



Loyola
Institute of
Business
Administration
(LIBA)

A Jesuit Business School

ONLINE CERTIFICATE PROGRAMME IN

DIGITAL MARKETING

10 Weekends

COURSE CONTENT

- Introduction to Digital Marketing
- Content Marketing
- Search Engine Optimization (SEO)
- Paid Advertising (PPC) and Search Engine Marketing (SEM)
- Email Marketing
- Customer Engagement and Retention
- Social Media Marketing
- Marketing Automation
- Digital marketing analytics
- Conversion Rate Optimization
- Emerging trends including Machine Learning and AI in digital marketing
- Social Media

MANAGEMENT DEVELOPMENT CENTRE (MDC)

LOYOLA INSTITUTE OF BUSINESS ADMINISTRATION (LIBA)

Loyola College Campus | Nungambakkam | Chennai 600 034 | TN | India

9444028424 | 9444373852 | 044-28177100

enquiry.mdc@liba.edu | www.liba.edu