



Professional Certificate in Digital Marketing

DURATION: 360 Hours

TOTAL CREDITS: 12

COURSE SYLLABUS

Objective

The objective of the course is to help students to understand digital marketing methods. The aim of the course is to provide participants with a rich set of digital skills to devise, plan and implement an engaging and successful digital strategy that delivers on and supports business objective.

Exit Profile

Through dynamic lectures, case studies and small group discussions, you will be exposed to the latest methods, techniques and tools for improving your organization's Digital Marketing and brand-building efforts.

Career Path

- Digital Marketing Analyst
- Digital Marketing Specialist/Expert
- Digital Marketing Team Lead
- Digital Marketing Strategist
- Content Writer

Course Outline

Course Name:	Professional Certificate in Digital Marketing	Duration:	360 H
Module	Topic	Duration	Total Duration
Module-1	Adobe Photoshop	1 M/36 H	360H
	Adobe Illustrator	1 M/36 H	
	HTML	1 M/36 H	
	WordPress	1 M/36 H	
Module-2	Digital marketing Overview	6 D/9 H	
	Social Media	6 D/9 H	
	Email Marketing	6 D/12 H	
	Mobile Marketing	6 D/12 H	
	Facebook Marketing	6 D/12 H	
	Twitter Marketing	6 D/12 H	
	LinkedIn Marketing	6 D/12 H	
	YouTube Marketing	6 D/12 H	
	Instagram Marketing	6 D/12 H	
	Pinterest Marketing	6 D/12 H	
	Content Marketing	6 D/12 H	
Live Project	6 D/12 H		
Module-3	Conversion Rate Optimization (CRO)	6 D/9 H	
	Web Analytics	6 D/9 H	
	Google Ads	6 D/9 H	
	Search Engine Optimization	6 D/12 H	
	Search Engine Marketing	6 D/12 H	
	Pay Per Click	6 D/9 H	
	Affiliate Marketing	6 D/9 H	
	Blogging, Vlogging, Funnels	6 D/9 H	

Course In Detail

MODULE 1

ADOBE PHOTOSHOP

- **Getting Acquainted with Photoshop**

- The Photoshop Environment
- Palettes and the Palette Well
- Creating Custom Workspaces
- Opening Images
- Using the File Browser
- Image Magnification
- Viewing Document Information
- Moving the Image
- Undoing Mistakes and The History Palette
- Displaying Drawing Guides
- Making Measurements
- Adding Annotations
- Setting Preferences

- **Adobe Bridge**

- The Adobe Bridge Environment
- Display Options
- Compact Mode
- Navigating, Opening & Placing Files
- Searching for Files and Folders
- Labeling and Rating Files
- Sorting and Filtering Files
- Copying, Moving and Deleting Files
- Stacking and Unstacking
- Previewing Images and the Loupe Tool
- Rotating Images
- Viewing a Slideshow
- Viewing and Editing Metadata

- Keywords
- Mini Bridge
- **Basic Image Manipulation**
 - Bitmap Images
 - Vector Images
 - Image Size and Resolution Settings
 - Scanning Images
 - Creating New Images
 - Placing Files
- **Color Basics**
 - Color Modes and Models
 - Color Mode Conversion
 - Previewing Color Differences Between Operating Systems
 - Color Management
 - Foreground and Background Colors
 - Using the Color Picker
 - Selecting Colors with the Color Palette
 - Selecting Colors with the Eyedropper Tool
 - Selecting Colors with the Swatches Panel
- **Painting Tools**
 - Painting Tools
 - The Brush Tool
 - Blending Modes
 - The Pencil Tool
 - The Color Replacement Tool
 - The Eraser Tool
 - The Magic Eraser Tool
 - The Background Eraser Tool
 - Using the Art History Brush
 - Using the History Brush
- **Brush Settings**
 - Using the Brushes Palette
 - Creating Custom Brush Tips by Selection
 - Creating Custom Brush Tips in the Brushes Palette
 - Setting Shape Dynamics
 - Setting Brush Scattering
 - Setting Brush Texture

