

Tumkur University
Skill Enhancement Courses
Digital Marketing

Credits: 2

Duration: 45 hrs

Sl.#	Sessions
1.	Digital Marketing Fundamentals What is Digital Marketing? How will It help You? Who can Do Digital Marketing? Skills require to Do Digital Marketing Jobs and opportunity in Digital Marketing
2.	Word Press Word Press and Website Why Word Press? HTTP and HTTPS (SSL) Starting with your first Webpage Installation and creating your Word Press Walk though Word Press functionalities Word Press Plugins
3.	Search Engine, Funnel & Conversion Marketing Components SEM SMM SEO Content Marketing Sales Funnel Email Marketing Web Analytics
4.	Search Engine Optimization What is SEO Why SEO Types of SEO SEO Audits SEO Strategy SERP algorithm Advantages and Disadvantages Google Search Engine Algorithms Terms in SEO? Bounce Rate? Ranking Factor Site Map, robots.txt
5.	Blogs Blog Writing Why Blogging? How to Start with a Blog Domain and Hosting Free hosting vs paid
6.	Google Analytics and Tags SEM Why Paid when It's free

	<p>Ads as per Search Engine</p> <p>Google analytics</p> <p>Google Search Engine</p> <p>Tag Manger</p> <p>How to Invest</p>
7.	<p>Social Media Marketing Metrics</p> <p>Metrics and tools</p> <p>What is a social media Metrics</p> <p>How to Measure Social Media Metrics</p> <p>Tools that you must us for SMM</p>
8.	<p>Social Media Marketing Metrics</p> <p>Social Media Marketing</p> <p>Importance of SMM</p> <p>Social Media Usage</p> <p>Starting with a Plan</p> <p>Content and Shares</p> <p>Media Trends</p> <p>Best Networks for SMM</p> <p>Social Marketplace</p> <p>Facebook</p> <p>About Facebook</p> <p>Tips</p>
9.	<p>Instagram Marketing</p> <p>Instagram</p> <p>Profile Setup and Optimization</p> <p>Instagram Content strategy</p> <p>Hashtags</p> <p>Growth Hacks 1000 followers per week</p> <p>KIK & Telegram Shoutouts</p> <p>Analysis and Strategy</p>
10.	<p>YouTube Marketing</p> <p>YouTube</p> <p>Indian Channels</p> <p>Making Money from YouTube 5 ways</p> <p>YouTube SEO</p> <p>Method of YouTube Content Creation</p> <p>8 tips to grow your channel</p> <p>Become an Influencer</p> <p>Partner Program</p> <p>Monetization</p>
11.	<p>Google Advertising</p> <p>What is Google Adword</p> <p>Google Adword Acronyms</p> <p>Best Practices</p>
12.	<p>Google Advertising</p> <p>Google Adwords Dashboard</p>
13.	<p>Google Advertising</p> <p>Keyword Ideas and Plan</p> <p>Audience Targeting</p> <p>Campaign management</p>

	Biding Strategy
14.	Google Advertising Tracking and analysis
15.	Google Advertising Re-targeting
16.	Facebook Advertising Facebook Ads
17.	Facebook Advertising Why FB ads
18.	Facebook Advertising FB Business
19.	Facebook Advertising Face Integrating FB ad book Advertising
20.	Facebook Advertising Target audience
21.	Facebook Advertising Campaign setup
22.	Facebook Advertising Lookalike audience
23.	Facebook Advertising Budget management
24.	Facebook Advertising Posting your First Facebook ads Ads analysis
25.	Content Marketing Content Marketing
26.	Content Marketing The objective of content marketing
27.	Content Marketing Content marketing 7 step strategy building
28.	Content Marketing Process
29.	Content Marketing 18 types of content with examples
30.	Content Marketing Keyword Research and optimization
31.	Content Marketing Keyword Research and optimization
32.	Content Marketing Discussing authority blog
33.	Content Marketing 10 ways to connect with online influencers 35
34.	Email Marketing Email marketing

35.	Email marketing Email Marketing Overview
36.	Email Marketing Elements of Marketing Emails
37.	Email Marketing Build your email List Measuring your email campaigns success A/B Testing
38.	Email Marketing How to deal with Spam Filter
39.	What is online reputation management Why online reputation management Understanding ORM scenario
40.	Online Reputation Management How to deal with criticism online
41.	Online Reputation Management Ways to create a positive brand image online
42.	Online Reputation Management Understanding tools for monitoring online
43.	Online Reputation Management Reputation Step by step guide to overcoming negatives
44.	Conversion Rate Optimization CRO (conversion Rate Optimization) Laying the Foundation
45.	Conversion Rate Optimization Conversion (ADIDAS) Getting to Know Your Customers Creating the message Landing Page Anatomy