


Naipunnnya School of Management Cherthala



Department of Computer Science and Applications

ADD-CSA-09: Certificate in Digital Marketing


Head of the Department
Dept of Computer Science and Applications
NAIPUNNYA SCHOOL OF MANAGEMENT
CHERTHALA





FR. BAIJU GEORGE
PRINCIPAL
NAIPUNNYA SCHOOL OF MANAGEMENT

ADD-CSA-09: Certificate in Digital Marketing (30 Hours)

Aim

To update and expand skills in Digital Marketing

Course Objective

- Develop a digital marketing plan that will address common marketing challenges
- Articulate the value of integrated marketing campaigns across SEO, Paid Search, Social, Mobile, Email, Display Media, Marketing Analytics.
- Recognize Key Performance Indicators tied to any digital marketing program
- Improve Return on Investment for any digital marketing program
- Launch a new, or evolve an existing, career path in Digital Marketing.

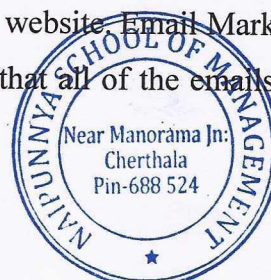
Syllabus

Module1: Introduction to Digital Marketing, defining digital marketing, how is it different from traditional marketing and why is it relevant now? Search Engine Optimisation (SEO), Techniques used to optimize any article, website, or blog for traffic & revenue generation.

Module 2 Social Media Marketing Using different social media platforms (Facebook/Instagram/Twitter) to connect with the audience & convert them to a call of action (purchase or form filling). Search Engine Marketing Techniques used to increase the visibility of your webpage on Google search results (SERP); Search engine marketing mostly revolves around paid search advertising (text-based ads that are visible on top of every search result).

Module 3: Web Analytics, Analysing the behaviour of visitors to a website through reports based on traffic sources, referring sites, page views, and conversion rates of that website. E-Commerce Management Maintenance of an online product-listing website through product keyword research, product pricing, positive reviews, and customer retention.

Module 4: Planning and Creating a Website How to create a website on WordPress and later use website analytics to track the behaviour of visitors to a website. Email Marketing, how to create and send product-based emails in bulk, and ensure that all of the emails have a good open rate and conversion rate.



Module 5: Content Strategy, how to create content that matches the user intent and also your business goals. Affiliate Marketing, Generation of traffic via a third party (company/website). The third party is paid a commission fee to drive traffic to your website.

Course Outcome

- Analyse the confluence of marketing, operations, and human resources in real-time delivery.
- Demonstrate cognitive knowledge of the skills required in conducting online research and research on online markets, as well as in identifying, assessing and selecting digital market opportunities.
- Explain emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks.

References

1. Digital Marketing 2021: - Michael Branding.
2. Digital Marketing for Business 2022: - Christopher Clarke, Adam Preace
3. Digital Marketing Essentials You Always Wanted to Know: - Vibrant Publishers

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