- Setting Dual Brushes
- Setting Color Dynamics
- Setting Other Dynamics
- Miscellaneous Brush Settings
- Clearing Brush Settings
- Saving a Customized Brush
- Saving a Customized Brush Library
- **Making Selections**
 - Selection Basics
 - Making Pixel Selections
 - The Marquee Tools
 - Refining Edges of Selections
 - The Lasso Tools
 - The Magic Wand Tool
 - The Quick Selection Tool
 - Selecting by Color Range
 - Adjusting Pixel Selections
 - The Extract Command
 - Copying and Pasting Pixel Selections
 - Saving and Loading Selections
- **Filling and Stroking**
 - Applying Fills
 - Using the Paint Bucket Tool
 - Using the Gradient Tool
 - Using the Gradient Editor
 - Using Patterns
 - Using the Pattern Maker
 - Stroking
- **Layers**
 - Using Layers and Layer Groups/Sets
 - Creating Layers and Layer Groups/Sets
 - Stacking and Linking Layers
 - Moving Layer Content with the Move Tool
 - Locking Layers
 - Common Layer Management Tasks
 - Merging and Flattening Layers

- **Advanced Layers**

- Layer Styles
- Adjustment Layers and Fill Layers
- The Adjustments Panel
- Masking Layers
- The Masks Panel
- Creating Clipping Groups
- Creating Knockouts
- Smart Objects
- Smart Filters

- **Text**

- Text Basics
- Entering Text
- Selecting Text
- Editing the Bounding Box
- Creating a Type Selection
- Applying Effects to Type Layers
- Using the Character Panel
- Checking for Spelling Errors
- Using the Paragraph Panel

- **Drawing**

- Raster vs. Vector
- Shape Layers and Shape Options (CS6 & Later)
- Shape Layers and Shape Options (CS5-CS)
- Using the Shape Tools
- Using the Pen Tools
- Using the Anchor Point Tools
- Using the Paths Palette
- Working with Paths

- **Using Channels and Masking**

- Using the Channels Palette
- Using Channels
- Spot Colors
- Blending Channels and Layers
- Masks
- Using Alpha Channels

- **Manipulating Images**

- Changing the Canvas Size
- Rotating and Flipping Images
- The Rotate View Tool
- Cropping Images (CS6)
- Cropping Images (CS5-CS)
- The Perspective Crop Tool
- The Slice Tools
- The Free Transform Command
- The Smudge Tool
- Blurring and Sharpening Images
- Using the Dodge Tool and the Burn Tool
- The Sponge Tool
- Filters and The Filter Gallery
- The Liquefy Command
- Vanishing Point
- Content-Aware Scaling
- The Puppet Warp Tool
- The Clone Stamp Tool
- The Pattern Stamp Tool
- The Healing Brush Tool
- The Spot Healing Brush Tool
- The Patch Tool
- The Content-Aware Move Tool
- The Red Eye Tool
- **Saving Images**
 - Saving Images
 - The Save for Web & Devices Dialog Box
 - Printing
 - Printing Images
 - Setting Printing Options
- **Automating Tasks**
 - Actions and the Actions Palette
 - Playing Actions
 - Editing Actions
 - Playing Pre-Loaded Action
- **Help**
 - Photoshop Help
 - System Info

- Online Updates
 - System Info
 - Online Updates
-

ADOBE ILLUSTRATOR

- A Quick Tour of Adobe Illustrator
 - Getting to Know the Work Area
 - Selecting and Aligning
 - Creating and Editing Shapes
 - Transforming Objects
 - Drawing with the Pen and Pencil Tools
 - Color and Painting
 - Working with Type
 - Working with Layers
 - Working with Perspective Drawing
 - Blending Colors and Shapes
 - Working with Brushes
 - Applying Effects
 - Applying Appearance Attributes and Graphic Styles
 - Working with Symbols
 - Combining Illustrator Graphics with Other Adobe Applications
-

HTML

- Introduction of different Web Technology
- Introduction
- HTML Elements

- HTML Attributes
- HTML Headings
- HTML Paragraphs
- HTML Formatting
- HTML Fonts
- HTML Styles
- HTML Links
- HTML Images
- HTML Tables
- HTML Lists
- HTML Forms

- HTML Frames
- HTML Iframes
- HTML colours
- HTML Colornames
- HTML Color values
- HTML Quick List
- HTML Layout
- HTML Doctypes
- HTML Head
- HTML Meta
- HTML Scripts
- HTML Entities
- HTML URLs
- HTML URL Encode
- HTML Media
- HTML Audio
- HTML Object
- HTML Video
- HTML YouTube
- HTML Media Tags
- HTML Summary
- HTML5
- HTML5 Introduction
- HTML5 New Elements

