

CERTIFICATE COURSE IN DIGITAL MARKETING
PAPER CCDM2 Digital Marketing Platforms

Max.Marks: 100

External: 70

Internal: 30

Pass: 40%

Credits: 6

Objective:

To help learners explore several aspects of the new digital marketing environment, acquaint them with the motivations behind data collection and analysis methods used by marketing mentors.

Section A

Unit-1

Website Marketing: Concept and Implications, Search Engine Optimization: Introduction, Keyword Planner Tools, On Page SEO Techniques-Indexing and Keyword Placement, Content Optimization

Unit-2

E-Mail Marketing: Concept and Implications E-Mail Automation, E-Mail Oriented Promotional Programs.

Mobile Marketing: Concept and Implications, SMS Marketing, Marketing on Mobile Applications.

Unit-3

Search Engine Marketing: Tools and techniques

Display Advertising: Tools and techniques

Section B

Unit-4

Introduction to Social Media Marketing: Concept, Comparison and Implications, Social Media-Evolution, Characteristics ,Career in Social Media Marketing.

Unit-5

Social Media Customer: Profiles, Behavior and Engagement; Social Media Marketing Strategy.

Unit-6

Social Networks: Facebook, Instagram, Twitter, YouTube, Whatsapp - Design, Features, Mechanism, Metrics, Reach and Users, Virtual Marketing, Content Marketing,

Designing and monitoring Advertising campaigns using Facebook Business Manager .

Suggested Reading

1. Damian Ryan, *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*, Kogan Page Publisher.
2. R Solomon and Tracy, *Social Media Marketing: Pearson New International Edition*