

**CERTIFICATE IN DIGITAL MARKETING - COURSE OUTLINE**

**Faculty: Prof. Anthony Vishal**

**Batch: XXII (Oct'16 -**

**Dec'16)**

**Description**

The course focuses on the digital media ecosystem and takes a holistic view of modern marketing.

Thus, creating a balance between the qualitative aspects of developing a brand and the more quantitative aspects of marketing, such as market experimentation, social media metrics and analytics.

**Course Objectives**

- Target and grow the right audience for your brand
- Optimize a multi-channel marketing campaign using web and social analytics
- Create engaging and high-impact marketing content
- Learn how to utilize analytics in order to make data-driven decisions ranging from audience segmentation and targeting

**Course Content**

- Introduction to Digital Marketing Strategy
- Content Marketing
- Search Engine Optimisation (SEO)
- Paid Advertising (PPC) and Search Engine Marketing (SEM)
- Marketing Conversion and Optimization
- Email Marketing
- Marketing Automaton
- Customer Engagement and Retention
- Social Media Management
- Data Analytics and Reporting
- Internet of Things, Virtual Reality and Artificial Intelligence
- Storytelling and Campaign Planning