



Date: 24th May, 2022

SYLLABUS

DIGITAL MARKETING

Duration: 48 Hours

Session 1- Introduction To Digital Marketing

- Learning about Keyword
- What Is Digital Marketing & Its History
- What is CPC, CPM, PPC

Session-2-Understanding Online Marketing Channels

- Learning Tools: Docs, Forms, Spreadsheet
- Learning Keyword Research

Session-3Graphic Design

- What is Graphic Design
- Elements of Graphic Design

Session -4Creating Banner for website

- Principles of Graphic Design
- Creating Logo Tools for making Graphics

Session-5-Video Marketing & Fundamentals

- How Video Marketing Can Help You Grow your Business
- Why Is It So Important?
- How to Start With Script?

Session-6-How to Create Advertisement Videos?

- Learning Marketing Videos.

Session-7-Blogging Fundamentals

- What is Blogging?
- What are Types of Blogging?

Session 8-What Is Content Copyrighting?

- Tools To Improve Content Writing



- How Content Writing Helps in Generating Relevant Traffic

Session-9-Web Analytics Fundamentals

- What is Website Analytics
- Tools For Web Analytics

Session-10-How to Analyze Competitors

- Traffic
- Tools For App, Third party
- Analytics.

Session-11-Email Marketing Fundamentals

- Introduction To Email Marketing
- What are Types of Blogging?

Session-12- Content Copyrighting

- Tools To Improve Content Writing
- How Content Writing Helps In
- Generating Relevant Traffic

Session 13- Social Media Marketing

- How Social Media Marketing
- Works for Business
- Facebook & Instagram

Session-14-Optimization

- Creating FB Insta Business Account
- How to use Hashtags in posts

Session 15-Campaign Structure & Keyword Research Tool

- The Campaign Level

Session 16-The Ad Group Level

- Keyword Selection

Session 17-Ad Copy

- Ad Extensions



Session 18-Using Keywords Research

- What is High Low Bid Range

Session 19-Online Ads & Google Ad words
How online Advertisements Works

- Online Ad Inventory Type

Session 20-Online Ads Ad Buying Methods

- Beginning with Google Ad words

Session 21-Type of Advertisement you do

- with AdWords

Session 22-What is Match Type

- How and when to select Match Types

Session 23--Search Engine Optimization

- What is Search Engine?
- How Search Engine algorithm works?

Session 24-What is On-Page & Off-Page SEO?

- Introduction to Local & Technical SEO?
- Different Link Building Tactics



Schedule

Session	Content	Time	Date
S 1	Introduction To Digital Marketing <ul style="list-style-type: none">• Learning about Keyword• What Is Digital Marketing & Its History• What is CPC, CPM, PPC	3PM – 5PM	01-June-2022
S 2	Understanding Online Marketing Channels <ul style="list-style-type: none">• Learning Tools: Docs, Forms, Spreadsheet• Learning Keyword Research	3PM – 5PM	02-June-2022
S 3	Graphic Design <ul style="list-style-type: none">• What is Graphic Design• Elements of Graphic Design	3PM – 5PM	03-June-2022
S 4	Creating Banner for website <ul style="list-style-type: none">• Principles of Graphic Design• Creating Logo Tools for making Graphics	3PM – 5PM	06-June-2022
S 5	Video Marketing & Fundamentals <ul style="list-style-type: none">• How Video Marketing Can Help You Grow your Business• Why Is It So Important?• How to Start With Script?	3PM – 5PM	07-June-2022
S 6	How to Create Advertisement Videos? <ul style="list-style-type: none">• Learning Marketing Videos.	3PM – 5PM	08-June-2022
S 7	Blogging Fundamentals <ul style="list-style-type: none">• What is Blogging?	3PM – 5PM	09-June-2022



