# Information Booklet cum Syllabus

## Of

## Certificate Course in Digital Marketing

## Revision-I



## May 2022

### National Institute of Electronics and Information Technology

An Autonomous Scientific Society under
Ministry of Electronics and Information Technology, Government of India

| NIELIT Gorakhpur | NIELIT Extension Centre Lucknow |
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# 1.    About Course

The course 'Digital Marketing' is a comprehensive curriculum that caters to every aspirant who wants to do something big in digital marketing. In today's world everyone is connected in the web sphere. Digital Marketing enables us to harvest the capabilities of every online platform in the best possible way. This course is designed with a vision that we'll start with the fundamentals and finish at the most optimum level that exists at that time.

# 2.    NIELIT

National Institute of Electronics and Information Technology, NIELIT, (Erstwhile DOEACC Society) is an autonomous scientific society of the Ministry of Electronics & Information Technology, Government of India. The Society is registered under the Societies Registration Act, 1860. NIELIT was set up to carry out Human Resource Development and related activities in the area of Information, Electronics & Communications Technology (IECT). NIELIT is engaged both in Formal & Non-Formal Education in the areas of IECT besides development of industry oriented quality education and training programs in the state-of-the-art areas. NIELIT has endeavored to establish standards to be the country's premier institution for Examination and Certification in the field of IECT. It is also one of the National Examination Body, which accredits institutes/organizations for conducting courses in IT and Electronics in the non-formal sector.

# 3.    Objective of Course

Digital Marketing professionals are now in a huge demand. The advancement in technologies like SEO, Keyword Research, Social Media Marketing, Affiliate Marketing etc. has led the industry recruit digital marketing experts.

This course is highly interactive since we introduce every candidate with the tools that are used for SEO and Analytics.

After completing the module, the learner will be able to:

- Understand in detail the concept of Digital Marketing.
- Understand the architecture of Search Engines.
- Understand the concepts of keyword research, meta tags, backlinks, sitemaps and URL inspection that are required for SEO practices.
- Gain a proper understanding of Social Media Marketing.
- Understand the concept of E-Commerce Marketing.
- Understand the concept and practices of Affiliate Marketing.

# 4.    Job Roles of Course

After successful completion of the qualification the candidates shall be employed in the industries for following occupations:

- SEO Engineer
- Digital Marketing Manager
- Social Media Marketing Expert

- Analytics Manager
- Content Marketing Manager

## 5. Eligibility

Any graduate with background of Science or IT

## 6. Total duration of the Course

40 Hours (Theory: 14 Hrs, Practical/Tutorial: 26 Hrs)

## 7. Course Details

### 7.1. Course Outline and Objective of Each Unit

| S. No. | Unit Name | Duration (Theory) in Hours | Duration (Practical) in Hours | Total Learning Hrs. | Learning Objectives |
|---|---|---|---|---|---|
| 1 | Digital Marketing Fundamentals | 2 | 3 | 5 | After completion of this unit of module, Learner will be able to <br> • Understand Sales vs. Marketing. <br> • Understand the Inbound and Outbound Marketing. <br> • Know about traffic and its types. <br> • WWW and Internet <br> • Domain and hosting services <br> • Website language and technologies. |
| 2 | Search Engine Optimization | 4 | 6 | 10 | After completing this unit, Learner will be able to understand <br><br> • Working of Search Engines <br> • Page Rank Technology <br> • Google Search Console services <br> • Sitemaps and their functioning. <br> • URL inspection and Google indexing |
| 3 | Advertising and Marketing | 3 | 7 | 10 | After completing this unit, Learner will be able to understand |

| | | | | | • Google Ads and its services<br>• Google Adsense and its services.<br>• Facebook Profiles and Pages<br>• Business Categories<br>• Custom URLs<br>• Facebook Insight Reports<br>• Custom Channel URL<br>• Channel Art, links and Keywords<br>• Featured Contents on channel<br>• You tube Insights<br>• Uploading Videos<br>• Live Broadcasting |
|---|---|---|---|---|---|
| 4 | Web Analytics & E-Commerce Marketing | 3 | 6 | 9 | After completing this unit, Learner will be able to understand<br>• Web Analytics data<br>• Setting up Web analytics<br>• Search traffic<br>• E-Commerce Business<br>• Marketing and Re-marketing<br>• Payment gateways<br>• Mobile and Email Marketing |
| 5 | Affiliate Marketing & Freelancing | 2 | 4 | 6 | After completing this unit, Learner will be able to understand<br>• Affiliate Marketing<br>• Payment systems<br>• Setting up Amazon affiliate account<br>• Freelancing terminologies<br>• Freelancing websites<br>• Freelancing opportunities on Google and Facebook |

