



SHAHEED SUKHDEV COLLEGE OF BUSINESS STUDIES
(UNIVERSITY OF DELHI)
Dr. KN Katju Marg, Sec-16, Rohini, Delhi-110089

About Course: Short duration Course on “**DIGITAL MARKETING**” -100 hours (4-6 Months) weekend course launched by “Shaheed Sukhdev College of Business Studies (SSCBS): An esteemed college of University of Delhi”.

Class timings: During the Weekends and Vacations 9:00 am onwards.

Duration of the course: 100 Hours (over 4 -6 Months) - 60% Practical and 40% Theoretical

Eligibility: Anyone who is pursuing Graduation or passed class 12th or equivalent.

Forms Availability: Admission form is available on the college website (<http://sscbsdu.ac.in>). Download the Application form (photocopy of downloaded form may be used).

Total Fees 20,200/--(Course fee 20,000/-, Application fee 200/-).

Mode of Payment: By Net Banking and Cheque.

Net Banking/ Cheque details:

| | |
|-----------------|---------------------------------------------------------------------------------|
| Account Name: | Principal SSCBS students Society A/C |
| Bank: | State Bank of India |
| Account Number: | 35810781108 |
| IFS Code: | SBIN0011550 |
| MICR: | 110002303 |
| Branch: | (11550)- Pascon Building Garg Trade Centre, Sector-11, Rohini, New Delhi-110085 |

Students need to deposit online transaction receipt of Total Fees 20,200/- (Course fee 20,000/-, Application fee ₹200/-) with application form and supporting documents.

Documents required at the time of Admission: Attach Photocopy of Mark sheet & Certificates of Class 12th or above, Online Fees Deposit Receipt (If fees paid online) and Aadhar card / Identity Proof.

Timings of Application form submission in the college: Forms will be submitted in accounts office (Room No-10) Monday to Friday during working Hours (10:00 am to 4:00 pm).

Number of seats: 40-50 students per batch.



Admission Notice: The date for each new batch will be notified on the College website (<http://sscbsdu.ac.in>).

Certification: Certificate shall be provided by SSCBS.

Examinations:

- (i) Mid Term Exam - Conducted by SSCBS.
- (ii) Project work - Assigned and Evaluated by SSCBS (To be submitted prior to end term exam).
- (iii) End term Exam - On line exam conducted by SSCBS.

Note- Date of exams shall be notified later during the course. Once notified, no change of date will be allowed for any candidate.

Requisites for course completion: Securing at least 60% marks in each of the followings;

- (i) Internal Examination,
- (ii) Project Work,
- (iii) End Term Examination.

What if candidate is unable to secure the requisite percentage? : The candidate would be given another opportunity to meet the above mentioned requisite. If the same is not met then the candidate can avail of a participation certificate or appear for the exam along with the next batch of students by paying the examination fees/project evaluation fee to SSCBS.

When the certificate will be awarded: After successful completion of Internal Examination, Project work and End Term Examination candidates would be issued a certificate by SSCBS.

For Further clarification **Contact: Mr. Deepak Tiwari** (Placement Officer SSCBS) **Mob:** 8744045455, **Email:** placementofficer@sscbsdu.ac.in .

Course Coordinators:

Mr Neeraj Kumar Sehrawat -(nrjsehrawat@sscbsdu.ac.in , +91-7015448335)

Mr. Amit Kumar- (amit.catlog@sscbsdu.ac.in , 9958161303)



WHY DO YOU NEED A COURSE IN DIGITAL MARKETING?

- 73% of Fortune 500 companies now have active corporate Twitter accounts.
- 66% have Facebook pages, according to a new University of Massachusetts Dartmouth report.
- 112% year-over-year increase in demand for SEO professionals, with salaries as high as \$94,000, as reported by Conductor, an SEO technology company based in New York.
- Job listings with 'SEO' in it have increased on job site Indeed.com by 1900% since 2006.
- In this climate, doesn't it make sense to equip the next generation of grads with the social media skills demanded by the contemporary economy?