- HTML5 Video
- HTML5 Video/DOM
- HTML5 Audio
- HTML5 Drag and Drop
- HTML5 Canvas
- HTML5 SVG
- HTML5 Canvas vs. SVG
- HTML5 Geolocation
- HTML5 Web Storage
- HTML5 App Cache
- HTML5 Web Workers
- HTML5 SSE
- HTML5 Tags

WORD PRESS

- **Overview**
 - Introduction of different Web Technology
 - What is WordPress
 - How WordPress Works
 - Summary
- **Setting up and Installing WordPress**
 - Installation of server
 - Installation of WordPress
 - Installation of MY SQL
 - Summary
- **WordPress Introduction**
 - Introduction to Blogging
 - First Steps with WordPress
 - WordPress Semantics - Learning the Jargon
 - New To WordPress - Where to Start
 - Using Images

- Wrapping Text Around Images
- Comments in WordPress
- Finding WordPress Help
- Post Formats
- Linking to Posts, Pages, and Categories
- Using Smilies
- Links Manager
- WordPress Feeds
- Customizing Feeds
- How to Use Gravatars in WordPress
- Writing Code in Your Posts
- Using Password Protection

● Designing

- Developing a Colour Scheme
- Designing Headers
- CSS Horizontal Menus
- Dynamic Menu Highlighting
- Good Navigation Links
- Next and Previous Links
- Styling for Print
- Designing Your Post Meta Data Section
- Separating Categories in your Post Meta Data Section
- Customizing the Read More
- Formatting Date and Time
- Styling Lists with CSS
- Designing Headings
- Playing With Fonts
- Using Images
- Fun Character Entities
- Comprehensive list of design articles
- Adding a Favicon

● Theme Development

- WordPress CSS Information and Techniques
- Finding Your CSS Styles
- Creating Individual Pages
- Uploading Files
- I Make Changes and Nothing Happens
- WordPress Blog Design and Layout

- Using WordPress Themes
- HTML to XHTML
- Custom Post Types
- Stepping Into Templates
- Stepping Into Template Tags
- Template Hierarchy
- The WordPress Loop
- The Loop in Action
- Anatomy of a Template Tag
- Theme Functions File Explained

● Website Development

- Validating a Website
- Know Your Sources
- WordPress Housekeeping
- WordPress Site Maintenance
- Finding Server Info
- HTML to XHTML
- Migrating Multiple Blogs into WordPress 3.0 Multisite
- Meta Tags in WordPress
- Search Engine Optimization for WordPress
- Accessibility

● FTP Management

- Understanding FTP
- Setting up FTP Server (Live)
- Uploading and downloading FTP contents
- Summary

● Sending Emails

- Designing email panel
- How to send an email to various users?
- Sending auto emails
- Summary

● Deployment

- Deploying application on Web Server
- Implement Word Press Site
- Troubleshooting the project application after implementation
- Summary

MODULE 2

INTRODUCTION TO DIGITAL MARKETING

- What is marketing?
- How we do Marketing?
- What is Digital Marketing?
- Benefits of Digital marketing
- Digital marketing platforms and Strategies
- Comparing Digital with Traditional Marketing
- Defining Marketing Goals
- Latest Digital marketing trends
- Case studies of Digital campaigns

MOBILE MARKETNG

- Growth in Mobile Industry
- Benefits of Mobile Marketing
- Mobile Marketing Goals
- Creating a Mobile Website
- App Creation Strategy
- Mobile Search Ads
- Mobile Call Only Campaigns

VIDEO MARKETING

- Importance of Video Marketing
- Create a Video Campaign
- Location Targeting
- Bidding Strategies
- Creating Targeting Groups
- Targeting Options in Video Ads

- Types of Ad Formats
- Measuring the Results of Campaign
- Best Practices of Video Ads
- Mobile Apps Install Campaign
- Mobile Apps Engagement Campaign
- Promoting Site in Mobile Apps
- Targeting Options in Mobile Apps
- Mobile Ad Formats
- Conversion Tracking
- Reporting in Mobile Ads

VIDEO MARKETING

- What is Social Media?
- SMMVs. SMO
- Benefits of using SMM
- Social Media Statistics
- Why use Social Media Marketing
- Social Media Strategy
- Impact of Social Media on SEO

