advanced keyword research, AI-driven SEO tools, conversion rate optimization, funnel building, competitive SEO analysis.	Implement advanced SEO techniques to improve ranking, and create effective lead generation funnels.	<b>8</b>
2	Social Media Strategy & Management Paid Ads & Campaign Management	Platform-specific strategies for Facebook, Instagram, LinkedIn, Twitter, TikTok; Content calendar creation, community management. Advanced PPC campaigns on Google, Bing, and social media; A/B testing, retargeting strategies, audience segmentation.	Craft data-driven social media strategies to build engagement and generate leads. Design and manage high-ROI ad campaigns using PPC and display networks with performance analysis.	<b>12</b>
3	Content Marketing & Copywriting	Creating high-impact content for various platforms, SEO-friendly copywriting, visual content strategy,	Develop and execute compelling content strategies that align with brand	<b>7</b>

		storytelling techniques.	and audience needs.	
4	Analytics & Data Insights	Advanced Google Analytics, GA4, data interpretation, conversion tracking, attribution modeling, reporting, and KPI setting.	Analyze data to optimize marketing strategies, identify trends, and make data-driven decisions.	<b>6</b>
5	Email Marketing & Automation Online Reputation & Brand Management	Segmentation, personalized marketing, lifecycle marketing, automation workflows, deliverability optimization, and testing. Crisis management, social listening tools, ORM tactics, influencer outreach, reputation recovery tactics.	Build and automate personalized email campaigns that nurture leads and improve engagement. Enhance and protect brand reputation across channels using effective ORM strategies.	<b>12</b>

**TABLE 3: OVERALL COURSE LEARNING OUTCOME ASSESSMENT CRITERIA AND USE CASES**

<b>LEARNING OUTCOME</b>	<b>ASSESSMENT CRITERIA</b>	<b>Performance Criteria</b>	<b>USE CASES</b>
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Advanced SEO Techniques	Complete an SEO audit and create a 90-day action plan	Planning and strategizing the industry specific requirements	Execute a 90-day SEO strategy for a website, tracking keyword and traffic growth.
Lead Generation Funnel Creation	Design a lead gen funnel with conversion tracking	Ability to set up campaign with right set of audience and making sure the final output	Develop and optimize a lead funnel using paid ads and organic strategies.
PPC Campaign Management	Create segmented ad sets for multiple objectives	Analyze the user mindset on advertisements. Pick the right set of campaigns for the future promotions	Run A/B tested ad campaigns with targeted audiences for lead generation and brand awareness.
Social Media Content Strategy	Develop and manage a 30-day content calendar	Ability to build customized plan for social media presence to understand the business engagements	Create a monthly content plan for social media platforms, focusing on engagement and conversions.
Data-Driven Decision Making	Provide insights and actionable recommendations	Able to analyze the insights of the campaign and interpret it future goals of the campaign	Analyze Google Analytics data to optimize a marketing strategy based on KPIs and trends.
Email Marketing Automation	Set up automated workflows	Ability to check the logical flow for automations in email marketing	Implement segmented email sequences for lead nurturing and retention campaigns.

Online Reputation Management (ORM)	Manage crisis response and influencer engagement	How learner able to respond with right set of answers and tools to handle and manage the ORM	Respond to negative reviews and improve brand image through influencer outreach.
Brand Positioning Through Content	Craft brand-focused content for specific platforms	Analyze the brand persona and reach the right users with right content	Design content that resonates with target audiences across different platforms like LinkedIn and Facebook.
Conversion Rate Optimization (CRO)	Test and optimize conversion paths	Able to visualize and take better action against conversion flow	Improve website conversion rates through A/B testing on landing pages and checkout pages.
Competitor Analysis and Benchmarking	Perform a competitor analysis and report key findings	Ability to check how competition work in the market as similar to the own product	Analyze competitor campaigns to identify strengths and weaknesses for a targeted strategy.
Affiliate Marketing Setup	Create a monetized affiliate marketing plan	Able to partnership companies program commission structure and create right set of approaches towards product	Set up an affiliate program with conversion tracking and establish partnerships.
Blog Content Strategy and SEO	Develop a blog calendar with SEO-focused	Verify the potential backlink generation for blogs and create	Execute a 3-month blog strategy

	content	a right strategy for blogs	targeting keywords that enhance brand visibility and engagement.
Video Marketing and Engagement	Create a YouTube content plan with promotional strategies	Ability to Evaluate YouTube audience, reach, actions and monetization	Launch a YouTube channel, produce engaging videos, and promote content across social media.
Analytics Dashboard Creation	Set up a Google Analytics custom dashboard with KPIs	Ability to visualize the spends and the results in the single dashboard	Design a dashboard that tracks key metrics for insights into campaign performance and ROI.
Event Tracking with Google Tag Manager	Implement Google Tag Manager for event tracking	Measuring the right parameters for campaigns to improve its efficiency	Set up event tracking on a website to measure user actions and conversion paths.
Crisis Management for PR	Develop a crisis management plan	Able to evaluate and plan the negative remarks and reviews and turn it to positive feedbacks	Simulate a response strategy for a negative PR event and assess its effectiveness.
Social Listening and Engagement	Use social listening tools to assess brand sentiment	Exhibit efficiency of social tools to improve the engagements	Monitor brand mentions and user feedback, and respond to enhance online reputation.

