केन्द्रिय शैक्षणिक एवम् तांत्रिक माहिती संशोधन समीती
CENTRAL EDUCATION & INFORMATION TECHNOLOGY RESEARCH COMMITTEE
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Professional Diploma in Digital Marketing

If you wish to find out the skills that should be covered in a basic digital marketing course syllabus in India or anywhere around the world, then reading this blog will help. Before we delve into the advanced digital marketing course syllabus, let's look at the scope of digital marketing and what the future holds.

With the digital revolution, technology has opened a new door for marketers. What we market may not have changed but how we market has indefinitely changed. The evolved study of marketing, known as digital marketing, has opened new opportunities for businesses and aspiring digital marketers.

Thus, now is the perfect time to kick-start your career in digital marketing. Let's look at what an ideal digital marketing course syllabus should be. But before we begin, if you have 45-minutes to spare during the day, we'd recommend you to attend this **Free Masterclass** on digital marketing basics after which it will get better for you to understand the syllabus.

Digital Marketing Course Syllabus
Without further ado, let's look at the digital marketing course subjects:

Executive Skills:

1. Introduction to Digital Marketing
In this module, you will be introduced to digital marketing from the very beginning. Keeping in mind the diverse background of students, courses equip students right from the basics of digital marketing. Following are some important topics covered here:

- What is digital marketing?
- Importance of digital marketing
- Difference between traditional and digital marketing
- Discuss the recent trends and current scenario of the industry
- How digital marketing has been a tool of success for companies?
- How to use digital marketing to increase sales
- How to conduct a competitive analysis?

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- Case studies on digital marketing strategies

2. Website Planning and Creation
Businesses create a website to generate leads, increase their credibility among consumers, and deliver their marketing messages. Today, no matter how small-scale a business is, they still have a website. Because of its growing importance, the right course will teach you to create a website from scratch on WordPress.
In this module, the topics covered are the various elements of a website and every function WordPress can perform along with all the information you need to know to build a website from the very beginning like how to add content, install and activate plugins, and how to incorporate design elements to your website.

3. Search Engine Optimisation (SEO)
Search Engine Optimisation or SEO is essentially making alterations to your website, so it organically ranks first on a search engine's results page (SERP). It is arguably the heaviest part of the course, however certain institutes teaching methods and support make it easier for students.
In this module, you will learn about the various search engines and their algorithms. You will learn about the various factors in play to make a website rank first on a search engine's result page & master the different aspects of SEO like on-page and off-page optimization, keywords research, meta tags, meta description, link building, and more.

4. Search Engine Marketing
Search Engine Marketing or SEM involves the advertising of a company's website by increasing its visibility on a search engine's result page (SERP) principally by paid efforts. Most of the courses will teach you how to carry out SEM activities via the Google Ads platform.
You will learn all the features of the Google Ads platform and its algorithm, based on which the advertisements rank on the SERP. Following this, you will learn how to use the Google Keyword Planner. Here you will learn about search volume, cost-per-click (CPC), customer lifetime value (CLV), and other such metrics.
As a part of the course module, an advanced comprehensive course will also teach how to write a compelling ad copy, URL, ad description, and call-to-action (CTA).

5. Social Media Marketing
Social Media Marketing (SMM) involves paid as well as organic marketing techniques on social media platforms like Facebook, Instagram, YouTube and

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more to drive traffic to a company's website. In this module, you will learn to create effective social media strategies on platforms such as Facebook, Twitter, Instagram, YouTube, LinkedIn, Pinterest, Google+, Snapchat, etc.

You will learn to target the right audience, build a social media campaign, write ad copies and ad creatives. In addition to this, you will also learn the various metrics involved in SMM like cost-per-click (CPC), cost-per-view (CPV), cost-per-impression (CPM), and more.

6. Content Marketing & Strategy

Content Marketing is the comprehensive strategy to attract or retain a target audience by creating and sharing relevant and valuable content; eventually to impel a profitable action. This module comprises exhaustive training sessions that delve into content marketing and its importance.

Here, you will learn in-depth about the various types of content and how to capitalize on trending topics. Besides this, you will also learn about content bucketing and how to create a social media content calendar for a brand. If you choose the right course, they might also show you case studies on successful content marketing strategies of brands for deeper understanding.

