

DIGITAL MARKETING



DIGITAL MARKETING TRAINING

Name of Course: DIGITAL MARKETING TRAINING

Duration: 30 Hrs.

Offered by: Ramakrishna Sarada Mission Vivekananda Vidyabhavan

Eligibility: 10 + 2 Passed and RKSMVV Students

Course Fee: Rs. 2000/-

Intake Capacity: 25

Course Overview:

This course aims to familiarize students with the concept of digital marketing and its current and future evolutions. It further aims to be able to equip students with the ability to understand and subsequently create strategic and targeted campaigns using digital media tools.

Course Objectives:

- To make students understand the concept of digital marketing and its real-world iterations
- To make students articulate innovative insights of digital marketing enabling a competitive edge
- To make students understand how to create and run digital media-based campaigns

- To make students identify and utilise various tools such as social media etc.

Syllabus in Modules:

Digital Marketing Training		
Module	Content	Duration (Hrs.)
1	Digital Marketing Fundamentals <ul style="list-style-type: none"> • What is Digital Marketing? • The process of Digital Marketing • Types of Digital Marketing in today's world • What is Search Engine? • How Search Engine Works? 	2
2	Website Planning and Creation <ul style="list-style-type: none"> • What is a website/domain name? How to purchase a domain? <ul style="list-style-type: none"> • How to purchase a domain? • How to host a domain? • Different Types of Websites – Static / CMS / F-commerce • Why do we market a website? 	3
3	SEO Fundamentals <ul style="list-style-type: none"> • What is SEO? • Types of SEO and their Importance • What is Keyword Research? • What is Competitor Research? 	3
4	Content is the King	2

	<ul style="list-style-type: none"> • What is Content and what role does it play in SEO? • Introduction to different types of contents • Introduction to AI Contents 	
5	<p>On-Page SEO (CMS – WordPress)</p> <ul style="list-style-type: none"> • Introduction to On-Page SEO and its importance • Understanding HTML and its need in SEO • Understanding website crawling, indexing and structure (website + URL) • Meta Tags optimization Heading Tags optimization (H1, H2, H3, H4, H5, H6 tags) 	3
6	<p>On-Page SEO (CMS – WordPress)</p> <ul style="list-style-type: none"> • Filename optimization • Canonical Tags optimization • Website Content optimization and duplication check • Robots.txt optimization • Sitemap.xml optimization • Image tag optimization (Alt) • Rich media optimization (video) • Schema Markup 	2
7	<p>On-Page SEO (CMS – WordPress)</p> <ul style="list-style-type: none"> • What is internal links and external links 	2

	<p>and how does it work?</p> <ul style="list-style-type: none"> • What is a Canonical Issue and how to fix it? • 301 URL redirection • 404 error page optimization • What is Breadcrumb and how does it work? • Header & Footer optimization • Website Speed and why does it effect SEO? • What is FCP / LCP 	
8	<ul style="list-style-type: none"> • Off-Page SEO • Introduction to Off-Page SEO and Link Building • Types of Contents to be used in marketing • Types of Backlinks - NofollowVsDofollow links • What is Anchor text? Best practises of Anchor text linking • What are quality backlinks and how to build them? • What is Business Listing / Local Listing? How to do it? • What is Classified Ads? How to do it? • What is Social Bookmarking? How to do 	2

	it?	
9	Off-Page SEO <ul style="list-style-type: none"> • Introduction to Guest Blogs and its process • Introduction to Article posting and its process • Introduction to Third Party / Web 2.0 blog and its process • Introduction to PR posting and its process • What is Link Prism and its importance • Best Practices of Off-Page Marketing 	2
10	Analytics and Monitoring Tools <ul style="list-style-type: none"> • Introduction to Google Analytics and how it helps • Introduction to Google Search Console and how it helps 	2
11	Marketing Tools <ul style="list-style-type: none"> • Introduction to Yoast SEO and how it helps • Introduction to SEM Rush and how it helps • Introduction to Copyscape and how it helps • Introduction to Canva and how it works • Introduction to Invideo and how it works 	2
12	Paid Marketing(PPC)	2

	<ul style="list-style-type: none"> • Google AdSense • Google Search Ad • Google Display Ad • Affiliate marketing • Email Marketing 	
13	Social Media Marketing <ul style="list-style-type: none"> • Facebook • Instagram • LinkedIn • Twitter • Youtube 	2
Assessment and Project		1
Total duration		30

Resource Person:

Mitali Purkait Ghosh, Co-Founder and CEO of DIGITAL CONCEPTS.

Learning Outcomes:

After the completion of the course the students will be able:

- To analyse the convergence of marketing, operations, and human resources in real-time delivery.
- To demonstrate cognitive knowledge of the skills required in conducting online research and research on online markets, as well as in identifying, assessing and selecting digital market opportunities.

- To describe emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks.
- To investigate and evaluate issues in adapting to globalised markets that are constantly changing and increasingly networked.
- To interpret the traditional marketing mix within the context of a changing and extended range of digital strategies and tactics.
- To comprehend the importance of conversion and working with digital relationship marketing.
- To analyse cross-cultural and ethical issues in globalised digital markets.

Assessment Procedure:

Three Formative Assessments' scores are provided as percentages. The Total Grade is determined based on the overall performance across all assessments. The Continuous Assessment column provides a general evaluation of the students' participation, engagement and adherence to deadlines throughout the course.

Grading criteria along with the corresponding percentage ranges:

A: 90%-100%

B: 80%-89%

C: 70%-79%

D: 60% - 69%

F : Below 60%