Digital Marketing has a promising career provided student undergo a practical training. Through this program, we ensure to provide tools which are highly in demand. We make practice a fun learning through our innovative techniques. So that our student step out as a corporate ready product.

COURSE DELIVERABLES

Courses: Digital Marketing ranging from Basic Essentials to Advanced Knowledge

Exercises: Quizzes, Group Discussion, Campaign Run, Self-Promotion of Blogs

Material: Case based Study, Tricks, and Real Live Examples

Integration with other Applications: Coverage on how to create a Marketing Plan, Budgeting etc.

Assistance with Placements: Training shall be accompanied with specific training and tips for excelling at placements.



COURSE CONTENTS

Module 1: Basics of Digital Marketing

About Digital Marketing v/s Traditional Marketing
Hierarchy in Digital Marketing
Role in Digital Marketing
Competition Analysis
Scope & Career Opportunities
Skills to become Digital Marketers
Volunteer's selection for College/Company's Digital Marketing Program
Measurement metrics for SM
Marketing Analytics- 4 P's
Big Data Analytics (Marketing)
Security and Privacy issues/Ethical Issues

Module 2: SEO Training

About Search Engine Optimization & Working
How Search Engines Work (Google, Bing etc)
Keyword Research Strategies
Types of Keywords
Keyword Application
Keyword Research for Ecommerce
Keyword Oriented Content Writing

On Page Optimizations

On page factors for Search Engines Google Yahoo Bing
Various On Page Optimization Tags
On Page Optimizations Techniques and other Algorithms
Content Optimization
Google Insights / Trends
Google Panda Update
Google Penguin Update
Google Hummingbird

Off Page Optimizations

What is Link Building?



Link Building Formula
Directory Submission
Social Bookmarking
Article Submission
Press Release
Blog Submission
Forum Postings
Question Answers Portals
Classified Submissions
Forum Submission & applications
Working on Live Dynamic Website.
SEO Optimization through Webmaster
Google Control Settings
Resolving Website Errors

(Access to SEO Dashboard of a company and Working on applications by the learners to understand the tool in the best possible manner)

Module 3: Google Adsense

Learn How to Earn from Google
How Adsense Works
Legal ways of Google Earning program
Website Policies
Earning Policies
Account Creation
Code Installation

Module 4: PPC Training

Google Adwords

Search Advertising Module
Display Advertising Module
Re Targeting Module
Remarketing
Branding VIA Paid Networks
Facebook Adverts
Paid Ads on Facebook



LinkedIn Paid Ads

Paid Ads on LinkedIn

Key Training Areas – PPC

On page Optimization for Paid Marketing

Landing Page Creation

Ad Making Strategies

Geo targeting of Ads

Bidding

Campaign Designing

Campaign Optimization

Conversion Tracking

CPC/CPM

Module 5: Social Media Marketing

Facebook

Creating Strong Profiles on Facebook

Creating Pages & Groups

Advertising on Social Media

Lead Generation

Branding on Facebook

Quora

Best Practice& Benefits of Quora

How to Use Quora For Customers

LinkedIn

LinkedIn – Internet Marketing

Creating Strong Profiles on LinkedIn

Creating Company Profiles

Advertising on Social Media

Branding on LinkedIn

Company pages

Twitter

Creating Strong Profiles on Twitter



Product Brand Promotion Activities

Retweeting

YouTube

Video Optimizations

Video Marketing

Learners will get access to Company's Social Media Page to give a real scenario. Facebook campaign will be running for a better understanding.

Module 6: Affiliate Marketing

What is Affiliate Marketing?