FACEBOOK MARKETING

- Facebook account setup
- Personal account properties
- Facebook marketing strategy
- Competition analysis

- Facebook business page setup
- Types of Business pages
- Cover photo designing
- Increase the Likes to page
- Page management options
- Types of Posts and Statistics
- Dimensions in Posts
- Creating a post strategy
- Examples of Creative Posts
- User engagement metrics
- Facebook Insights
- Facebook Groups
- Facebook Apps creation
- Integration FB in Site

FACEBOOK ADVERTISING

- What is Facebook Advertising Types of Promotions?
- Audience Targeting
- Advanced Audience Targeting Bidding Strategies
- Ad Formats
- Ad Dimensions and Rules Remarketing Strategy
- Conversion Tracking

TWITTER MARKETING AND ADS

- What is Twitter?
- Benefits of Twitter
- How brands use Twitter

- Profile creation and management
- Customizing the profile
- Types of Tweets and Statistics
- Content strategy for Twitter
- Post your First Tweet Analysis of Big Brands
- Twitter Contests
- What is Hashtag?
- #Hashtags and its uses.
- Tools for Twitter marketing
- Twitter Analytics
- Twitter Advertising Types of Campaigns
- Audience Targeting
- Bidding Strategies Reporting

YOUTUBE MARKETING

- What is Video Marketing
- Statistics of Video Marketing
- Creating Channel in YouTube
- Customizing the YouTube Channel
- Create video marketing strategy
- Viral video examples
- Upload the first video
- How to optimize the video?
- Custom settings in videos
- YouTube Engagement Metrics
- Increasing Subscribers Annotations and Cards
- How to use Playlists
- Understanding copyrights and spam
- YouTube Studio
- YouTube Analytics

LINKEDIN MARKETING

- What is LinkedIn?
- Benefits of LinkedIn Network
- Create a LinkedIn profile
- Optimizing the profile
- Skills and Endorsements
- Recommendations in LinkedIn
- Creating new connections
- Posting content in profile
- LinkedIn Groups
- Finding Jobs in LinkedIn
- Creating company page
- Customization of page Posting in LinkedIn Page
- Advertising LinkedIn

INSTAGRAM MARKETING

- What is Instagram
- Instagram statistics
- How Brands use Instagram
- Creating Instagram Account
- Tour of Instagram App
- Content strategy and Tips
- Picture Dimensions
- Filters in Instagram
- Using Hashtags
- Popular Brands on Instagram

- Advertising options in Instagram

EMAIL MARKETING

- What is Email Marketing?
- Importance of Email Marketing
- Popular Email Marketing Software's
- Email Marketing Goals
- introduction to Mail Chimp
- Mail Chimp pricing structure
- Account setup and settings
- Email marketing strategy
- Creating a Subscriber List
- Integration of Forms in Site
- Import subscribers in list
- Types of Email marketing campaigns
- Creating an Email Campaign
- What is Newsletter Design a Newsletter?
- Reports
- Marketing Automation

PINTEREST MARKETING

- What is Pinterest?
- How brands use Pinterest
- Creating a Pinterest Account
- Customizing the Profile
- Pinterest Strategy Boards in Pinterest Pins and Links
- Generating Engagements
- Using Info Graphics
- Integrating Pinterest in Site

- Engagement Metrics for Pins Pinterest Analytics.

CONTENT MARKETING

- Content Marketing Overview and Strategy
- Content Marketing Channels
- Writing Messages and Creating Content
- Getting Your Message into the Media
- Content Strategy & Challenges
- Blog Marketing
- Social Media Marketing Channels
- Image Marketing
- Video Marketing
- Article and Press Release Marketing
- Email Marketing
- Event Marketing
- B2B Marketing

MODULE 3

INTRODUCTION TO SEARCH ENGINE OPTIMIZATION

- How the search engine works?
- Components of Search Engines
- Google Algorithms
- Google Results Page
- Panda, Penguin, Hummingbird & Pigeon
- Latest Updates in Google
- Online Resources

- Latest Updates in Google
- Online Resources

ONPAGE OPTIMIZATION

- Introduction to OnPage
- What Is Webmaster Tools
- Verification Process in GWMT
- Selection target Location
- OnPage Analysis Methodology
- Fundamental On-page Factors
- Website Speed
- Domain name in SEO
- URL Optimization
- Title Tag Optimization
- Meta Tags Optimization
- Content Optimization
- Sitemaps Generation
- Using Robot.txt In Site
- URL Redirecting Techniques
- canonical Links
- Rich Snippets

