



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



MANGALMAY
INSTITUTE OF MANAGEMENT TECHNOLOGY



DIGITAL MARKETING-COMPREHENSIVE STUDY

BBA 1st Year

14th -19th Nov. 2022

Resource Person

Mr. M.K. Srivastav

IT Professional



www.mimt.org | Plot No. 8 & 9, Knowledge Park-II, Greater Noida, Delhi-NCR, India



SYLLABUS

DIGITAL MARKETING : COMPREHENSIVE STUDY

Duration: 31 Hours

Session 1- Introduction To Digital Marketing

- What is marketing?
- What is Digital Marketing?
- Benefits of Digital marketing over Traditional marketing.
- Digital marketing platforms and Strategies
- Defining Marketing Goals
- Digital marketing trends

Session-2 -Website Design and Development

- Website planning and creation
- Domain and Hosting Setup
- WordPress setup

Session-3- Introduction to Search Engines

- How does the search engine work?
- Components of Search Engines
- Keyword Research and Competition
- Introduction to Keyword Research
- Types of Keywords

Session -4- On-page Optimization

- Introduction to Onpage optimization
- What are Webmaster Tools
- Onpage Analysis Methodology
- Fundamental On-page factors



- Website Speed
- Domain name in SEO
- URL Optimization
- Title Tag Optimization
- Meta Tags Optimization Session-5-Web Analytics Fundamentals

Session -5- OFFPAGE Optimization

- What is Link Building
- Types of Linking Methods
- Do Follow Vs. No Follow Link Building Guidelines
- Linking Building Methodology
- Links Analysis Tools

Session -6- Local SEO

- What is Local SEO?
- Importance of Local SEO
- Submission to Google My Business
- Completing the Profile

Session -7- Social Media Channels

- Social Media Marketing Introduction
- Facebook Ads
- Facebook Ads Manager
- Audience Targeting
- INSTAGRAM MARKETING
- Influencer Marketing
- LinkedIn Marketing
- Twitter Marketing

Session -8- Social Media Marketing (SMO)

- Social Media Marketing plan (working in groups)



- Creating a Facebook page
- Visual identity of a Facebook page
- Types of publications
- Exercise: Making a Facebook page (working in groups)

Session -9- Social Media Networking

- Business opportunities and Instagram options
- Optimization of Instagram profiles
- Integrating Instagram with a Web Site and other social networks
- Keeping up with posts
- Business tools on LinkedIn

Session -10- Blogging & Google AdSense

- Introduction to blogging
- Niche Selection
- Blogspot
- Blogging as a source of earning
- Deep secrets of Blogging
- AdSense Earning

Session -11- Freelancing and Drop-shipping

- How to become a freelancer
- Niche selection and it's importance
- Opportunities in the world of Freelancing
- What Is Drop-shipping?
- Myths About Drop-shipping
- Benefits of Drop-shipping
- Challenges in Drop-shipping



Schedule 1 (Online)

Link: <https://meet.google.com/vfx-zpqp-adt>

Session	Content	Time	Date
S 1	<p>Introduction To Digital Marketing</p> <ul style="list-style-type: none">● What is marketing?● What is Digital Marketing?● Benefits of Digital marketing over Traditional marketing.● Digital marketing platforms and Strategies● Defining Marketing Goals● Digital marketing trends	6PM-8PM	14-Nov-2022
S 2	<p>Introduction to Search Engines</p> <ul style="list-style-type: none">● How does the search engine work?● Components of Search Engines● Keyword Research and Competition● Introduction to Keyword Research● Types of Keywords	6PM-8PM	15-Nov-2022
S 3	<p>OFFPAGE Optimization</p> <ul style="list-style-type: none">● What is Link Building● Types of Linking Methods● Do Follow Vs. No Follow Link Building Guidelines● Linking Building Methodology● Links Analysis Tools	6PM-8PM	16-Nov-2022
S 4	<p>Social Media Channels</p> <ul style="list-style-type: none">● Social Media Marketing Introduction● Facebook Ads● Facebook Ads Manager	6PM-8PM	17-Nov-2022



