NIELIT Delhi Centre
Short Term Courses –Certificate Course in Digital Marketing

Objective of the Course:
To provide an in-depth training in use of Internet marketing. The course also helps the candidates to get acquainted with IT.

Learning Outcomes:
After successful completion of the course students will be able to explore the role and importance of digital marketing in today's rapidly changing business environment.

Duration of course: 60 hrs

Course Fees:`8000/- + GST

Outline of Course:

S. no	Topic/module	Durations in hrs
1	Digital Marketing Overview	8
2	Web Design & Development & Overview of Social Media Marketing	12
3	Search Engine Optimization	15
4	Creating Blogs for Social Media Branding	5
5	Social Media Optimization	6
6.	Social Media Marketing	4
7.	Social Media Tools	10

Pre Requisites: Knowledge of Basic Computer and Internet

References:
1. Fundamentals of Digital Marketing by Pearson
2. Learn Digital Marketing Full tutorial

Hardware Requirement:
1. PC with High Speed Internet Connectivity
2. Operating System: Window 7 or latest
3. RAM: 4GB, HDD 500 GB

Course Contents:

S. No	Topic
1.	• Basic of Online Marketing • Internet Marketing vs Traditional Marketing • Search Engine Basic • Key points of Internet Marketing • Terminology in internet marketing • Platforms for promotions • Trending in digital marketing • Business promotions using internet marketing techniques • Structure of Online Marketing • Fundamentals of Google Algorithm
2.	**Web Design & Development & Overview of Social Media Marketing** **HTML Basics** • Web Page Basics: What is HTML, JavaScript,CSS • Basic HTML Tags to create a web page • HTML Tags for SEO • Defining and Implementing the Social Media Plan. • Domain optimization • Meta tags Optimization • Content Optimization
3.	**Search Engine Optimization** • Overview of SEO • Working of SEO • Objective of SEO • Types of SEO • Onpage SEO • Ways of Linking • Techniques of SEO • Blog Commenting • Process of Backlinks • Directory Submission • Article Submission • PDF Submission • Classified Submission • Social Bookmarking
4	**Creating Blogs for Social Media Branding** • Understanding Blogs, Setting up of Blogs on different Platforms • BlogSpot

3.		• Wordpress • Typepad • Tumblr • Promotion of Blogs through Blog Commenting • Videos and Content in Blog • Themes for Blog • Monitoring and Analyzing Blog Traffic through Google Analytics
5.		**Social Media Optimization** • Overview of Social Media • Social Media Uses • Social Media Platforms • Benefits of social media • Targeting right audience • Social media tools • Adding large number of friends in single click • Growth on Instagram • Using Pinterest
6.		**Social Media Marketing** • Google Analytics • Facebook Marketing • LinkedIn Marketing • Twitter Marketing • Video Marketing • Instagram marketing • Pinterest Marketing • Online Display Advertising • Ecommerce Marketing • Mobile Web Marketing • Content Marketing
7.		**Social Media Tools** • URL shortening Tools • RSS Feed connecting tools • Buffer and Hootsuite Social Media tools • Image Sharing Tools - Google Picassa • Flickr & Photobucket • Tools to Increase followers and Fans