

Title of Certification Course: Certificate Course In Digital Marketing

Name of Institution: Smt. R.P. Chauhan Arts & Shri J.K. Shah & Smt. K.D. Shah Commerce College & Department Of KRP Darjee Indo-American Institute Of Computer Science, Vyara

Course Credit for Proposed Course: 3

Total Course Hours: 30

Objective of the Course: This course is designed to give sufficient knowledge to a candidate in area of digital marketing and SEO, so that he/she can pursue SEO as a career after graduation.

Pre-requisite: Overview of Website Development, HTML, CSS

Expected Outcomes of the Course: Prepare students with understanding of SEO & CMS.

Course Nature: (Theory / Practical / Field based or Blended) Blended

Eligibility Criteria of Participants: A candidate pursuing graduation in Computer Science

Course Syllabus

- 1 Digital Marketing Concepts
 - 1.1 Concept of marketing and digital marketing
 - 1.2 Difference between traditional marketing and digital marketing
 - 1.3 Process of digital marketing
 - 1.4 Converting Traffic into Leads, Types of Conversion, Understanding Conversion Process
 - 1.5 Tools for digital marketing
- 2 Search Engines & Optimization
 - 2.1 Search Engine: Definition, Working
 - 2.2 On page, off page and technical SEO
 - 2.3 Black hat and White hat SEO
 - 2.4 Google's SEO algorithms
 - 2.5 Keyword planner & research process
- 3 Digital Marketing Trends
 - 3.1 Social Media Optimization (Facebook, Twitter, LinkedIn, Pinterest, YouTube)
 - 3.2 Email Marketing
 - 3.3 Affiliate Marketing
 - 3.4 Google AdWords & Analytics
 - 3.5 Mobile & SMS Marketing
- 4 Content Management System (WordPress)
 - 4.1 Concept of CMS & MVC

4.2 WP Overview & Features

4.3 Create WP Site (WP Post, Pages, Comments, Categories, Tags, Link, Appearance, Users)

4.4 WP Themes

4.5 WP Plugins

Reference Books

1. Digital Marketing 7th Edition, Dave Chaffey , Fiona Ellis-Chadwick , Pearson, ISBN-1292241578
2. Digital Marketing For Dummies, 2nd Edition, Ryan Deiss, Russ Henneberry, For Dummies, ISBN-1119660483
3. The art of digital marketing: the definitive guide to creating strategic, targeted, and measurable online campaigns, Dodson, I. John Wiley & Sons, ISBN- 978-1-119-26570-2
4. The Art Of SEO: Mastering Search Engine Optimization, Eric Enge, Stephan Spennker, Jessie C. Stricchiola, O'Reilly, ISBN- 1491948965
5. SEO For Dummies, Peter Kent, For Dummies, ISBN-1119579570
6. Building Web Apps with WordPress, 2nd Edition, Brian Messenlehner, Jason Coleman, O'Reilly Media, Inc., ISBN-9781491990087