7. Web Analytics

Web Analytics is analyzing a website visitor's behavior. In this module, you will learn how to track and analyze a website visitor's actions via Google Analytics. Courses take you through the entire Google Analytics interface and familiarize you with all the analytics terminology like bounce rate, page view, session time, etc.

You will also learn how to optimally use Google Analytics to decode a website's audience, behavior, and acquisition reports.

By the end of the module, you will learn how to track a website visitor down the conversion funnel and what information to extract from it.

8. Digital Media Planning and Buying

Media Planning is determining when, where, and how often to advertise to maximize conversions and ROI. In this module, you will learn what media buying is and its various types. Courses also familiarize you with all the media buying terminologies like cost-per-install (CPI), cost-per-order (CPO), cost-per-acquisition (CPA), click-through-rate (CTR), etc.

You will also delve into platform-based Ad space, and media planning and budgeting. You will be adept at building an effective media planning and buying strategy by the end of the course.

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9. Web Remarketing

Web Remarketing is the process of using a JavaScript tag to serve targeted ads to consumers who have visited your website or taken an action on it. In this module, you will learn about the basics of remarketing and how to create a remarketing list. You will receive training on how to create remarketing lists on Google Ads using the Google Ads tag and on Facebook using their Facebook Pixel code. In addition to this, certain courses also delve into dynamic remarketing and case studies on it.

10. Email Marketing

In layman's terms, email marketing is the process of using electronic mail to communicate commercial messages to a current or potential consumer. In this module you will learn about the types of emails and how to create an appealing email; essentially to drive conversion or an action from a consumer.

Top-rated courses teach you how to build the right subscriber list and build a database by segmenting based on demographics, mode of acquisition, target group, etc. They also equip you with email marketing tools and software to help you design attractive emails. In addition to this, the right course will teach you how to automate emails and how to extract information from email campaign analytics.

11. Design Essentials

To become a successful digital marketer, you need to understand the importance of the role played by design. Hence, in this module, you will understand the aesthetics of a brand and delve deeper into the various essentials of design such as typography, colors, and themes.

With the help of case studies, you will the various characteristics of an ad. By the end of this module, you will have a basic understanding of design which will further help you create attractive creatives. Hence, it is important you choose the right course which uses case studies for better understanding.

12. Mobile Marketing

As the name suggests, mobile marketing is the act of promoting your business via mobile. In this module, you will learn how to promote your app, increase app installations, analyze app metrics, and app store optimization (ASO). Besides this, you will learn how to increase an app's engagement through in-app advertising, in-app messaging, and push notifications.

Another aspect of mobile marketing training focuses on conducting mobile web analytics and mobile display advertising which very few courses cover.

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13. E-Commerce Management

E-Commerce Management is the act of managing an e-commerce store and its activities to ensure a positive customer buying experience. In this module, you will delve into e-commerce, its types, and how to create an e-commerce website from scratch.

You learn about the essentials of e-commerce business including topics like e-commerce marketing, product keyword research, inventory management, supply chain management, packaging & shipping, selling on online platforms, uploading products to an online marketplace, and business processes.

14. Online Reputation Management

Online Reputation Management or ORM is the act of controlling or influencing the perception of a brand, company, or individual over the internet. The right course will being with introducing you to ORM and help you explain its importance by providing you with negative conversations or poor ORM examples of brands. Further, you will learn the steps for effective online reputation management and familiarize yourself with the tools to do so. Besides this, you will also learn crisis management to give you a thorough understanding of ORM.

15. Adsense, Blogging, and Affiliate Marketing

Through this module, you will learn how to monetize a blog or a website through Adsense and affiliate marketing. You will learn how to leverage the power of Google Adsense and YouTube Adsense to generate revenue from a website or a blog. In addition to this, very few courses will teach you how to write creative content which is SEO-friendly.

16. Video Marketing

In this module, you will learn script writing and execution of a video and how to market it using the right platforms. You will learn how to strategize video content that will result in positive brand awareness for a company. You will understand which elements are important in videos going viral and thus be able to apply those key elements for yourself.

17. Marketing Automation, Influencer & Podcast Marketing

Influencer Marketing, Podcast Marketing, Marketing Automation, etc are a few digital marketing subjects that have recently picked up and are highly effective but are not offered by all courses currently. Thus make sure to choose a course that includes these topics as they're highly in-demand today.

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