

CERTIFICATE IN DIGITAL MARKETING

The Internet is now encroaching core business activities such as new product design, advertising, marketing and sales, creation of word-of-mouth and customer service. There is a lot of economic value accruing from the content generated in spaces mediated by social media. There are tangible means for monetization of content through newer forms of online advertising and interactive marketing tools on the mobile web. These processes are just beginning and will have enormous impact on our activities and the way we relate to people and organizations.

The programme provides an analysis of how to think from a customer's point of view and a framework to help design digital and social strategies for the business.

Course Content

- Introduction to Digital Marketing Strategy
- Content Marketing
- Search Engine Optimization (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