



**Date: 25th January, 2022**

## **SYLLABUS**

### **DIGITAL MARKETING**

**Duration: 36 Hours**

Session 1- Introduction To Digital Marketing

- Learning about Keyword
- [What Is Digital Marketing & Its History]
- [What is CPC, CPM, PPC]
- [Understanding Online Marketing Channels] [Learning Tools: Docs, Forms, Spreadsheet] Learning Keyword Research

Session-2 -Graphic Design

- What is Graphic Design
- Elements of Graphic Design
- Principles of Graphic Design
- Creating Banner for website
- Creating Logo Tools for making Graphics

Session-3-Video Marketing & Fundamentals

- How Video Marketing Can Help You Grow your Business
- Why Is It So Important?
- How To Start With Script?
- How To Create Advertisement Videos?
- Learning Marketing Videos.

Session -4-Blogging Fundamentals

- What is Blogging?
- What are Types of Blogging?
- What Is Content Copyrighting?
- Tools To Improve Content Writing
- How Content Writing Helps In
- Generating Relevant Traffic

Session-5-Web Analytics Fundamentals

What is Website Analytics



- Tools For Web Analytics
- How to Analyze Competitors
- Traffic
- Tools For App, Third party
- Analytics.

#### Session-6-Email Marketing Fundamentals

- Introduction to Email Marketing
- What are Types of Blogging?
- What Is Content Copyrighting?
- Tools to Improve Content Writing
- How Content Writing Helps In
- Generating Relevant Traffic

#### Session-7- Social Media Marketing

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

#### Session 8-Optimization

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

#### Session-9-Campaign Structure & Keyword Research Tool

- The Campaign Level
- The Ad Group Level
- Keyword Selection

#### Session-10-Ad Copy

- Ad Extensions
- Using Keywords Research
- What is High Low Bid Range

#### Session-11Online Ads & Google Adwords

How online Advertisements Works

- Online Ad Inventory Type

#### Session-12-Online Ads Ad Buying Methods



- Beginning with Google Ad words

#### Session 13-Type of Advertisement you do

- with AdWords
- What is Match Type
- How and when to select Match Types

#### Session-14-Search Engine Optimization

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

#### Session 15-What is On-Page & Off-Page SEO?

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



### Schedule

Session	Content	Time	Date
S 1	<p>Introduction To Digital Marketing</p> <ul style="list-style-type: none"><li>• Learning about Keyword</li><li>• [What Is Digital Marketing &amp; Its History]</li><li>• [What is CPC, CPM, PPC]</li><li>• [Understanding Online Marketing Channels] [Learning Tools: Docs, Forms, Spreadsheet] Learning Keyword Research Tools</li></ul>	3PM – 5PM	31-Jan-2022
S 2	<p>Graphic Design</p> <ul style="list-style-type: none"><li>• What is Graphic Design</li><li>• Elements of Graphic Design</li><li>• Principles of Graphic Design</li><li>• Creating Banner for website</li><li>• Creating Logo Tools for making Graphics</li></ul>	3PM – 5PM	1-Feb-2022
S 3	<p>Video Marketing &amp; Fundamentals</p> <ul style="list-style-type: none"><li>• How Video Marketing Can Help You Grow your Business</li><li>• Why Is It So Important?</li><li>• How To Start With Script?</li><li>• How To Create Advertisement Videos?</li><li>• Learning Marketing Videos.</li></ul>	3PM – 5PM	02-Feb-2022
S 4	<p>Blogging Fundamentals</p> <ul style="list-style-type: none"><li>• What is Blogging?</li><li>• What are Types Of Blogging?</li></ul>	3PM – 5PM	03-Feb-2022