	<ul style="list-style-type: none">● Audience Targeting● INSTAGRAM MARKETING● Influencer Marketing● LinkedIn Marketing● Twitter Marketing		
S5	<p>Blogging & Google Adsense</p> <ul style="list-style-type: none">● Introduction to blogging● Niche Selection● Blogspot● Blogging as a source of earning● Deep secrets of Blogging● Adsense Earning	6PM-8PM	18-Nov-2022

PROFILE OF RESOURCE PERSON

Mr. M.K. Srivastava, Digital Marketing Trainer, IIT Kanpur

Mr. M.K. Srivastava, a distinguished Professor at the prestigious Indian Institute of Technology Kanpur (IIT Kanpur), is renowned for his expertise in digital marketing. With an illustrious academic background and extensive industry experience, he has been instrumental in shaping the digital marketing landscape through his innovative teaching methodologies and comprehensive research contributions. He has spearheaded numerous initiatives at IIT Kanpur, including the development and implementation of add-on courses focused on digital marketing. His courses offer a holistic understanding of the rapidly evolving digital landscape, equipping students with practical skills and strategic insights to excel in this dynamic field. As a seasoned trainer, Mr. Srivastava's workshops and seminars have empowered countless professionals to leverage digital platforms effectively. His approach blends theoretical knowledge with real-world applications, making complex concepts accessible to learners at all levels. Mr. M.K. Srivastava's unwavering commitment to excellence and passion for digital marketing education have earned him widespread admiration and respect within academia and the industry alike.

Schedule 2 (Computer Lab)



Note: Ms. Neha Dhingra, a faculty at MIMT . she conducted sessions in a computer lab alongside online lectures for digital marketing conducted by IIT Kanpur. Her practical workshops provided participants with hands-on experience, complementing theoretical knowledge. Through these sessions, attendees gained valuable skills essential for navigating the dynamic world of digital marketing effectively.

Session	Content	Time	Date
S1	Website Design and Development <ul style="list-style-type: none">● Website planning and creation● Domain and Hosting Setup● WordPress setup	1:30 PM - 5 PM	14-Nov-2022
S2	On-page Optimization <ul style="list-style-type: none">● Introduction to Onpage optimization● What are Webmaster Tools● Onpage Analysis Methodology● Fundamental On-page factors● Website Speed● Domain name in SEO● URL Optimization● Title Tag Optimization● Meta Tags Optimization Session-5- Web Analytics Fundamentals	1:30 PM - 5 PM	15-Nov-2022
S3	Local SEO <ul style="list-style-type: none">● What is Local SEO?● Importance of Local SEO● Submission to Google My Business● Completing the Profile	1:30 PM - 5 PM	16-Nov-2022
S4	Social Media Marketing (SMO) <ul style="list-style-type: none">● Social Media Marketing plan (working in groups)	1:30 PM - 5 PM	17-Nov-2022



	<ul style="list-style-type: none">● Creating a Facebook page● Visual identity of a Facebook page● Types of publications● Exercise: Making a Facebook page (working in groups)		
S5	<p>Social Media Networking</p> <ul style="list-style-type: none">● Business opportunities and Instagram options● Optimization of Instagram profiles● Integrating Instagram with a Web Site and other social networks● Keeping up with posts● Business tools on LinkedIn	1:30 PM - 5 PM	18-Nov-2022
S6	<p>Freelancing and Drop-shipping</p> <ul style="list-style-type: none">● How to become a freelancer● Niche selection and it's importance● Opportunities in the world of Freelancing● What Is Drop-shipping?● Myths About Drop-shipping● Benefits of Drop-shipping● Challenges in Drop-shipping	1:30 PM - 5 PM	19-Nov-2022

PROFILE OF RESOURCE PERSON

Ms. Neha Dhingra



A results-oriented Digital Marketing Expert with 5+ years of experience in

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al marketing strategies. Skilled in SEO, SEM, social media marketing, content creation, email campaigns, and data analytics. Proven track record of driving brand awareness, lead generation, and revenue growth through targeted digital campaigns. Proficient in Google Analytics, Google Ads, social media platforms, and other digital marketing

tools. Strong analytical and communication skills, with a collaborative approach to achieving business objectives. Certifications include Google Analytics, Google Ads, and HubSpot Inbound Marketing. Passionate about leveraging digital channels to drive measurable results and contribute to organizational success.