**7.2.Detailed Syllabus**

| Unit Name | Contents | Hrs. |
|---|---|---|
| Digital Marketing Fundamentals | • Marketing v/s Sales<br>• What is Digital Marketing<br>• Inbound vs. Outbound Marketing<br>• Understanding Traffic<br>• WWW<br>• Domains<br>• Buying a Domain<br>• Website Language &Technology<br>• Portfolio, Gallery and Contact Us Page<br>• Core Objective of Website<br>• One Page Website | 5 |
| Search Engine Optimization | • Internet and Search Engine Basics<br>• Importance of Search Engines<br>• How the search engine works<br>• Google Search Engine Architecture<br>• Search Engine Algorithm<br>• Page Rank Technology<br>• Google Web Masters Tools<br>• How GWT can help monitor website's performance?<br>• How GWT helps to understand how Google search views your website?<br>• How to set up GWT?<br>• Features in Google search console<br>• On-page Optimization and Off-page Optimization<br>• Search Traffic<br>• Site Maps<br>• Google Search Console<br>• Google Indexing | 10 |
| Advertising & Marketing | • Understanding Adwords<br>• Why GoogleAds Appear<br>• The AdWords Auction<br>• Google Ads Costs, Features and Services<br>• Create a Google AdWords Account<br>• Ad Page Rank<br>• Adwords User Interface<br>• Creating Ad campaigns<br>• Creating Text Ads<br>• Creating Ad Groups<br>• Facebook Profiles and Pages<br>• Business Categories | 10 |

| | | |
|---|---|---|
| | • Custom URLs<br>• Invite, Page Likes<br>• Facebook Events<br>• Replying a Message<br>• YouTube Marketing<br>• Google Pages for YouTube Channel<br>• Custom Channel URL<br>• Channel Art<br>• Channel Links<br>• Channel Keywords<br>• Featured Contents on channel<br>• YouTube Insight<br>• Shooting and editing videos<br>• Uploading Videos<br>• Live Broadcasting<br>• Facebook Insight Reports<br>• Competitor's Facebook Page<br>• Organic vs Paid reach<br>• Defining an Ad Objective<br>• Facebook Business Manager | |
| Web Analytics &<br>E-Commerce<br>Marketing | • Web Analytics Data<br>• Google Analytics<br>• Search Traffic<br>• Site Maps<br>• Google Search Console<br>• Google Indexing<br>• E-Commerce Business<br>• E-commerce Promotions<br>• Product Grouping<br>• Remarketing Products<br>• Payment Gateway in India<br>• Invoice Payments through Emails<br>• Mobile and Email Marketing | 9 |
| Affiliate<br>Marketing &<br>Freelancing | • What is Affiliate Marketing?<br>• How Does Affiliate Marketing Work?<br>• How Do Affiliate Marketers Get Paid?<br>• Common Channels of Affiliate Marketing.<br>• Why Be an Affiliate Marketer?<br>• Tips to Help You Become a Successful Affiliate Marketer.<br>• What Affiliate Marketing Strategies Should You Employ?<br>• Setting Up Amazon Affiliate Account<br>• Freelancing terminologies<br>• Freelancing websites<br>• Freelancing opportunities on Google and Facebook. | 6 |

## 8. Reference Books/Study Material

- Study Material provided by NIELIT Gorakhpur
- www.meetedger.com
- www.developers.google.com

## 9. Practical Assignments

**Assignment 1.**
Do some research about marketing evolutions.

**Assignment 2.**
Get proficient in search engine crawling and working.

**Assignment 3.**
Do some keyword research in Google's keyword planner.

**Assignment 4.**
Try to create a couple of Google ads.

**Assignment 5.**
Work on all the aspects of Facebook Marketing as given in the contents.

**Assignment 6.**
Work on all the aspects of YouTube Marketing as given in the contents.

**Assignment 7.**
Do extract analytics like search traffic, user acquisition chart, bounce rate chart etc.

**Assignment 8.**
Work on all the aspects of E-Commerce Marketing as given in the contents.

**Assignment 9.**
Try and setup an affiliate account on Amazon/Flipkart.