	<ul style="list-style-type: none"><li>• What Is Content Copyrighting?</li><li>• Tools To Improve Content Writing</li><li>• How Content Writing Helps In</li><li>• Generating Relevant Traffic</li></ul>		
S 5	<p>Web Analytics Fundamentals</p> <p>What is Website Analytics</p> <ul style="list-style-type: none"><li>• Tools For Web Analytics</li><li>• How to Analyze Competitors</li><li>• Traffic</li><li>• Tools For App, Third party</li><li>• Analytics.</li></ul>	3PM – 5PM	04-Feb-2022
S 6	<p>Email Marketing Fundamentals</p> <ul style="list-style-type: none"><li>• Introduction To Email Marketing</li><li>• What are Types Of Blogging?</li><li>• What Is Content Copyrighting?</li><li>• Tools To Improve Content Writing</li><li>• How Content Writing Helps In</li><li>• Generating Relevant Traffic</li></ul>	3PM – 5PM	07-Feb-2022
S 7	<p>Social Media Marketing</p> <ul style="list-style-type: none"><li>• How Social Media Marketing</li><li>• Works for Business</li><li>• Facebook &amp; Instagram</li></ul>	3PM – 5PM	08-Feb-2022
S 8	<ul style="list-style-type: none"><li>• Optimization</li><li>• Creating FB Insta Business Account</li><li>• How to use Hashtags in posts</li></ul>	10AM – 12NOON	9-Feb-2022
S 9	<p>Campaign Structure &amp; Keyword Research Tool</p>	3PM – 5PM	10-Feb-2022



	<ul style="list-style-type: none"><li>• The Campaign Level</li><li>• The Ad Group Level</li><li>• Keyword Selection</li></ul>		
S 10	<ul style="list-style-type: none"><li>• Ad Copy</li><li>• Ad Extensions</li><li>• Using Keywords Research</li><li>• What is High Low Bid Range</li></ul>	2PM – 5PM	11-Feb-2022
S 11	<b>Online Ads &amp; Google Adwords</b> How online Advertisements Works <ul style="list-style-type: none"><li>• Online Ad Inventory Type</li></ul>	2PM – 5PM	12- Feb-2022
S 12	<ul style="list-style-type: none"><li>• Online Ads Ad Buying Methods</li><li>• Begining with Google Adwords</li></ul>	2PM – 5PM	14- Feb-2022
S 13	<ul style="list-style-type: none"><li>• Type Of Advertisement you do with AdWords</li><li>• What is Match Type</li><li>• How and when to select Match Types</li></ul>	2PM – 5PM	15-Feb-2022
S 14	<b>Search Engine Optimization</b> <ul style="list-style-type: none"><li>• What is Search Engine?</li><li>• How Search Engine algorithm works?</li></ul>	2PM – 5PM	16-Feb-2022
S 15	<ul style="list-style-type: none"><li>• What is On-Page &amp; Off-Page SEO?</li><li>• Introduction to Local &amp; Technical SEO?</li><li>• Different Link Building Tactics</li></ul>	2PM – 5PM	17-Feb-2022



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Greater Noida (U.P.)



	<b>Report</b>
Name of Activity	Certification Course “Digital Marketing”
Date	31st Jan,2022 to 17th Feb, 2022
Venue	Computer Lab, MIMT
Organized by	Management Department
Name of Expert	Mr. Akash Gupta (Trainer)
Beneficiary	BBA I year students
Activity Convener	Mr Ashwini Bara and Mr Vibhanshu
Objective	The aim of this certification course is: <ul style="list-style-type: none"><li>• To make students learn Digital Marketing usage in real life .</li><li>• To make them ready in the digital age.</li></ul>
Content	<p>In present global scenario 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 36-hours Certification Course titled “Digital Marketing” at Department of Management Studies for BBA 2<sup>nd</sup> Year students. The main aim is to educate, train and make students ready for any job role in digital marketing industry.</p> <p><b>Day 1:</b> 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><b>Day 2:</b> The resource person discussed about Graphic Design and its elements, principles of graphic design. He also talked about how to create banner for website and creating logo tools for making graphics.</p> <p><b>Day 3:</b> The resource person explained “How Video Marketing Can Help You Grow your Business “. He discussed how to create</p>



Advertisement Videos

**Day 4:** Blogging and its type were discussed by the resource person. Content writing improvement was also made understood.

**Day 5:** The resource person made familiar different Tools for Web Analytics. He narrated how to analyze competitors and traffic. He also mentioned different tools for App.

