

Value Added Course

Digital Marketing

(30 Hours Course)



TEERTHANKER MAHAVEER UNIVERSITY
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Course Developer

Dr. Vibhor Jain

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<u>Course Code:</u>	Value Added Course Digital Marketing	L- T- P- C-
<u>Course Outcomes:</u>	At the end of this course students should be able to:	
CO1.	Hands on experience of the whole gamut of digital marketing	
CO2.	Experience in ecommerce, SEO, PPC, and social Media Marketing	
CO3.	Work on targeted Keywords, Troubleshoot SEO problems & propose resolutions for SEO implementation issues on the website	
CO4.	Ability to write content for SEO and Communicate Effectively	
Course Content:		
Module-1:	1. Introduction to digital marketing 2. Blogging and content writing	7 Hours
Module-2:	3. Search engine optimization 4. Google Analytics 5. Facebook marketing	6 Hours
Module-3:	6. Twitter marketing 7. LinkedIn marketing 8. YouTube marketing 9. Instagram marketing 10. Introduction to search engine marketing 11. Search advertising	9 Hours
Module-4:	12. Affiliate marketing and influencer marketing 13. How you become an influencer on social media 14. Email marketing 15. How to make a digital media plan	8 Hours
Course Instructor	Dr. Vibhor Jain Associate Professor, College of Management TMIMT, TMU, Moradabad Charul Verma TMIMT, TMU , Moradabad	
Methods of Instruction	Lecture, Class discussion, Computer lab, Role plays, Practical assignments, Videos	
<u>Text Books&Reference Material:</u>	<ul style="list-style-type: none"> Fundamentals of Digital Marketing Publisher Moloy ghoshal Digital Marketing, Seema Gupta, Publisher McGraw Hill Digital Marketing: Strategy & tactics, Jeremy Kagan, Publisher Wiley India Pvt. Ltd. 	