	<ul style="list-style-type: none">• What are Types of Blogging?		
S 8	What Is Content Copyrighting? <ul style="list-style-type: none">• Tools To Improve Content Writing• How Content Writing Helps inGenerating Relevant Traffic	3PM – 5PM	10-June-2022
S 9	Web Ananlytics Fundamentals <ul style="list-style-type: none">• What is Website Analytics• Tools For Web Analytics	3PM – 5PM	13-June-2022
S 10	How to Analyze Competitors <ul style="list-style-type: none">• Traffic• Tools For App, Third party• Analytics.	3PM – 5PM	14-June-2022
S 11	Email Marketing Fundamentals <ul style="list-style-type: none">• Introduction To Email Marketing• What are Types of Blogging?	3PM – 5PM	15- June-2022
S 12	Content Copyrighting <ul style="list-style-type: none">• Tools To Improve Content Writing• How Content Writing Helps In• Generating Relevant Traffic	3PM – 5PM	16- June-2022
S 13	Social Media Marketing <ul style="list-style-type: none">• How Social Media Marketing• Works for Business• Facebook & Instagram	3PM – 5PM	17-June-2022
S 14	Optimization <ul style="list-style-type: none">• Creating FB Insta Business Account• How to use Hashtags in posts	3PM – 5PM	20-June-2022
S 15	Campaign Structure & Keyword Research Tool <ul style="list-style-type: none">• The Campaign Level	3PM – 5PM	21-June-2022



		Report	
S 16	The Ad Group Level <ul style="list-style-type: none">• Keyword Selection	3PM – 5PM	22-June-2022
S 17	Ad Copy <ul style="list-style-type: none">• Ad Extensions	3PM – 5PM	23-June-2022
S 18	Using Keywords Research <ul style="list-style-type: none">• What is High Low Bid Range	3PM – 5PM	24-June-2022
S 19	Online Ads & Google Ad words How online Advertisements Works <ul style="list-style-type: none">• Online Ad Inventory Type	3PM – 5PM	25-June-2022
S 20	Online Ads Ad Buying Methods <ul style="list-style-type: none">• Begining with Google Ad words	3PM – 5PM	27-June-2022
S 21	Type of Advertisement you do <ul style="list-style-type: none">• with AdWords	3PM – 5PM	28-June-2022
S 22	What is Match Type <ul style="list-style-type: none">• How and when to select Match Types	3PM – 5PM	29-June-2022
S 23	Search Engine Optimization <ul style="list-style-type: none">• What is Search Engine?• How Search Engine algorithm works?	3PM – 5PM	30-June-2022
S 24	What is On-Page & Off-Page SEO? <ul style="list-style-type: none">• Introduction to Local & Technical SEO?• Different Link Building Tactics	3PM – 5PM	01-July-2022



Name of Activity	Certification Course “Digital Marketing”
Date	1 st June,2022 to 1 st July, 2022
Venue	Computer Lab, MIMT
Organized by	Management Department
Name of Expert	Mr. Akash Gupta (Trainer)
Beneficiary	B.Com 1 st year students
Activity Convener	Dr. Gazal Singh
Objective	The aim of this certification course is: <ul style="list-style-type: none">• To make students learn Digital Marketing usage in real life.• To make them ready in the digital age.
Content	<p>In today’s competitive world if the students have to be competitive and thus to increase their employability we cannot afford to prepare workforce without the hands on experience on digital marketing. With the focus of imparting digital marketing concepts, channels and job opportunities to students, IQAC Cell, MIMT conducted a 48-hours Certification Course titled “Digital Marketing” at Department of Management Studies for B.Com1styear students. The main aim is to educate, train and make students ready for any job role in digital marketing domain.</p> <p>Day 1: The resource person started with defining Digital Marketing. He gave brief history about the digital marketing. He also discussed about the key concepts and key words which would make easy to understand the digital marketing.</p> <p>Day 2: The resource person discussed about Learning Tools: Docs, Forms, Spreadsheet. He also made students to learn key words.</p> <p>Day 3: The resource person explained Graphic Design and elements of Graphic Design</p> <p>Day 4: Creating Banner for website, Principles of Graphic Design and Creating Logo Tools for making Graphics were explained by the resource person.</p> <p>Day 5: The resource person made familiar Video Marketing & its Fundamentals. He also elaborated how Video Marketing Can Help You Grow your Business and why it is so Important. He also explained how to start with script.</p> <p>Day 6: The resource person explained how to Create Advertisement</p>



