

Title of Course	Fundamentals Of Digital Marketing
Nodal Department of HEI to run course	
Broad area/sector	Marketing and Advertising
Sub sector	Digital Marketing
Nature of course- Independent/Progressive	Independent
Name of suggestive sector skill council	
Aliened NSQF level	
Expected Fees of the course- Free/Paid	
Stipend to students expected from industry	
Number of Seats	
Course Code	Credits-03 (1 theory, 2 practical)
Max Marks... 100....Minimum marks....	Max- 100 (25+75) ; Min-
Name of proposed skill partner (please specify, name of industry, company, etc. for practical/training/internship/ogt)	
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.)	Social media marketer, Digital marketing manager, Performance marketer, Marketing analyst & Planner, Growth marketer

SYLLABUS

Unit	Topics	General/Skill Component	Theory/Practical /OJT/Internship/ Training	No. of theory hours (Total-15 Hours= 1 credit)	No. of skill hours (Total-60 Hours =2 credits)
1	Basics of Digital Marketing		Introduction to Tools	03	05
2	Online Designing & Copywriting		Graphic Designing & Copywriting	02	10
3	Social Media Marketing/Optimization		Social Media Marketing (Instagram, facebook, twitter, linkedin, whatsapp, podcast, you tube)	03	15
4	Search Engine Optimization		Practical of SEO (backlinking, directory submission, infographics)	03	10
5	Performance & Influencer Marketing		Performance & Influencer Marketing Techniques	03	10
6	Making money from Digital Marketing		Consumer psychology, making a perfect pitch, portfolio	01	10

Suggested Readings: Blog of Neil Patel (neilpatel.com) for getting hands on experience about changing trends.
Suggested Digital platforms/web links for reading- urbantract.in/blog
Suggested OJT/Internship/Training/Skill partner-
Suggested Continuous Evaluation Methods: Assignments, mock tests, etc.
Course Pre-requisites: <ul style="list-style-type: none"> • No pre-requisite required, open to all • To study this course, a student must have the subject N/A in class/12th/certificate/diploma • If progressive, to study this course a student must have passed previous courses of this series.
Suggested equivalent online courses: Poornatah Digital Marketing Course
Any Remarks/suggestion- NIL
Notes: <ul style="list-style-type: none"> • Number of units in Theory/Practical may vary as per need • Total credits/semester-3 (it can be more credits, but students will get only 3 credit/semester or 6 credits/year) • Credits for Theory=01 (Teaching Hours=15) • Credits for Internship/OJT/Training/Practical=02 (Training Hours=60)