



Hirachand Nemchand College of Commerce (Autonomous), Solapur

Dept. of Management Studies

(Affiliated to P. A. H. Solapur University, Solapur)



Certificate Course on Digital Marketing

Course Structure (Additional Course)

Certificate Course Code: CCDM

Duration: 40 Hrs.

Introduction to Course:

We now live in the age of Millennials (people born after 1990). Millennials are the people who are restless and want instant gratification. Millennials are the people who are more interested to experiment with new tools like Instagram, Pinterest, Tumblr, Snapchat and WhatsApp. If they are unhappy with you, they can bring down your brand with trolling, hacking and offensive blogging. To manage them, you need new age tools and strategies like Artificial Intelligence, Growth Hacking, Online Buzz Marketing and Online Reputation Management (ORM). Google created a revolution by introducing tools like AdWords and Google Analytics through which companies can track the effectiveness of their marketing campaigns and pay as per the results achieved. They introduced pricing models like PPC (Pay-Per-Click), PPM (Pay-Per-Mille) and PPA (Pay-Per-Acquisition) which brought a lot of transparency and accountability in the advertising and marketing world.

Today, the communication through online platforms has become a key element of Integrated Marketing Communication strategy and changed the way how organizations communicate with their stakeholders. Organizations have started using internet and digital devices in their main marketing strategy in the form of digital marketing. Digital marketing is rapidly growing force in the present marketing domain and is set to be the future of marketing. It has resulted in numerous opportunities and avenues for advertising and marketing both in domestic and international business environment.

India has witnessed an exponential growth in the internet and mobile phones users during the recent decade. It has opened a wide range of communication tools for the individuals and

organizations. Therefore, there is a need to understand the fundamentals of Digital Marketing and to inculcate the skills of digital marketing among students. In this background, a course on Digital Marketing has been designed which aims to build conceptual foundation of digital marketing and to develop the students' skills to plan, implement and monitor digital marketing campaigns in globalized environment. The target audience of this course is primarily students pursuing MBA, BBA & B.Com and other management related courses. However, anyone who wants to leverage the power of digital marketing in his business or profession may join this course.

Pre-requisites of the course: Basic Knowledge of internet browsing, testing and analytical mindset.

Outcome of the Course:

1. It's High in Demand
2. It will help you to Kick Start your career
3. It does not require a specific academic background
4. The industry is always evolving
5. Good earnings

Course Content:

Unit 1: Introduction to Digital Marketing and its Significance (8 Hours)

- Concept of Digital Marketing and its Significance
- Traditional Marketing Vs Digital Marketing
- Marketing 4.0 in digital Economy
- Moving from Traditional to Digital Marketing
- Integrating Traditional and Digital Marketing

Unit2: Web Design and Development & Search Engine Optimization (6 Hours)

- Understanding Domain and Webhosting
- Search Engine Optimization
- Search Engine Results Page (SERP)
- Search Engine Marketing (SEM)
- Designing and Monitoring search campaigns
- Designing and Monitoring Display campaigns
- Designing and Monitoring Video campaigns

Unit 3: E-mail & Social Media Marketing (SMM) (12 Hours)

- E-mail Marketing
- Mobile Marketing
- Social Media Marketing (SMM);
- Introduction and Significance Facebook Marketing
- Setting up Facebook Advertising Account
- Understanding Facebook Audience and its Types
- Designing Facebook Advertising Campaigns
- Twitter Marketing: Basics
- Designing Twitter Advertising Campaigns
- Introduction to LinkedIn Marketing
- Developing digital marketing strategy in Integration form
- Instagram Advertising Campaigns

Unit 4: Pay per click & Digital Marketing Process (10 Hours)

- Pay Per Click Advertising: Introduction
- Pay Per Click Advertising: Google Adword
- Types of Bidding strategies
- Blogging
- Affiliate Marketing
- Inbound Marketing and Lead Generation
- Content Marketing
- Creating Online Buzz
- Growth Hacking
- Artificial Intelligence and Chatbots
- Online Reputation Management
- Online Crowdfunding
- Digital Display Advertising

Unit 5: Analytics (4 Hours)

- Web Analytics and Google Analytics
- Google Tools for the Digital Marketing

Course Certificate:

Tests will be conducted after completion of every unit, it is of 30 marks (5*30 = 150 Marks). Final test of 100 Marks, 40% weightage for Internal Assessment & 60% weightage for final exams, minimum 50% score are required for getting certificate