	<p>Videos he made students learn Marketing Videos.</p> <p>Day 7: The resource person discussed about Blogging Fundamentals and its types and how it helps in generate traffic</p> <p>Day 8: Content Copyrighting and Tools to Improve Content Writing were discussed. The resource person discussed how to write content to increase traffic.</p> <p>Day 9: The resource person discussed about Web Analytics Fundamentals and Tools For Web Analytics</p> <p>Day 10: The resource person discussed about how to Analyze Competitors, Traffic, Tools For App, Third party Analytics.</p> <p>Day 11: The resource person gave introduction to Email Marketing. The main focus was on Email Marketing Fundamentals. He also discussed about Types of Blogging.</p> <p>Day 12: The resource person explained about Content Copyrighting. He discussed the different Tools to Improve Content Writing. He also explained how Content Writing Helps in Generating Relevant Traffic</p> <p>Day 13: Social Media Marketing was elaborated by the resource person. He also explained how Social Media Marketing can help in growing business. He explained with reference to Facebook & Instagram</p> <p>Day 14: The resource person explained about Optimization. He also made students learn how to create FB, Insta Business Account and how to use Hashtags in posts</p> <p>Day 15: Campaign Structure & Keyword Research Tool, The Campaign Level were explained by the resource person.</p> <p>Day 16: The students learned about The Ad Group Level and how to select keywords which would be required to get featured on the top of the Google search result page.</p> <p>Day 17: The resource person explained about how to create a good Ad Copy and explained about Ad Extensions and its uses in getting better response from the prospects.</p> <p>Day 18: The resource person discussed about Using Keywords Research. He also imparted the knowledge about High Low Bid Range.</p>
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	<p>Day 19: The students were made learn about Online Ads & Google Ad words. They also understood how online Advertisements Works. Online Ad Inventory Type was also explained.</p> <p>Day 20: The resource person discussed about Online Ads Buying Methods. He explained step by step the methods and he begun with Google Ad words</p> <p>Day 21: The resource person explained about Type of Advertisement you dowith Ad Words.</p> <p>Day 22: Match Type and how and when to select Match Types were elaborated by the resource person.</p> <p>Day 23: Search Engine Optimization was explained. The resource person discussed about Search Engine. He explained how Search Engine algorithm works.</p> <p>Day 24: The resource person discussed about On-Page & Off-Page SEO. He also explained about Local & Technical SEO. He imparted the knowledge about different Link Building Tactics.</p> <p>During the session, the expert went through the important aspects such as digital marketing fundamentals, website creation, search engine optimization, social media marketing, email marketing and analytics. And then, the certification course suggested the ways to setting up Facebook page and Google Ad Words account and installing and creating reports from Google Analytics. In future, IQAC Cell has planned to conduct more digital marketing seminars or certification courses in the institute to aware students about the job opportunities available in the digital marketing and prepare them to grab those opportunities.</p>
Outcome of Activity	The students will be competent to create digital content for effective marketing by implementing and assessing strategies for social media, designing and evaluating the effectiveness of interactive web sites which would enhance their employability in job market.

List of Beneficiaries for Certificate Course on “Digital Marketing”



Mangalmai Institute of Management Technology
Greater Noida (U.P.)