OFFPAGE OPTIMIZATION

- What is Link Building
- Types of Linking Methods
- DoFollow Vs. NoFollow
- Link building Guidelines

- Linking Building Methodology
- Links Analysis Tools
- Directory Submissions
- Local Business Directories
- Social Bookmarking
- Using Classifieds for Inbound traffic
- Question and Answers
- Slogging& Commenting
- Guest Slogging
- Press Releases
- Link Building Resources

OFFPAGE OPTIMIZATION

- What is Link Building
- Types of Linking Methods
- DoFollow Vs. NoFollow
- Link building Guidelines
- Linking Building Methodology
- Links Analysis Tools
- Directory Submissions
- Local Business Directories
- Social Bookmarking
- Using Classifieds for Inbound traffic
- Question and Answers
- Slogging& Commenting
- Guest Slogging
- Press Releases
- Link Building Resources

OFFPAGE OPTIMIZATION

- What is Link Building
- Types of Linking Methods
- DoFollow Vs. NoFollow
- Link building Guidelines
- Linking Building Methodology
- Links Analysis Tools
- Directory Submissions
- Local Business Directories
- Social Bookmarking
- Using Classifieds for Inbound traffic
- Question and Answers
- Slogging & Commenting
- Guest Slogging
- Press Releases
- Link Building Resources

KEYWORD RESEARCH AND COMPETITION

- Introduction to Keyword Research
- Types of Keywords
- Keyword Research Methodology
- Business Analysis & categorization
- Google Keyword Planner
- Market Research and Analysis
- New Keyword Ideas
- Competition Analysis
- Finalizing the Keywords List

GOOGLE ANALYTICS

- What is Analytics?

- Importance of Analytics for Business
- Popular Analytics Software's
- Key Performance Metrics (KPI) in Analytics
- Visits and Users
- Time on Page / Site Bounce Rate
- Exit Rate
- Conversion Rate Engagement
- Introduction to Google Analytics
- Installing Analytics code in site
- Analytics account structure
- Interface tour of Google Analytics General Tools in Analytics
- Real time Reports
- Settings in Analytics

INTRODUCTION TO PPC MARKETING

- Overview of PPC Marketing Training
- What PPC Marketing is All About
- Why You Should Be Using PPC Marketing for Your Business
- Different Ad Networks & Automation Tools

GOOGLE ADWORDS

- Overview of google AdWords
- The Importance of using Google AdWords
- Understanding the Auction
- The Importance of Ad Relevance
- Relevant Landing Pages
- AdWords Account Structure
- Keyword Strategy & Tools
- Google Keyword Planner
- Google Analytics & Adwords

GOOGLE ADSENSE

- What is Google AdSense

- How it Works?
- Top AdSense Earners (Global/ India]
- AdSense Guidelines
- Website ideas tor online earning
- Finding a Proper Niche
- Types of AdSense Account
- AdSense Interface Tour
- Create your First Ad
- Ad Formats and Sizes Bidding Models
- Custom Channels
- Ads Limits in a page
- Adding code in site / using plugin
- Blocking Ads
- AdSense Optimization Tips

AFFILIATE MARKETING

- What is Affiliate Marketing?
- How Affiliate marketing works
- How to Find Affiliate Niche?
- Top Affiliate Marketing networks
- Affiliate marketing networks
- Affiliate marketing in E-commerce
- Apply for Affiliate Marketing network
- Understanding the dashboard
- Promoting the Affiliate products
- Methods of Promotions
- Reports and ROI
- Best resources tor affiliate marketing

CONVERSION RATE OPTIMIZATION (CRO)

- Conversion Planning
- Creating Conversion Structure
- Web Analytics Analysis and Measurement
- Taking Action and Optimizing Product

- Conversion with PPC
- Increase conversation rate

OUTBOUND AND INBOUND SMS CAMPAIGNS - SMS MARKETING

- What is SMS Marketing?
- Why use SMS marketing
- Understanding the target audience
- Stages of SMS Marketing

BLOGGING, VLOGGING, FUNNELS.

- What is Blogging, Vlogging and Funnels?
- Understanding the target audience
- Competitor analysis and Keyword Research
- Video Planning, creation and Strategy
-