

DIGITAL MARKETING

FOUNDATION COURSE

Course Content:

Unit No.	Topics / Chapters Name
I	Introduction: <ul style="list-style-type: none">• What is Digital Marketing?• Understanding Marketing Process• Why Digital Marketing Wins Over Traditional Marketing ?• Understanding Digital Marketing Process
II	Search Marketing <ul style="list-style-type: none">• Basics of search marketing• Overview of Google AdWords• Tracking the success of SEM• Search engine optimization techniques
III	Web Analytics <ul style="list-style-type: none">• Digital measurement landscape• Introduction to google analytics• Interpreting the data in google analytics
IV	Social Media Marketing <ul style="list-style-type: none">• Different social media channels• Social media for various businesses• Measuring social media ROI• Content marketing