



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



MANGALMAY
INSTITUTE OF MANAGEMENT TECHNOLOGY



DIGITAL MARKETING

BBA 1st Year

8th May - 1st June 2023

Resource Person

Mr. KANISHK BHARDWAJ

Trainer, Albatross

www.mangalmai.net.in | Plot No. 8 & 9, Knowledge Park-II, Greater Noida, Delhi-NCR, India



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 Copywriting?
- 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
- Online Ads & Google Adword
- Online Ad Inventory Type

Session 11-Type of Advertisement you do

- Online Ads Buying Methods



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

Session 12-What is On-Page & Off-Page SEO?

- Search Engine Optimization
- What is Search Engine?
- How Search Engine algorithm works?
- 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">● 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 Tools	2PM-5PM	08-May-23
S 2	<p>Graphic Design</p> <ul style="list-style-type: none">● What is Graphic Design● Elements of Graphic Design● Principles of Graphic Design● Creating Banner for website● Creating Logo Tools for making Graphics	2PM-5PM	09-May-23
S 3	<p>Video Marketing & Fundamentals</p> <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?● How To Create Advertisement Videos?● Learning Marketing Videos.	2PM-5PM	10-May-23
S 4	<p>Blogging Fundamentals</p> <ul style="list-style-type: none">● What is Blogging?● What are Types Of Blogging?	2PM-5PM	12- May-23



	<ul style="list-style-type: none">● What Is Content Copyrighting?● Tools To Improve Content Writting● How Content Writting Helps In● Generating Relevant Traffic		
S 5	Web Ananlytics Fundamentals What is Website Analytics <ul style="list-style-type: none">● Tools For Web Analytics● How to Analyze Competitors● Traffic● Tools For App, Third party● Analytics.	2PM-5PM	15- May-23
S 6	Email Marketing Fundamentals <ul style="list-style-type: none">● Introduction To Email Marketing● What are Types Of Blogging?● What Is Content Copyrighting?● Tools To Improve Content Writting● How Content Writting Helps In● Generating Relevant Traffic	2PM-5PM	16- May-23
S 7	Social Media Marketing <ul style="list-style-type: none">● How Social Media Marketing● Works for Business● Facebook &Instagram	2PM-5PM	18- May-23
S 8	<ul style="list-style-type: none">● Optimization● Creating FB Insta Business Account● How to use Hashtags in posts	2PM-5PM	19- May-23
S 9	Campaign Structure & Keyword Research Tool <ul style="list-style-type: none">● The Campaign Level	2PM-5PM	23-May-23



	<ul style="list-style-type: none">● The Ad Group Level● Keyword Selection		
S 10	<ul style="list-style-type: none">● Ad Extensions● Using Keywords Research● Online Ads & Google Adword● Online Ad Inventory Type	2PM – 5PM	25-May-23
S 11	<ul style="list-style-type: none">● Online Ads Buying Methods● What is Match Type● How and when to select Match Types	2PM – 5PM	29- May-23
S 12	<ul style="list-style-type: none">● Search Engine Optimization● What is Search Engine?● How Search Engine algorithm works?● Introduction to Local & Technical SEO?● Different Link Building Tactics	2PM – 5PM	1- June-23
	<ul style="list-style-type: none">● Practical Test	2PM – 3PM	5 – June-23



Resource Person's Profile

Mr KANISHK BHARDWAJ

Mr. KANISHK BHARDWAJ 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 SRM University ,Chennai . He has earned certificates in Digital Marketing Consultant & Executive. He is also certified in Graphic Design and Video Compositing.



	Report
Name of Activity	Certification Course “Digital Marketing”
Date	8 th MAY,2023 to 1 st JUNE, 2023
Venue	Computer Lab, MIMT
Organized by	Management Department
Name of Expert	Mr. Kanishk Bhardwaj (Trainer)
Beneficiary	BBA 1 st Year Students (135)
Activity Coordinator	Ms. Pooja Sharma
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 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:In the beginning, the resource person defined digital marketing. He provided a succinct history of digital marketing. He also talked about the important ideas and vocabulary that would help people comprehend digital marketing.</p> <p>Day 2: The resource person talked about graphic design, its</p>



