

Course Code: UGC19_HS26

Course Name: Digital Marketing

Course Instructor: Dr.Tejjinderpal 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