**Day 6:** The resource person talked about Email Marketing Fundamentals and how to use it in generating relevant traffic at the website.

**Day 7:** The resource person discussed about how the social media helping to improve the business. He explained about how to create Facebook and Instagram pages and creating community.

**Day 8:** Optimization techniques were discussed. The resource person discussed how to create FB, Insta Business Account and how to use Hashtags in posts.

**Day 9:** The resource person discussed about Campaign Structure, Keyword Research Tool, campaign level, Ad Group level and key word selection. He explained how to select key words so that you can generate maximum traffic to your website.

**Day 10:** The resource person discussed about Ad copy Ad extensions. How to make good Ad using keywords research. He also talked about high and low bid range.

**Day 11:** The main focus was on the Google Ad words. He discussed about the working of online advertisements.

**Day 12:** The resource person explained Online Ads Buying Methods. He discussed how to begin with Google Ad words.

**Day 13:** The Type of Advertisement that one can do with Ad words was elaborated by the resource person. Match type, how and when one can use match type was also discussed.

**Day 14:** The resource person explained about search engine and how your business name can be featured at the top of search page with the help of search engine optimization techniques.

**Day 15:** On-Page & Off-Page SEO was explained by the resource





	<p>person. Local and technical search engine optimization was also discussed and how the SEO techniques can be utilized with varying needs of the organization based upon geographical regions. He also talked 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.</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.



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## Photograph





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GPS Map Camera



## Greater Noida, Uttar Pradesh, India

Institutional Area, Knowledge Park II, Plot-10, BIMTECH Rd,  
Knowledge Park II, Greater Noida, Uttar Pradesh 201310, India

Lat 28.458341°

Long 77.492746°

09/02/22 10:21 AM



**List of Beneficiary for Digital Marketing**

<b>S.N.</b>	<b>Roll No.</b>	<b>Student'</b>
1	210992105001	AASHISH BANSAL
2	210992105002	ABDUL RAHMAN
3	210992105003	ABHINAV BHATI
4	210992105004	ABHINAV JINDAL
5	210992105005	ABHISHEK BHADANA
6	210992105006	ABHISHEK KUMAR
7	210992105007	ABHISHEK KUMAR
8	210992105008	ABHISHEK KUMAR
9	210992105009	ABHISHEK YADAV
10	210992105010	ADARSH KUMAR GUPTA
11	210992105011	ADARSH SAHU
12	210992105012	ADITYA
13	210992105013	ADITYA KUMAR
14	210992105014	ADNAN KHAN
15	210992105015	AFTAB ANSARI
16	210992105016	AHSHAN ALI
17	210992105017	AJAY RATHORE
18	210992105018	AKASH GUPTA
19	210992105019	AKASH KUMAR
20	210992105020	AKASH KUMAR
21	210992105021	AKASH KUMAR PATEL
22	210992105022	AKSHAT SHARMA
23	210992105023	AKSHIT PURI
24	210992105024	ALAMGIR HASSAN
25	210992105025	ALISHA KUMARI
26	210992105026	ALOK RAJ
27	210992105027	AMAN CHANDELA
28	210992105028	AMAN KUMAR



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29	210992105029	AMAN KUMAR
30	210992105030	AMAN KUMAR SINGH
31	210992105031	AMIT KUMAR RANJAN
32	210992105032	AMIT RAUNIYAR
33	210992105033	AMRIT RANJAN
34	210992105034	ANAMIKA SADH
35	210992105035	ANANYA PATHAK
36	210992105036	ANANYA SHARMA
37	210992105037	ANIRUDH PRATAP SINGH
38	210992105038	ANKIT JAISWAL
39	210992105039	ANKIT KUMAR
40	210992105040	ANKITA PRITAM
41	210992105041	ANKUSH BHATI
42	210992105042	ANMOL KUMAR THAKUR
43	210992105043	ANNU
44	210992105044	ANSH KUMAR
45	210992105045	ANSHIKA
46	210992105046	ANSHIKA BHATIA
47	210992105047	ANSHIKA JHA
48	210992105048	ANSHUMAN MISHRA
49	210992105049	ANUJ LOHIYA
50	210992105050	ANUSHKA ARORA
51	210992105051	ANWAR ALI
52	210992105052	ARJUN SINGH
53	210992105053	ARPAN BHATI
54	210992105054	ARSHAD ALI
55	210992105055	ARUN BHATI
56	210992105056	ARVIND KISHOR
57	210992105057	ARVIND VERMA
58	210992105058	ARYAN KUMAR RAJ
59	210992105059	ARYAN SHARMA