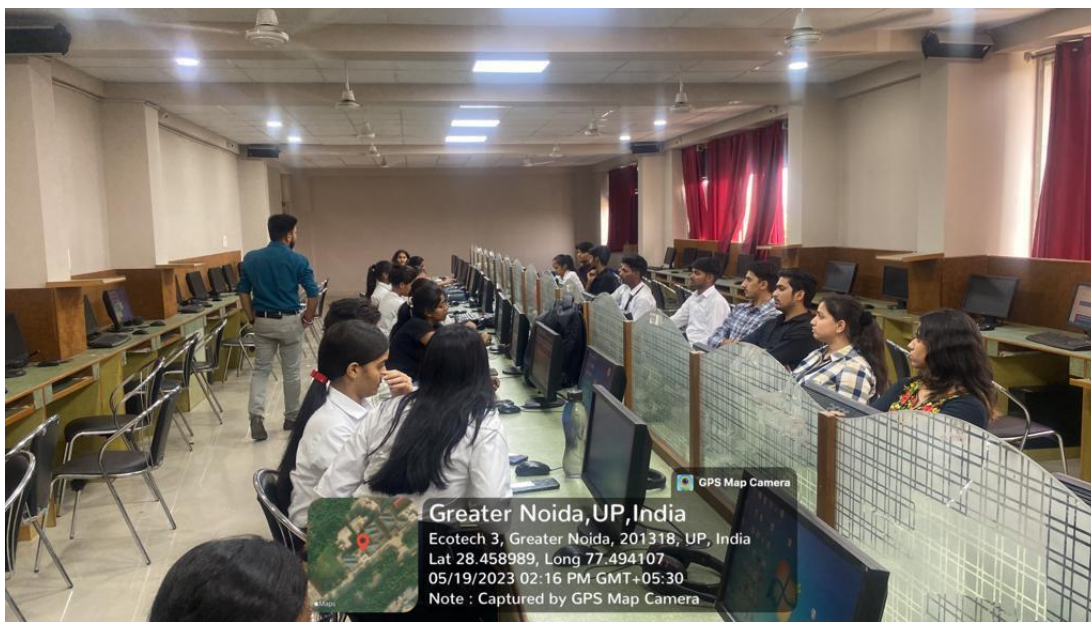
	<p>components, and its guiding principles. Additionally, he discussed how to design a website banner and resources for designing logos. .</p> <p>Day 3"How Video Marketing Can Help You Grow Your Business" was covered by the resource person. He talked about how to make commercial videos.</p> <p>Day 4:The resource person spoke about blogging and its various forms. Improvement in content authoring was also made clear.</p> <p>Day 5: The resource person introduced various Web analytics tools. He described how to assess traffic and rival businesses. He also recommended various App tools. .</p> <p>Day 6: The resource person discussed the basics of email marketing and how to use it to drive targeted visitors to a website.</p> <p>Day 7:The resource person talked about how social media is enhancing businesses. He provided instructions on how to set up Facebook and Instagram pages and build communities. .</p> <p>Day 8: Techniques for optimisation were covered.The resource person covered how to set up a Facebook and Instagram business account as well as how to post using hashtags. .</p> <p>Day 9: The expert speaker covered topics such campaign structure, keyword research tools, ad group level campaigns, and key word selection. He described how to choose keywords to drive the most traffic possible to your website.</p> <p>Day 10: The expert speaker covered ad copy ad extensions. How to use keyword research to create effective ads. Additionally, he discussed the high and low bid range.</p> <p>Day 11: The Google Adwords were the main focus. He talked about how online advertisements function. Online Ads Buying Methods were covered by the resource person. He talked about where to start with Google Ad terms.</p> <p>Day 12: The resource person talked about search engines and how, with the aid of SEO tactics.The resource person described</p>
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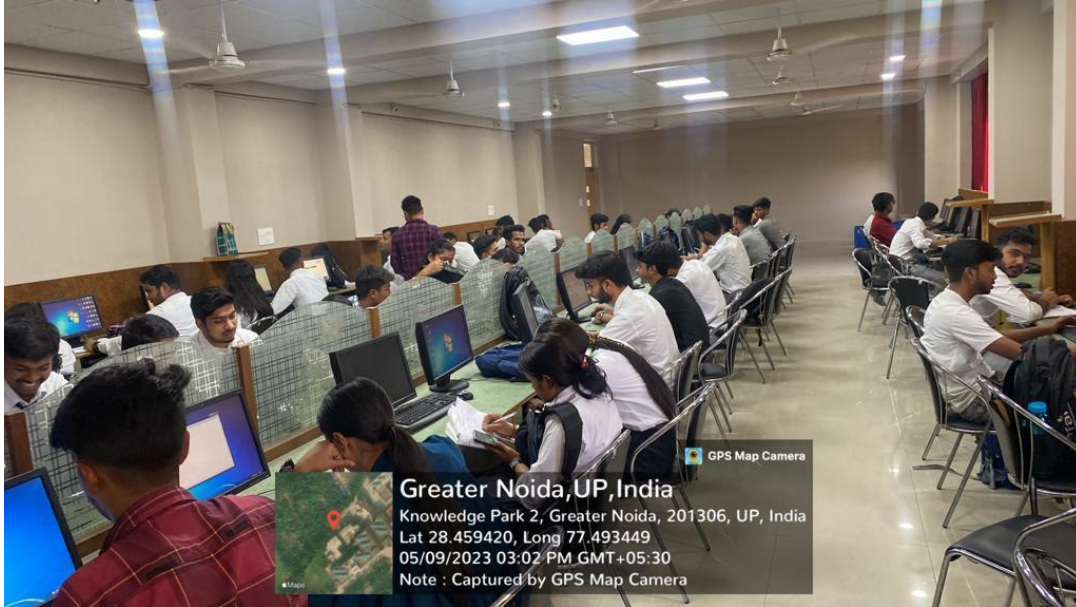


