

**Course Code:** UGC19\_HS26

**Course Name:** Digital Marketing

**Course Instructor:** Dr.Tejinderpal Singh

**Course Layout:**

- Week 1
  - 1:Introduction to Digital Marketing and its Significance
  - 2: Traditional Marketing Vs Digital Marketing
  - 3:Digital Marketing Process
- Week 2
  - 4:Website Planning and Development : Types of websites
  - 5:Website Planning and Development : Keywords
- Week 3
  - 6:Understanding Domain and Webhosting
  - 7:Building Website/Blog using CMS WordPress
  - 8:Using WordPress Plug-ins
- Week 4
  - 9:Introduction to Search Engine Optimization
  - 10:Keyword Planner Tools 11:On Page SEO Techniques-Indexing and Key Word Placement
- Week 5
  - 12:On Page SEO Techniques- Content Optimization
  - 13:On Page SEO : Yoast SEO Plug-in
  - 14:Off –Page SEO Techniques
- Week 6
  - 15:Email Marketing- Introduction and Significance
  - 16:Designing e-mail marketing campaigns using Mail Chimp
- Week 7
  - 17:Building E-mail List and Signup Forms
  - 18:Email Marketing Strategy and Monitoring
  - 19:Email –Automization
- Week 8
  - 20:Pay Per Click Advertising: Introduction
  - 21:Pay Per Click Advertising: Google Adword
  - 22:Type s of Bidding strategies
- Week 9
  - 23:Designing and Monitoring search campaigns

- 24:Designing and Monitoring Display campaigns
- Week 10
  - 25:Designing and Monitoring Video campaigns
  - 26:Designing and Monitoring Universal App Campaigns
- Week 11
  - 27:Google Analytics : Introduction and Significance
  - 28:Google Analytics Interface and Setup
  - 29:Understanding Goals and Conversions
- Week 12
  - 30:Monitoring Traffic Behavior and preparing Reports
  - 31:Social Media Marketing : Introduction and Significance
  - 32:Facebook Marketing : Introduction Types of Various Ad Formats
- Week 13
  - 33:Setting up Facebook Advertising Account
  - 34:Understanding Facebook Audience and its Types
  - 35:Designing Facebook Advertising Campaigns
- Week 14
  - 36:Working with Facebook Pixel
  - 37:Twitter Marketing: Basics
  - 38:Designing Twitter Advertising Campaigns
- Week 15
  - 39:Introduction to LinkedIn Marketing
  - 40:Developing digital marketing strategy in Integration form