Influencer Marketing Campaign	Launch an influencer campaign with measurable goals	Ability to tap the right set of audience from influencers	Partner with influencers, track engagement, and assess reach and impact on brand awareness.
Multi-Channel Attribution Analysis	Create a report using Google Analytics attribution model	Ability to evaluate the different zones of traffics for a link and manage to accordingly	Analyze traffic sources and identify the most effective channels for conversions.
Community Building on social media	Establish a social media community with active engagement	Able to connect with right set of audience relevant to the product or service	Grow a brand's following, manage community interactions, and foster brand loyalty.

**TABLE 4: LIST OF FINAL PROJECTS (PROJECTS THAT COMPREHENSIVELY COVER ALL THE LEARNING OUTCOME)**

<b>SL.NO</b>	<b>FINAL PROJECT</b>
1	Conduct a full SEO audit and implement SEO improvements for a multi-page website.
2	Create a lead generation funnel with retargeting for a specified product or service.
3	Develop and execute a social media campaign calendar for 1 month.
4	Design an A/B tested PPC campaign on Google and social media, providing performance reports.
5	Implement a 3-month content marketing strategy for a blog, optimized for SEO and engagement.
6	Set up automated email campaigns segmented by lead stage and interests.

7	Launch a YouTube channel, create content, and promote videos organically.
8	Create and optimize a Google Analytics dashboard with custom KPIs.
9	Set up and analyze a Google Tag Manager implementation for website event tracking.
10	Manage an ORM strategy to counter negative feedback and improve brand reputation.
11	Launch an influencer marketing campaign, measuring reach and engagement.
12	Create a multi-channel attribution model report using Google Analytics.
13	Implement a crisis management plan for a simulated negative PR scenario.
14	Create a professional LinkedIn ad campaign and track engagement metrics.
15	Establish a brand's social media community and manage interactions for 1 month.
16	Design and test landing pages optimized for conversions.
17	Set up a Bing Ads campaign and analyze its effectiveness compared to Google Ads.
18	Build an e-commerce mini-site with integrated payment and tracking.
19	Optimize a Google Ads campaign for cost-per-lead reduction.
20	Create a comprehensive report analyzing all project metrics, trends, and ROI.

<b>TABLE 5: COURSE ASSESSMENT RUBRICS (TOTAL MARKS: 75)</b>					
<b>ASSESSMENT CRITERIA</b>	<b>Learning Outcome</b>	<b>Fair (1-5)</b>	<b>Good (6-10)</b>	<b>Excellent (11-15)</b>	<b>TOTAL MARKS</b>



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Complete an SEO Audit and Create Action Plan	Analyze website performance and propose a 90-day action plan for SEO optimization.	Identifies basic issues with limited recommendations; lacks a detailed action plan.	Identifies key issues; provides actionable steps for optimization, though some lack prioritization or depth.	Conducts a comprehensive audit; creates a detailed, well-prioritized 90-day action plan with measurable goals.	15
Design a Lead Generation Funnel	Develop a lead generation funnel with conversion tracking to optimize customer acquisition.	Designs a basic funnel with limited tracking and analysis; lacks integration with business objectives.	Creates a functional funnel with adequate conversion tracking; demonstrates understanding of lead flow optimization.	Designs a highly effective lead gen funnel with advanced tracking, clear objectives, and seamless integration into business strategies.	15
Create Segmented Ad Sets for Objectives	Develop segmented ad sets tailored to multiple marketing objectives for targeted audience reach.	Creates basic ad sets with limited segmentation; lacks alignment with specific objectives.	Develops segmented ad sets with moderate targeting; aligns most with marketing objectives.	Designs highly segmented and effective ad sets for multiple objectives; achieves precise targeting and optimizes campaigns for maximum ROI.	15

Develop and Manage a Content Calendar	Plan and manage a 30-day content calendar to support marketing goals and audience engagement	Creates a basic calendar with inconsistent content flow; lacks alignment with SEO or engagement strategies.	Develops a structured calendar with clear objectives; demonstrates moderate SEO focus and content variety.	Designs and executes a well-organized content calendar; aligns content with SEO goals and ensures consistent, high-quality audience engagement.	15
Provide Insights and Recommendations	Analyze performance metrics to provide actionable insights and strategic recommendations.	Provides general insights with minimal actionable recommendations; lacks detailed data interpretation.	Analyzes key metrics effectively; offers actionable recommendations but with moderate strategic alignment.	Provides deep analysis and actionable, strategic recommendations; supports insights with comprehensive data interpretation and alignment with business goals.	15