	<p>SEO. The use of SEO approaches with different organizational needs depending on geographic locations was also covered, as well as local and technical SEO. He also discussed several link-building strategies.</p> <p>During the session, the expert went through the important aspects such as digital marketing fundamentals, website creation, search engine optimization, social media marketing, email marketing and analytics. And then, the certification course suggested ways to setup a 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 educate students about the job opportunities available in digital marketing.</p>
Outcome of Activity	<p>By putting social media techniques into practice, analyzing them, and building and assessing the success of interactive websites, the students will be capable of producing digital material for efficient marketing.</p>



Photograph





Certificate

Examination
Sample Assessment



Course: BBA

ADD-ON COURSE QUIZ

Time: 1 hour

Course Name: Digital Marketing

Date: 07/06/2023

Name of Student: Schid

Roll No.

22 U0175674

Invigilator Sign- 

General Instructions: All questions are compulsory. Each question will carry '1' mark and there is no 'Negative Marking'.

MULTIPLE CHOICE QUESTIONS

Examination

1. What is the primary goal of digital marketing?
a) Increase brand awareness
b) Generate leads and sales
c) Enhance customer support
d) All of the above
2. Which of the following is a key component of on-page SEO?
a) Social media marketing
b) Backlink building
c) Keyword optimization
d) Paid advertising
3. What does CTR stand for in the context of online advertising?
a) Click-Through Rate
b) Cost-Target Ratio
c) Conversion Tracking Result
d) Customer Testimonial Report
4. What is the purpose of A/B testing in digital marketing?
a) To analyze website traffic
b) To compare two versions of a webpage or ad
c) To track social media engagement
d) To measure email open rates
5. Which social media platform is known for its character limit in posts?
a) Instagram
b) Facebook
c) Twitter
d) LinkedIn



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6. What is the main benefit of using marketing automation?
 - a) Increased manual work
 - b) Improved efficiency and time savings
 - c) Reduced need for customer engagement
 - d) Lower advertising costs
 7. What is the purpose of a landing page in digital marketing?
 - a) To showcase a company's products
 - b) To capture visitor information and convert leads
 - c) To display customer testimonials
 - d) To provide general company information
 8. Which metric is used to measure the effectiveness of an email marketing campaign?
 - a) Impressions
 - b) Click-Through Rate (CTR)
 - c) Bounce Rate
 - d) Social media followers
 9. What does the acronym SEO stand for?
 - a) Social Engagement Optimization
 - b) Search Engine Optimization
 - c) Sponsored Email Outreach
 - d) Sales Enablement Officer
 10. What is the primary purpose of a call-to-action (CTA) in digital marketing?
 - a) To share interesting content
 - b) To gather customer feedback
 - c) To prompt a specific action from the audience
 - d) To provide contact information
 11. Which type of digital advertising is based on a pay-per-click (PPC) model?
 - a) Display advertising
 - b) Social media advertising
 - c) Search engine advertising
 - d) Email marketing
 12. What is the purpose of social media analytics in digital marketing?
 - a) To create engaging content
 - b) To track and analyze the performance of social media campaigns
 - c) To automate social media posting
 - d) To design visual graphics
 13. Which of the following is an example of earned media in digital marketing?
 - a) Paid advertisements
 - b) Social media posts



- c) Influencer collaborations
- d) Email newsletters

14. What is the significance of a conversion funnel in digital marketing?

- a) It represents the journey of a customer from awareness to purchase
- b) It measures the bounce rate of a website
- c) It tracks the number of website visitors
- d) It analyzes social media engagement

15. Which of the following is NOT a key element of a strong online presence?

- a) Mobile optimization
- b) Consistent branding
- c) Limited online visibility
- d) High-quality content

16. What is the primary purpose of a content calendar in content marketing?

- a) To schedule team meetings
- b) To plan social events
- c) To organize blog post ideas and publication dates
- d) To track employee vacations

17. What is the primary goal of influencer marketing?

- a) To increase website traffic
- b) To build brand credibility through influencers
- c) To replace traditional advertising methods
- d) To reduce marketing costs

18. What is the purpose of a lead magnet in digital marketing?

- a) To repel potential customers
- b) To attract and capture potential leads
- c) To increase bounce rates on a website
- d) To automate email responses

19. In the context of social media, what does the acronym ROI stand for?

- a) Return on Investment
- b) Reach of Impressions
- c) Rate of Interaction
- d) Revenue from Online Initiatives

20. What is the role of a bounce rate in website analytics?

- a) To measure the effectiveness of email campaigns
- b) To track the number of returning visitors
- c) To evaluate the percentage of single-page visits
- d) To monitor social media engagement