

Digital Marketing

Industry Partner: Google

Digital Marketing is an extraordinary marketing strategy that is implemented in digital platforms to reach the target audience. The demand for Digital Marketing professionals is more than the supply and this helps in creating abundant job opportunities for all technical and non-technical graduates. This digital marketing course is designed to help you to master the fundamentals of the digital marketing which includes SEO, PPC, Email Marketing, Digital Display Advertising, Social Media Marketing, Mobile Marketing, Analytics and Strategy & Planning. Digital Marketing is one of the world's fastest growing platforms, and this course will promote you in the marketplace with a rewarding career in Digital Marketing.

Pre-Requisite

- Familiarity with the internet is sufficient
- Good Computer knowledge

Course Objective

- Upon successful completion of the course, participants should be able to:
- Understand the Search Engine
- Explore the Analytics
- Develop a digital marketing plan that will address common marketing challenges
- Launch a new or evolve an existing career path in Digital Marketing.

Course Outline

The contents of this course are designed to support the course objectives. The following focus areas are included in this course:

- Module 1: Introduction to Digital Marketing
- Module 2: Search Engine Marketing (SEO)
- Module 3: Search Engine Marketing (PPC)
- Module 4: Email Marketing
- Module 5: Digital Display Advertising
- Module 6: Social Media Marketing
- Module 7: Mobile Marketing
- Module 8: Analytics
- Module 9: Strategy & Planning

Hardware & Software Requirements

- 32/64-bit OS of Microsoft® Windows® 10/8



- 2.5 GHz or greater Processor
- 2 GB RAM
- 10 GB Diskspace
- 5 mbps speed Internet