



Yashaswi Education Society's
INTERNATIONAL INSTITUTE OF MANAGEMENT SCIENCE

***VALUD ADDED COURSE ON “DIGITAL
MARKETING”
2019-20***

**Course Co ordinator
Prof. Sarang Dani**

Syllabi for the Value Added Course: Digital Marketing

Module 1: Introduction to Digital Marketing (6 Hours)

This module introduces the fundamentals of digital marketing, including its definition, importance, and key concepts. Students will learn about the digital marketing landscape, consumer behavior in the digital age, and the differences between traditional and digital marketing.

Module 2: Search Engine Optimization (SEO) and Content Marketing (6 Hours)

Students will explore SEO techniques to improve website visibility and ranking on search engines. This module covers keyword research, on-page and off-page SEO, and the role of content marketing. Students will learn to create and optimize content to attract and engage their target audience.

Module 3: Social Media Marketing (6 Hours)

This module focuses on leveraging social media platforms for marketing purposes. Students will learn about different social media channels, their unique features, and how to develop effective social media strategies. Topics include content creation, community management, and social media advertising.

Module 4: Pay-Per-Click (PPC) Advertising and Email Marketing (6 Hours)

Students will gain insights into PPC advertising, including Google Ads and social media ads. This module covers campaign planning, keyword bidding, and ad performance analysis. Additionally, students will learn about email marketing strategies, including list building, segmentation, and crafting compelling email campaigns.

Module 5: Analytics and Measuring ROI (6 Hours)

The final module focuses on digital marketing analytics and measuring return on investment (ROI). Students will learn to use tools like Google Analytics to track and analyze digital marketing performance. Topics include setting up analytics, interpreting data, and making data-driven decisions to optimize marketing efforts.

