VRINDAWAN e-UNIVERSITY

Diploma in Digital Marketing

2023-24

digital marketing course syllabus	
Introduction To Digital Marketing	Mobile Marketing
Website Planning & Analysis	App Store Optimization
Search Engine Optimization	Content Marketing & Blogging
Search Engine Marketing	Online Reputation Management
Social Media Marketing	Affiliate Marketing
Web Analytics	Email Marketing
Google Tag Manager	Influencer Marketing
Display Advertising	Marketing & Sales Automation
Video Advertising	Growth Hacking
eCommerce Marketing	

The syllabus for a Diploma in Digital Marketing can vary depending on the institution and program you choose. However, I can provide you with a general outline of topics that are typically covered in such a diploma program. Keep in mind that digital marketing is a dynamic field, so course content may evolve to reflect industry trends and changes. Here's a sample syllabus:

Module 1: Introduction to Digital Marketing

1.1. Understanding Digital Marketing

1.2. Evolution of Marketing in the Digital Age

1.3. Digital Marketing vs. Traditional Marketing

1.4. Digital Marketing Channels and Platforms

Module 2: Website Development and Optimization

2.1. Basics of Website Creation

2.2. Website Usability and User Experience (UX)

2.3. Search Engine Optimization (SEO)

2.4. On-Page and Off-Page SEO

2.5. Mobile Optimization

Module 3: Content Marketing

3.1. Content Strategy and Planning

3.2. Content Creation and Curation

3.3. Blogging and Article Marketing

3.4. Video Marketing

3.5. Social Media Content

Module 4: Social Media Marketing

4.1. Social Media Platforms (e.g., Facebook, Instagram, Twitter, LinkedIn)

4.2. Social Media Advertising

4.3. Social Media Strategy and Analytics

4.4. Influencer Marketing

4.5. Community Management

Module 5: Email Marketing

5.1. Email Campaign Planning

5.2. Email List Building and Management

5.3. Email Design and Copywriting

5.4. Automation and Personalization

5.5. Email Analytics

Module 6: Pay-Per-Click (PPC) Advertising

6.1. Google Ads (formerly AdWords)

6.2. Display Advertising

6.3. Keyword Research

6.4. Ad Copywriting

6.5. PPC Campaign Management and Optimization

Module 7: Analytics and Data Analysis

7.1. Web Analytics (e.g., Google Analytics)

7.2. Key Performance Indicators (KPIs)

7.3. Data Interpretation and Reporting

7.4. A/B Testing and Conversion Rate Optimization (CRO)

Module 8: Search Engine Marketing (SEM)

8.1. Paid Search Advertising

8.2. Ad Campaign Budgeting

8.3. Bidding Strategies

8.4. Ad Extensions and Ad Quality

8.5. Remarketing

Module 9: Affiliate Marketing

9.1. Introduction to Affiliate Marketing

9.2. Affiliate Program Setup

9.3. Affiliate Recruitment and Management

9.4. Performance Tracking and Payments

Module 10: E-commerce Marketing

10.1. E-commerce Platforms and Strategies

10.2. Product Listings and Optimization

10.3. Shopping Ads

10.4. Customer Relationship Management (CRM)

Module 11: Mobile Marketing

11.1. Mobile App Marketing

11.2. SMS Marketing

11.3. Mobile Advertising

11.4. Location-Based Marketing

Module 12: Legal and Ethical Considerations

12.1. Privacy and Data Protection

12.2. Copyright and Intellectual Property

12.3. Ethical Marketing Practices

12.4. Compliance with Regulations (e.g., GDPR)

Module 13: Digital Marketing Strategy

13.1. Developing a Digital Marketing Plan

13.2. Budgeting and Resource Allocation

13.3. Case Studies and Best Practices

13.4. Future Trends in Digital Marketing

Module 14: Capstone Project

14.1. Applying Digital Marketing Concepts to Real-world Scenarios

14.2. Creating and Implementing a Comprehensive Digital Marketing Campaign

14.3. Project Presentation and Evaluation

Please note that this is a general outline, and specific course content may vary between institutions. Additionally, the field of digital marketing is continually evolving, so it's essential to stay updated with the latest industry trends and technologies throughout your career.

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