S.No	Roll No	Name
1	21175352	ABHAY SINGH
2	21175353	ABHINAV CHOUDHARY
3	21175354	ABHISHEK CHAUHAN
4	21175355	ABHISHEK KUMAR
5	21175356	ADESH KUMAR
6	21175357	ADITI RAI
7	21175358	ADITYA SHARMA
8	21175359	ADITYA SINGH PARIHAR
9	21175360	AISHA KHAN
10	21175361	AKANKSHA SINGH
11	21175362	AKANSHI
12	21175363	AKASH YADAV
13	21175365	ANJALI BHARTI
14	21175366	ANKIT TRIPATHI
15	21175368	ASTHA UPADHAYAY
16	21175369	AVINASH KUMAR
17	21175370	CHESHTA SHARMA
18	21175371	CHHAVI
19	21175372	CHIRAG GARG
20	21175373	DEEPAK BARUAH
21	21175374	DEEPAK CHAUHAN
22	21175375	DEEPANSHU
23	21175376	DIVYA SAINI



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25	21175379	HARSH SHARMA
26	21175380	HARSH SINGH
27	21175381	HIMANI KAUSHIK
28	21175382	HIMANSHI SHARMA
29	21175383	HIMANSHU
30	21175384	HIMANSHU BHATI
31	21175385	HIMANSHU SINGH
32	21175386	ISHA
33	21175387	JAYA
34	21175388	JIYA PEGWAL
35	21175389	JYOTI KUMARI
36	21175390	KESHAV CHOUDHARY
37	21175391	KHUSHI GARG
38	21175392	KHUSHI MAHESHWARI
39	21175393	KOMAL TALAN
40	21175394	KUNIKA MISHRA
41	21175395	MANAV GOSWAMI
42	21175396	MANTASHA
43	21175398	MD FARHAN ANSARI
44	21175399	MD MAHTAB ALAM
45	21175400	MERAJ BABU ANSARI
46	21175401	MOHAMMAD SHARIQUE
47	21175402	MOHD SHAD KHAN
48	21175403	MUKUL DIXIT



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50	21175405	NAKUL KUMAR
51	21175406	NIKITA KUMARI
52	21175407	NISHA PAL
53	21175408	NUPUR NEGI
54	21175409	OM CHOUDHARY
55	21175410	OM PANDEY
56	21175411	OMANSH PRATAP SINGH
57	21175412	PARTH DWIVEDI
58	21175413	PAYAL TYAGI
59	21175414	PIYUSH AMBAVATA
60	21175415	POOJA CHAUHAN
61	21175416	PRACHI TYAGI
62	21175417	PRANAV ISTWAL
63	21175418	PRATHAM GUPTA
64	21175419	PRINCE KUMAR
65	21175420	PRIYA BHATI
66	21175421	PRIYA CHAUDHARY
67	21175422	PRIYA HALDAR
68	21175423	PRIYANKA CHAUHDARY
69	21175424	RAHUL PAWAR
70	21175425	RAHUL TOMER
71	21175426	RAMESHWAR PRASAD SINGH
72	21175427	REKHA SHARMA
73	21175429	RITIK



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75	21175431	ROHIT SATAPATHY
76	21175432	SAGAR BHATI
77	21175434	SARITA YADAV
78	21175435	SHALINI SINGH
79	21175436	SHASHANK SINGH BAGHEL
80	21175437	SHIVANI JHA
81	21175438	SIMRAN BHARDWAJ
82	21175439	SUDHANSHU
83	21175440	SUJAL GUPTA
84	21175441	SURJEET
85	21175442	SWATI PAYAL
86	21175443	TRISHA RAJAK
87	21175444	VARDHIKA MAHESHWARI
88	21175445	VASHU
89	21175446	VIKRANT SINGH
90	21175447	VIPIN BHATI
91	21175449	VISHU SHARMA
92	21175450	VIVEK BHATI
93	21175451	YASHIKA SINGH
94	21175452	ZAID



Resource Person's Profile

Mr Akash Gupta

Mr. Akash Gupta is a Digital Marketing expert. He has significant experience in industry. His core areas are Digital Marketing, Graphic Design, Video Compositing, Creating SEO optimized content, Create & manage Google Ad words for company clients, Managing Social Media Campaigns, Photoshop, Illustrator, In Design, and After Effects & Premiere Pro.

Academically, he has graduated from University of Delhi. He has earned certificates in Digital Marketing Consultant & Executive. He is also certified in Graphic Design and Video Compositing .

CERTIFICATE:

