

Dept. of Management Studies
Christ Nagar College
Maranolloor, Thiruvananthapuram



in association with

Centre for Career Development and Training
Incorporated under the Govt. of Kerala vide Regin No. T/1849/2005

ADD ON COURSE ON
BASICS OF DIGITAL MARKETING

through
Online & Offline Platform

Course Co-ordinator
Ms. Parvathy G. S.
Assistant Professor
Department of Management Studies

Course Fee: Rupees 2000/-

SCHEME & SYLLABUS

Name of the Programme

“Add on Course on Basics of Digital Marketing”

Objectives of the Programme

1. To familiarise students about the scope and importance of digital marketing in India and across the globe.
2. To enlighten the students about methods and practices of digital marketing
3. To educate the students to explore career options in Digital Marketing Industry

Duration of the Programme

The duration of 30 hours.

Programme Outline

No.	Subject	Teaching Hours	Total Marks
1.	Introduction to Digital Marketing	5	50
2.	Demand Generation & Fulfillment	5	50
3.	Messages to Customers	5	50
4.	Online Brand Building	5	50
5.	Digital Marketing in Action	5	50
6.	Foundation to Graphic Designing	5	50
Total		30	300

Detailed Syllabus

Module 1: Introduction to Digital Marketing

Meaning of Digital Marketing – Need and purpose - Components of Digital Marketing - Scope in India

Module 2: Demand Generation & Fulfillment

Demand Generation - Demand Fulfillment - Types of Digital Marketing - Digital Marketing Channels

Module 3: Messages to Customers

Process involved in crafting a message to the customer - Problem and Solution approach - Message formats - Communication Channels

Module 4: Online Brand Building

Overview of Online brand building - Brand elements - Activity Calendar - Branding post ideas

Module 5: Digital Marketing in Action

Case studies - Facebook Advertisements - Google Ads - Landing pages - Organic traffic - SEO

Module 6: Foundation to Graphic Designing

Basics of Graphic Designing -Basic Idea about tools in graphic designing - Components - How to design for social media campaigns
