



K.L.E. Society's
LINGARAJ COLLEGE, BELAGAVI
(Autonomous)

DEPARTMENT OF BBA

Code: 31107 - CERTIFICATE COURSE IN DIGITAL MARKETING

INTRODUCTION:

Although traditional marketing strategies are still used, companies continue to shift their focus to digital approaches such as search engines, social media. These technologies take into account the journey of the customer and how they make their purchase decisions. It is important for marketers to have an understanding of digital marketing strategies and familiarize themselves with the key technologies underlying them. This course will offer students a panoramic view of digital marketing and provide insights into key strategies using Internet-based platforms. In addition, it will focus on content that resonates with consumers that helps businesses differentiate themselves in competitive markets.

II. OBJECTIVES OF COURSE

- Analyse the confluence of marketing, operations, and human resources in real-time delivery.
- Interpret the traditional marketing mix within the context of a changing and extended range of digital strategies and tactics.
- Students will learn various ways to generate engaging and persuasive content
- Learn how to make the most cautious use of the search engine

III. Course Duration: 40 Hours.

IV. Eligibility and intake capacity

1. PUC/10 + 2 pass
2. Selection of the Students is based on entrance test (descriptive exam) and oral tests.
3. Maximum 50 Students are allotted for a batch.

V. Mode of teaching

- Lectures
- Practical Lab
- Assignment
- Interaction with experts.

VI. Medium of instruction: English

VII. Programme Structure:

A. Scheme of Examination

The Certificate Course consists of a total Five Units with total of 100 marks. An Examination will be held at the end of the course.

	Examination	Internal Assessment
Paper I	60 Marks	40 Marks
	TOTAL	100 Marks

- B. The candidate should secure at least 40% of marks to successfully complete the certificate course.

SYLLABUS

Module I: Introduction to Digital Marketing 4 Hours

- Evolution of Digital Marketing
- Your window to the Digital World
- Traditional versus Digital Marketing
- The Consumer Decision Journey
- The P-O-E-M Framework
- Digital Advertising Market in India
- Digital Marketing Plan

Module II: Content Creation and Marketing 8 Hours

- Website Development - Wix and Wordpress
- Web Analytics - Key Metrics
- Social Media Post/Campaigns - Types and Creation
- Content Curation/User Generated Content

Module III: Social Media Marketing 10 Hours

- How to build a Successful Social Media Strategy
- Facebook Marketing - FB for Business
- Instagram Marketing
- Twitter Marketing
- LinkedIn Marketing
- Pinterest Marketing

Module IV Search Engine Optimization and Search Engine Marketing 10 Hours

- Working of Search Engine
- SEO Metrics
- SEO Tools
- SEM
- Ad Placements
- Google Ads
- Google Analytics - Performance Reports

Module V: Online Reputation Management

8 Hours

- Online PR
- Reputation Management

Suggested Readings and Reference Books:

1. The Art of SEO 2nd Edition (Eric Enge)
2. Search Engine Optimization: Your Visual Blueprint for Effective Internet Marketing 3/e (Jones K B)