

Format for syllabus development of Skill Development Course

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Title of course	Digital Marketing
Nodal Department of HEI to run course	
Board Area/Sector	Service/Education
Sub Sector	Computer Based
Nature of course - Independent / Progressive	Progressive
Name of suggestive Sector Skill Council	
Aliened NSQF level	Level - 3
Expected fees of the course - Fees/Paid	
Stipend to Student expected from industry	
Number of Seats	
Course Code	Credits- 03 (1Theory, 2 Practical)

Max Marks.....100..... Minimum Marks.....	
Name of proposed skill Partner (Please specify, Name of Industry, company etc for Practical/ Training/ Internship/ OJT)	
Job prospects- Expected Fields of Occupation where student will be able to get job after completing this course in (Please specify name/type of industry, company etc.)	MNCs/Ministries/IT's

Syllabus					
Unit	Topics	General/Skill component	Theory/ Practical/ OJT/ Internship/ Training	No of theory hours (Total- 15 Hours=1 credit)	No of theory hours (Total- 60 Hours=2 credit)
I	Introduction Digitalisation	Understanding Basics	2	(3 +	2 = 5)
II	Mastering SEO, Content Marketing	Uses	3	(8 +	7 = 15
III	Digital Analytics	Operations	2	(8 +	7 = 15
IV	Mastering Social Media	Operations	3	(5 +	5 = 10
V	Mobile Marketing	Operations	3	(4 +	4 = 8
VI	Digital Strategy	Operations	2	(4 +	3 = 7

Suggestive Readings: All Documents and study material will be provided during study session or online. Total Hours = 61

Suggestive Digital platforms/web links for reading: Partner or Online

Suggestive OJT/Internship/Training/Skill partner- MSME/NQF/NSQF

Suggestive Continuous Evaluation Methods: GRADE

Course Pre-requisites:

- * No pre-requisite required, open to all
- * To study this course, a student must have the subjectin class/12th/certificate/dip
- * If progressive, to study this course a student must have passed previous courses of this series

Suggestive equivalent online courses:

Any remarks/Suggestions: