

Course Name : Certificate Course in Digital Marketing

Course Code : C19

Eligibility : 10+2

Fee : Rs 4,000/-

Duration : 03 Months (120 Hrs)

| Subject code | Subject | Topics | T | P | Total Dur. Hrs. |
|--------------|----------|---|----|----|-----------------|
| C19-01 | Overview | <ul style="list-style-type: none">- Digital Marketing<ul style="list-style-type: none">o Traditional Marketing vs. Digital Marketingo Importance of Digital Marketing in Today's Worldo Key Components of Digital Marketing- Overview of Web Design & Development<ul style="list-style-type: none">o What is Web Design?o User Experience (UX) vs. User Interface (UI)o Tools for Web Designo Introduction to HTML and Creating First HTML Pageo Introduction to CSSo Styling Text and Layoutso Introduction to JavaScripto Adding JavaScript to HTMLo Creating a simple, fully functional web page using HTML, CSS, and JavaScript- Search Engine Optimization<ul style="list-style-type: none">o Introduction to SEO & Keyword Researcho On-Page SEO Best Practiceso Technical SEO Fundamentals | 20 | 30 | 50 |

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| | | <ul style="list-style-type: none"> ○ Off-Page SEO & Link Building ○ SEO Analytics & Reporting - Google Search Console <ul style="list-style-type: none"> ○ Overview of Google Search Console and Account Setup ○ GSC Dashboard Walkthrough and Performance Reports ○ URL Inspection Tool and coverage reports ○ Mobile Usability Report, Core Web Vitals, Enhancements Section ○ Security Issues - E-mail Marketing <ul style="list-style-type: none"> ○ Email Marketing Basics ○ Building and Growing an Email List ○ Crafting Effective Email Campaigns ○ Best Practices for Open Rates, Click-Through Rates (CTR) ○ Introduction to MailChimp, Constant Contact, etc. ○ Automating Email Campaigns | | | |
| C19-02 | SEO | <ul style="list-style-type: none"> - Introduction to SEO – <ul style="list-style-type: none"> ○ What is SEO, Types of SEO. - WordPress <ul style="list-style-type: none"> ○ Setting Up WordPress. ○ SEO Plugins. ○ Creating SEO-Friendly Content. ○ Permalinks and URL Structure. ○ Optimizing Site Speed. - Google Analytics <ul style="list-style-type: none"> ○ Setting Up Google Analytics. ○ Understanding the Dashboard. | 20 | 50 | 70 |

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| | | <ul style="list-style-type: none"> ○ Tracking User Behavior. ○ Goals and Conversions. ○ Analyzing Traffic Sources. - Facebook Marketing <ul style="list-style-type: none"> ○ Introduction to Facebook for Businesses ○ Creating Engaging Content ○ Facebook Ads Basics ○ Analyzing Facebook Insights - Youtube Marketing <ul style="list-style-type: none"> ○ Setting Up a YouTube Channel ○ Creating Video Content ○ YouTube SEO ○ Analyzing YouTube Analytics - Google Ads <ul style="list-style-type: none"> ○ Introduction to Google Ads ○ Types of Ads ○ Keyword Research for Google Ads ○ Creating Effective Ad Campaigns ○ Analyzing Campaign Performance - Rating of websites <ul style="list-style-type: none"> ○ Introduction to Website Rating ○ Using Tools ○ SEO Audits ○ Competitor Analysis | | | |
| Total | | | 40 | 80 | 120 |