

Dr Bhimrao Ambedkar University, Agra
Seth Padam Chand Jain Institute of Management
Value Added Course on Digital Marketing

Developed By: Dr Ruchira Prasad

Duration 30 hours

Learning Outcome:

1. Identify the issues in drafting a digital marketing plan.
2. Apply your knowledge about metrics in digital marketing.
3. Measure the success of a digital marketing campaign.

Objective of the course:

1. Have an understanding of the role of both digital and traditional media in marketing, and the intersection of online and offline strategies and tactics.
2. Be able to guide the development of a digital presence from a marketing point of view.
3. Have working knowledge of website design and development

I.	Introduction	9 Hrs
	a. Types of Digital Marketing	
	b. Models of Digital Marketing	
	c. Advantages and Challenges of Digital Marketing	
II.	A. Search Engine Optimization(SEO)	9 Hrs
	B. Pay per click (PPC)	
III.	Website Design And Marketing	12 Hrs
	A. Process/ Steps in implementing Digital Marketing	
	B. Digital Marketing KPIs	