CVDMM 102
Digital Promotion Strategies, Tools & Freelancing

BLOCK- 01

Unit 1

Digital Promotion Strategies [Website Planning and Structure, E-Mail Marketing, Online reputation Management, Affiliate Marketing & Google ad sense, Mobile marketing, Content marketing, Online Display Advertising, Ecommerce Marketing ,etc]

Unit 2

Social Media Management [Introduction, Social media strategy & planning, info graphics, Social Media Management tools, Social Media measurement & reporting, social Advertising]

Unit 3

Blog writing- Tools and activities

Unit 4

Image editing tools and info graphics- I

BLOCK- 02

Unit 5

Image editing tools and info graphics- II

Unit 6

Voice and Video Marketing- Tools and activities- I

Unit 7

Voice and Video Marketing- Tools and activities- II

Unit 8

Online Customer Service- Tools and activities

BLOCK- 03

Unit 9

Introduction to Search Engine Optimization- I [keywords identification and Selection, on-page optimization]

Unit 10

Introduction to Search Engine Optimization- II

Unit 11

Web searching techniques and Internet research attitude

Unit 12

Introduction to Web and digital marketing [Web 1.0, Web 2.0 & Web 3.0, History of Internet, How internet grows, Importance of Internet in Marketing, role of e-commerce and digital transaction]

BLOCK- 04

Unit 13

Freelance Digital Marketing [Reaching people, generate leads, making proposals, presentations, sales prospects, after sales service and referrals]

Unit 14

Content Marketing [Introduction, Content Marketing Strategy, Content Marketing, Social Media platforms, Marketing budget & measurement]

Unit 15

Future prospects of digital Marketing and Management- I

Unit 16

Future prospects of digital Marketing and Management- II

BLOCK- 05

Unit 17

Feedback and surveys- Tools and activities.

Unit 18

Database concepts. [basics of Database, Usefulness in digital marketing strategy, Database models in brief, Sample database designing and rules, basic understanding of ER diagram, Introduction to SQL, frequently asked SQL queries]

Unit 19

Web designing basics. [tools, usefulness and applications in digital marketing]

Unit 20

Content Management System. [CMS Basics, Word Press, First look to a tool, Text & images, documents, Links, widgets, Google maps, Posts & blogs]

BLOCK- 06

Unit 21

Keyword Research tools. [Keyword Research tools and Planner, Online reputation Management]

Unit 22

Employability prospects in Digital Publicity World, Challenges and opportunities.

Unit 23

E-repositories and useful e-resources.

Unit 24

Digital Marketing automation and new age skills (21 Century skills).