Name of Activity	Certification Course “Digital Marketing – Comprehensive Study”
Date	14 – 19 Nov, 2022
Venue	Computer Lab, MIMT
Organized by	Management Department
Name of Expert	Mr. M.K. Srivastav (IT-Professional)
Beneficiary	75 BBA I year Students
Activity Convener	Mr. Shakti Shukla
Objective	<p>The aim of this certification course is:</p> <ul style="list-style-type: none">• To engage in hands-on activities, group exercises, and discussions, fostering a dynamic learning environment• To provide a comprehensive overview of digital marketing, equipping participants with practical skills and knowledge
Content	<p>In the current global environment, we cannot afford to prepare our employees without providing them with practical experience in digital marketing if we want the students to be competitive and so boost their employability. A 48-hour Certification Course titled "Digital Marketing" for BBA students was offered by the IQAC Cell, MIMT, with the goal of introducing students to the principles, platforms, and employment potential of digital marketing. The major goal is to prepare students for any employment role in the digital marketing business through education, training, and readiness.</p> <p>Day 1: The resource person Introduced participants to the fundamental concepts of marketing and the evolution of digital marketing. He discussed the advantages of digital marketing over traditional method and explored various digital marketing platforms, strategies, and current trends. Mr. Srivatav focused on website planning, creation, and the essential steps for domain and hosting setup and conducted a hands-on session on</p>



	<p>WordPress setup, empowering participants to establish a strong online presence.</p> <p>Day 2: The participants delved into the intricacies of search engines, their components, and the importance of keyword research. Introduced on-page optimization, covering webmaster tools, on-page analysis methodology, and factors affecting SEO. Explored the basics of web analytics.</p> <p>Day 3: They explored off-page optimization, focusing on link building methods and tools for link analysis. The participants covered local SEO, emphasizing the significance of local search optimization and practical steps like Google My Business submission.</p> <p>Day 4: The resource person covered local SEO, emphasizing the significance of local search optimization and practical steps like Google My Business submission.</p> <p>Day 5: The session commenced with an introduction to blogging, emphasizing the significance of niche selection and the utilization of platforms like Blogspot. Attendees delved into the secrets of successful blogging, uncovering its potential as a sustainable source of income.</p> <p>The certification course “Digital Marketing – Comprehensive Study” enlightened participants on freelancing opportunities and the key to becoming a successful freelancer. The discussion then shifted to the world of drop-shipping, dispelling myths, highlighting benefits, and addressing challenges associated with this e-commerce model. Participants left with a clearer understanding of how to navigate the freelancing and drop-shipping landscapes.</p> <p>Mr. M.K. Srivastav, the resource person, expertly shared his knowledge, providing attendees with practical insights and strategies to embark on these digital ventures. The workshop successfully equipped participants with the tools to capitalize on the vast potential of blogging, Google AdSense, freelancing, and drop-shipping. In future, IQAC Cell had planned to conduct more digital marketing seminars or certification courses in the institute to aware students about the job</p>
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	opportunities available in the digital marketing.
Outcome of Activity	Participants gained practical skills in various aspects of digital marketing, including social media marketing, search engine optimization (SEO), content marketing, email marketing, analytics, and more. The course provided a comprehensive understanding of the digital marketing landscape, industry trends, and best practices, ensuring participants are well-versed in the latest strategies. Successful completion resulted in a certification, which enhanced the resume of the participants and demonstrated proficiency in digital marketing to employers and clients.

Examination

An online examination has been conducted by IIT Kanpur for certification of the program. 75 participants had qualified the evaluation test.

Photograph



Certificate



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



E & ICT Academy, IIT Kanpur
(A joint initiative of MeitY & IIT Kanpur)

Certificate

This is to certify that

Dr. / Mr. / Ms. **Abhishek Kumar Thakur** of
Mangalmay Institute of Management and Technology, Greater Noida, Uttar Pradesh
has completed the **Student Development Program** on
Digital Marketing-Comprehensive Study
from 14-11-2022 to 19-11-2022

Date of Issue: 21-11-2022

System Identification No.: 5491-8542

Prof B. V. Phani

Prof Amey Karkare

Chief Investigator E & ICT Academy, IIT Kanpur