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60	210992105060	ASHISH CHECHI
61	210992105061	ASHISH PATEL
62	210992105062	ASHU MAHESHWARI
63	210992105063	ASHUTOSH MISHRA
64	210992105064	ATUL KUMAR THAKUR
65	210992105065	AVINASH KUMAR MISHRA
66	210992105066	AVINASH KUMAR SINGH
67	210992105067	AYUSH JAIN
68	210992105068	AYUSH PANCHAL
69	210992105069	AYUSH SINGH
70	210992105070	AYUSH VASHISTH
71	210992105071	BEDANT KUMAR SINGH
72	210992105072	BHANU JHA
73	210992105073	BHARAT
74	210992105074	BISHWAJIT DUBEY
75	210992105075	BONIK KUMAR
76	210992105076	BURHAN NABI
77	210992105077	CHANDRABHAN
78	210992105078	CHIRAG CHAUHAN
79	210992105079	DEEKSHA SHARMA
80	210992105080	DEEPESH KUMAR
81	210992105081	DEV KUMAR
82	210992105082	DEVENDRA AHIRWAL
83	210992105083	DHIRAJ TRIPATHI
84	210992105084	DILSHAD
85	210992105085	DIMPAL
86	210992105086	DIVYANSH RAJPUT
87	210992105087	DIVYANSHI RAJPUT
88	210992105088	DUSHYANT KUMAR GIRI
89	210992105089	FAIZAN MANOWER
90	210992105090	FARHAN AHMAD KHAN



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91	210992105091	GAURAV
92	210992105092	GAURAV PAL
93	210992105093	HARSH RAJ
94	210992105094	HARSH SHARMA
95	210992105095	HARSH SHRIVASTAVA
96	210992105096	HARSH VIJAY
97	210992105097	HIMANSHU CHAUHAN
98	210992105098	HIMANSHU KUMAR SINGH
99	210992105099	HUMDAAN ALI
100	210992105100	ISHAN VERMA
101	210992105101	ISHIKA PANSARI
102	210992105102	ISHITA CHAUHAN
103	210992105103	JANBI KUMARI
104	210992105104	JATIN KUMAR
105	210992105105	JAVED
106	210992105106	JYOTI CHAUHAN
107	210992105107	JYOTI NANDAN
108	210992105108	JYOTI SHARMA
109	210992105109	KAIF WALI
110	210992105110	KAJAL KUMARI
111	210992105111	KAMAL NAYAN PANDEY
112	210992105112	KARTIK BAI SOYA
113	210992105113	KASHISH RAWAT
114	210992105114	KAVITA MANDAL
115	210992105115	KAVYA GOEL
116	210992105116	KESHAV KUMAR
117	210992105117	KETAN
118	210992105118	KHALID ANWAR
119	210992105119	KHUSHI GOYAL
120	210992105120	KHUSHI KUMARI
121	210992105121	KSHITIZ SINGHAL



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122	210992105122	KUNAL BHATI
123	210992105123	KUNAL CHAUHAN
124	210992105124	KUNAL PANDEY
125	210992105125	LUCKY LOHIYA
126	210992105126	MANISH AWANA
127	210992105127	MANVENDRA
128	210992105128	MANVI SHUKLA
129	210992105129	MASUM SHAIKH
130	210992105130	MAYANK BAISOYA
131	210992105131	MAYANK TIWARI
132	210992105132	MD AMANULLA
133	210992105133	MD IMRAN RAZA
134	210992105134	MD TANJEEM AKHTAR
135	210992105135	MILLEE GUPTA





## **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.



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