



केन्द्रीय शैक्षणिक एवम् तांत्रिक माहिती संशोधन समीती

CENTRAL EDUCATION & INFORMATION TECHNOLOGY RESEARCH COMMITTEE
AN AUTONOMOUS INSTITUTION REGD. BY THE GOVT. OF NCT OF DELHI UNDER ITA 1882 GOVT. OF INDIA
REGD. BY NCS-MINISTRY OF LABOUR AND EMPLOYMENT GOVT. OF INDIA
REGD. AT MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES (MSME), GOVT. OF INDIA
An Autonomous Organization works for IT, HRD & Literacy



Certificate in Digital Marketing Fundamentals

The subjects taught in digital marketing course syllabus give a holistic knowledge of the marketing sector. Digital marketing course curriculum covers a wide range of topics and specializations including SEO, Content Strategy, Social Media Marketing, Web Analytics, Email Marketing, and many more.

The syllabus of [Digital Marketing Courses](#) varies as per course level, [Digital Marketing Courses Online](#) cover basic digital marketing tools in a shorter duration, than any bachelor's or master's courses in digital marketing, that cover each digital marketing subject in detail throughout the duration of 2-3 years. Digital marketing course curriculum also covers live projects and virtual simulations to help students get the domain experience. Exposure to various digital marketing courses and project experience helps you be job-ready in no time.

Digital Marketing for Dummies by Ryan Deiss & Russ Henneberry is the most recommended book for digital marketing in 2021 which shows users the ways on how to grow their digital marketing business through easy tips and tricks in no time. The top digital marketing skills in 2021 include SEO, SEM, Content writing, Adwords, Product Marketing, Web design, Web development, and many others.

Syllabus

Digital marketing subjects covered in the digital marketing courses syllabus are summarized below:

Introduction to Digital Marketing	Planning and Creating a Website
Search Engine Optimisation (SEO)	Search Engine Marketing
Social Media Marketing	Content Strategy
Web Analytics	Email Marketing
Design Essential	E-Commerce Management



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