How to Sell through Affiliates

How to make money

Branding Through Affiliate Marketing

Affiliate Management Agencies

Merchant, Affiliate, Market & Customer

Product & Service Marketing

Traffic from Affiliate Network

Commission Based Lead Generation

Profitable Niche Product Promotion

Affiliate Tracking

Expanding Business through Affiliate Marketing

(Learners will look at the Affiliates by India's leading Affiliate marketing agency for a practical understanding)

Module 7: E-Commerce

SEO for E commerce

Paid Marketing for E commerce

International Ecommerce strategy

E commerce CMS Management

Gateway Providers & Policies

Landing Page Optimization for Ecommerce

Mobile Payments

Core Selling Strategies

Module 8: Email Marketing



Types Email Marketing
Email Marketing Servers
Email Marketing Application / Software's
Email Database Management
Email Data Extraction & Collection
Free Email Marketing Apps
Transactional emails
Direct emails
Opt-in email
Unconfirmed opt-in
Confirmed opt-in (COI)
Email Newsletters
Tracking Email Conversions

Module 9: Web Google Analytics

Part 1. Google Analytics Basics

How Google Analytics works
Accounts Management in Google Analytics
Profiling in Google Analytics and users
Google Analytics Navigation
Basic Metrics in Google Analytics
Google Analytics Reports

Part 2. Analytics Intelligence

Setup Automatic Intelligence Alerts
Intelligence Segments

Part 3. Google Analytics - Advanced Segments

How to use advanced segments in Google Analytic
How to create custom advanced segments

Part 4. Content Data Interpretation Pages and Landing Pages data

Event Tracking in Analytics
Google AdSense
Interpretation of Site Search data

Part 5. Visitors Data Interpretation



Tracking unique visitors to site
Tracking visitors according to Geographic location
Tracking visitors language information
Understanding Technical reports
Understanding Benchmarking

Part 6. Defining Goals & Ecommerce Tracking

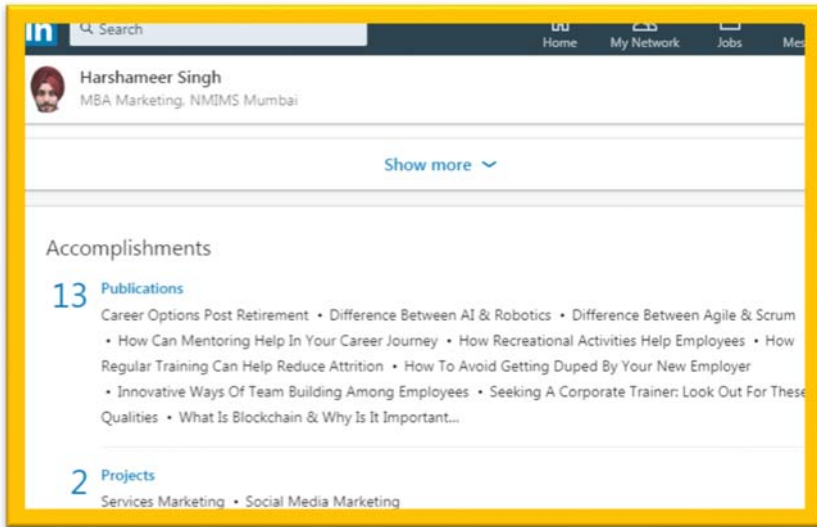
How to set up goals
Understanding Goal reports
Ecommerce tracking in Analytics

Module 10: Blogging/Content Marketing & Management

Types of Blogging
How to do blogging & various platforms
Content Generation
Content Distribution
Content for Various Networks
Professional Blogging
WordPress Blog
Guest Blogging
Micro Blogging
Tools to know before blogging



Each One Will Write a Blog Which Will Be Published by SSCBS to provide Motivation to Candidate & Candidate Will Get Credit on LinkedIn



Module 12: Graphics / Visuals Creation

Role of Graphics on Social Media

How to Create Visual Ideas

How to make Visuals without Technical Knowledge

Post Course Benefits

- Access to our Digital Content
- Doubt Sessions for 2 Weeks Via emails even after the course is completed
- Work with us on Live Projects and learn in practical scenario.
- Assistance in placement.