



## 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



NCS-REGD. OFFICE  
Govt. of India



सत्यमेव जयते

REGD.NO.: S14K81-1040424644087

### Professional Diploma in Social Media Marketing

This course lays the foundation of social media marketing. You'll learn what social media marketing entails, including the history and the different social media channels that exist. You'll learn how to select a social media channel that fits your needs, set goals and success metrics, and determine who your target audience is.

By the end of this course, you will be able to:

- Understand the landscape of traditional, digital, and social media marketing
- Understand how to become certified as a Digital Marketing Associate
- Understand the major social media platforms, how they function, and what role they play in marketing
- Create SMART goals and identify KPIs
- Define your target audience and their customer journey
- Choose the right social media platforms and learn how to create social media policies

Whatever level of knowledge you start with, this course will help you build a solid foundation for social media marketing and gain applicable skills that will allow you to make your social media marketing efforts more successful and noticeable. Learners don't need marketing experience, but should have basic internet navigation skills and be eager to participate and connect in social media. Learners must have a Facebook account and an Instagram account helps.

#### Course Content

##### MODULE 1

Diploma in Social Media Marketing

##### MODULE 2

Intermediate in Social Media Marketing

##### MODULE 3



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Advanced in Social Media Marketing

MODULE 4

Proficient in Social Media Marketing

