

STC - NETWORKS ACADEMY CURRICULUM – 2023

Course Objective:

Develop a Strong Foundation: Digital Marketing Course aims to provide students with a solid foundation on the fundamental concepts, principles, and strategies of digital marketing. This includes topics such as search engine optimization (SEO), social media marketing, content marketing, email marketing, pay-per-click (PPC) advertising, and analytics, creating engaging content, selecting appropriate channels, and measuring campaign performance.

Course Outcome:

- Foster Creativity and Innovation, Course would encourage students to think critically, generate innovative ideas, and develop creative strategies to solve marketing challenges in the digital realm.
- Develop Communication and Collaboration Skills: Digital marketing often involves working in teams and communicating effectively with clients or colleagues. The Course would focus on developing students' communication, collaboration, and presentation skills to effectively convey marketing messages and work collaboratively on projects.
- Hand on Experience in Ethics and Legal Considerations: Students would be aware of ethical and legal considerations in digital marketing, such as data privacy, intellectual property rights, and advertising regulations.

Module 1: Introduction to Digital Marketing & Website Development

- Overview of digital marketing
- Importance and benefits of digital marketing
- Digital marketing trends and strategies
- Key digital marketing channels

- Introduction to website builders and content management systems
- Creating a personal website to showcase skills, achievements, or business offerings

- Optimizing personal websites for search engines and user experience

- WordPress Website Development:

 - Tools: WordPress, Elementor, Divi, Beaver Builder, Gutenberg, WPBakery Page Builder.
 - Description: This module focuses on creating and managing websites using the WordPress platform. Students will learn about themes, plugins, customization, and website maintenance.

Module 2: Search Engine Optimization

✓ SEO (Search Engine Optimization):

- Tools: Google Search Console, Moz, SEMrush, Ahrefs, Yoast SEO, Screaming Frog, Google Keyword Planner, Google Trends.
- Keyword research and analytics.
- On page optimization. □ Off page optimization.
- Content Writing / Blog Writing.
- Email Marketing tools
- Google My Business and Local SEO
- Description: This module covers techniques to improve a website's visibility in search engine results. Students will learn keyword research, on-page optimization, link building, and technical SEO.

Module 3: Google Ads / Search Engine Marketing (SEM)

- Introduction to search engine marketing
- Pay-per-click (PPC) advertising with Google Ads
- Keyword research and ad targeting
- Ad campaign optimization and tracking
- Create and execute Google Search Campaign.
- Create and execute Google Display & Video Campaign.
- Create and execute Google Shopping and App Campaign.

✓ SEM (Google Ads):

- Tools: Google Ads, Keyword Planner, Google AdWords Editor.
- Description: This module focuses on creating and managing paid advertising campaigns on the Google Ads platform. Students will learn keyword research, campaign setup, ad creation, bidding strategies, and campaign optimization.

Module 4: Social Media Marketing

- Introduction to social media platforms (Facebook, Instagram, Twitter, LinkedIn, etc.)
- Developing a social media strategy
- Creating engaging social media content

- Social media advertising and analytics

- Facebook Ads:
 - Tools: Facebook Ads Manager, Facebook Business Manager.
 - Description: This module covers creating and managing paid advertising campaigns on Facebook. Students will learn audience targeting, ad formats, budgeting, campaign optimization, and tracking.

✓ LinkedIn Marketing:

- Tools: LinkedIn Campaign Manager.
- Description: This module teaches students how to leverage LinkedIn for marketing and advertising purposes. They will learn to create sponsored content, target specific audiences, use LinkedIn analytics, and measure campaign performance.

✓ Twitter Marketing:

- Tools: Twitter Ads, Twitter Analytics.
- Description: This module focuses on using Twitter for marketing purposes. Students will learn how to create effective ad campaigns, target specific audiences, utilize Twitter analytics, and engage with followers.

✓ YouTube Optimization:

- Tools: YouTube Studio, YouTube Analytics.
- Description: This module covers strategies to optimize YouTube channels and videos for increased visibility and engagement. Students will learn about keyword research, video metadata, thumbnails, annotations, and YouTube analytics.

Module 5: Analytics and Reporting

- Introduction to web analytics tools (Google Analytics, etc.)
- Key performance indicators (KPIs) and metrics
- Data analysis and interpretation □ Reporting and performance optimization

✓ Google Tag Manager:

- Tools: Google Tag Manager.
- Description: This module teaches students how to manage and deploy website tags and tracking codes without editing the website's code directly. They will learn to implement various tracking pixels, conversion tracking, and event tracking.

✓ Google Search Console:

- Tools: Google Search Console.
- Description: This module covers the use of Google Search Console for monitoring website performance, submitting sitemaps, analyzing search traffic, and resolving indexing issues.

✓ Google Analytics GA4:

- Tools: Google Analytics GA4.

Description: This module provides an overview of Google Analytics and its advanced features. Students will learn to set up tracking, analyze website data, create custom reports, and measure key performance indicators.