



**Add On Certificate Program on
Digital Marketing**

L: 36 Hours

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| Objective | The Objective of the course is to make BBA students learn the fundamental of social medial skills. Students will learn latest Digital Marketing tool which are high in demand like SEO Dashboard, SEO Tools, Keywords Planner, Word Press Development, Campaign & Content Planning and Social Media Applications. |
| Date | 7 th Dec 20-29 th Dec 20 |
| Organized by | Management Department |
| Resource Person | Mr. Sonu Prakash (Trainer), Appwares Technologies Pvt. Ltd. |
| Beneficiary | BBA-III Year |
| Expected Outcome | At the end of the training students will be able to make their own website, work on SEO Dashboard, writing and posting of Blogs, work on real social media campaign with Trainer's clients |
| Evaluation | Students having attendance of 90% and above will be eligible to appear for the examination. Successful candidates shall be awarded with certificates. |

Schedule

| S. No | Topic | Hours | Date |
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| 1 | About Digital Marketing v/s Traditional Marketing. Hierarchy in Digital Marketing, Role in Digital Marketing, Scope & Career Opportunities, Skills to become Digital Marketers | 2 | 7-Dec-20 |
| 2 | Volunteer's selection for College/Company's Digital Marketing Program, Types Email Marketing, Email Marketing Servers, Email Marketing Application / Software, Email Database Management, Email Data Extraction & Collection, Free Email Marketing Apps | 2 | 9-Dec-20 |



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| 3 | Transactional emails, Direct emails, How to create a website on Word Press, technology, Understand your online presence, CMS management | 2 | 10-Dec-20 |
| 4 | About Search Engine Optimization & Working, How Search Engines Work (Google), Keyword Research Strategies, Types of Keywords, Keyword Application, Keyword Research for Ecommerce, Keyword Oriented Content Writing | 2 | 11-Dec-20 |
| 5 | On page factors for Search Engine (Google), On Page Optimizations Techniques and other Algorithms, Content Optimization, Google Insights / Trends, Google Panda Update, Google Penguin Update, Google Hummingbird, | 2 | 12-Dec-20 |
| 6 | What is Link Building?, Link Building Strategy, Directory Submission, Social Bookmarking, Article Submission, Press Release, Blog Submission, Forum Postings, Forum Submission & Applications, Question Answers Portals | 2 | 14-Dec-20 |
| 7 | Classified Submissions, Working on live dynamic website, Google Control Settings, Google AdSense - Learn How to Earn from Google Adsense, How Works, Legal Policies of Google Earning program, Account Creation, Code Installation | 2 | 15-Dec-20 |
| 8 | Search Advertising Module, Display Advertising Module, Re Targeting Module, Remarketing, Branding VIA Paid Networks, Ads on Google/Facebook, | 2 | 16-Dec-20 |
| 9 | On page Optimization for Paid Marketing, Landing Page Creation, Ad Making Strategies, Geo targeting of Ads, Bidding, Campaign Designing, Campaign Optimization, Conversion Tracking, | 2 | 17-Dec-20 |
| 10 | CPC/CPM, Types of Blogging/ How to do blogging, Content Generation/ Content Distribution, Content for Various Networks, Professional Blogging, Word Press Blog, Guest Blogging/ Micro Blogging, Tools to know before blogging | 2 | 18-Dec-20 |
| 11 | Creating Strong Profiles on Face book, Creating Pages & Groups, Advertising on Social Media, Lead Generation, Branding on Face book, Quora - Best Practice& Benefits of Quora, How to Use Quora For Customers | 2 | 21-Dec-20 |
| 12 | LinkedIn – Internet Marketing, Creating Strong Profiles on LinkedIn, Creating Company Profiles, Advertising on Social Media, Branding on LinkedIn, Company pages, Twitter - Creating Strong Profiles on Twitter, Product Brand Promotion Activities, | 2 | 22-Dec-20 |



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| 13 | Retweeting, Strategies (Monthly Plan), Instagram - Creating Strong Profiles on Instagram, Product Brand Promotion Activities, Strategies of Instagram (Monthly plan) YouTube - Video Optimizations, Video Marketing, What is Affiliate Marketing?, How to Sell through Affiliates, How to make money, | 2 | 23-Dec-20 |
| 14 | Branding Through Affiliate Marketing, Affiliate Management Agencies, Merchant, Affiliate, Market & Customer, Product & Service Marketing, Traffic from Affiliate Network, Commission Based Lead Generation, Profitable Niche Product Promotion, Affiliate Tracking, Expanding Business through Affiliate Marketing | 2 | 24-Dec-20 |
| 15 | SEO for E commerce, Paid Marketing for E commerce, International Ecommerce strategy, E commerce CMS Management, Gateway Providers & Policies, Landing Page Optimization for Ecommerce, Mobile Payments, Core Selling Strategies, | 2 | 28-Dec-20 |
| 16 | Google Analytics Basics- How Google Analytics works, Accounts Management in Google Analytics, Profiling in Google Analytics and users, Google Analytics Navigation, Basic Metrics in Google Analytics, Google Analytics Reports, Analytics Intelligence - Setup Automatic Intelligence Alerts | 2 | 28-Dec-20 |
| 17 | Google Analytics - Advanced Segments- How to use advanced segments in Google Analytic, How to create custom advanced segments, Content Data Interpretation - Pages and Landing Pages data, Event Tracking in Analytics, Google AdSense, Interpretation of Site Search data, Visitors Data Interpretation | 2 | 29-Dec-20 |
| 18 | Tracking Unique visitors to site, Tracking visitors according to Geographic location, Understanding Technical reports, Understanding Benchmarking, Defining Goals & Ecommerce Tracking - How to set up goals, Understanding Goal reports & Ecommerce tracking in Analytics, Graphics / Visuals Creation - Role of Graphics on Social Media, How to Create Visual Ideas, How to make Visuals without Technical Knowledge | 2 | 29-Dec-20 |



Report

With the initiative of IQAC, Mangalmay Institute of Management Technology organized a certification course on “Digital Marketing Certification Program”. The course was intended for BBA students. The 36 hours module started with basics and importance of digital marketing in today’s business world. Through the basics and working of WordPress student learn how to create their own website. As today all marketing is done by Search engine Optimization, this module contain one page optimization and offpage optimization. One module dedicated to content writing and marketing along with blogging basics. Another module contain social media marketing having working on facebook, tweeter, Qoura, LinkedIn, instagram and youtube etc.