

**Objectives and Course Content of Short Term Course**

<b>Operational Plan No.</b>	<b>CSE-17</b>
<b>Name of the Course</b>	<b>Digital Marketing and E-Commerce</b>
<b>Objectives of Course</b>	<ul style="list-style-type: none"> <li>• To understand digital businesses &amp; E-Commerce</li> <li>• To practice various tools and techniques for digital marketing e.g. SEO, SEM and SMO</li> <li>• To understand Website Structure(HTML)</li> <li>• To understand Search Engine Landscape</li> <li>• To practice ON-Page &amp; Off Page Optimization</li> <li>• To Learn Google AdWords, Analytics and Webmaster</li> <li>• To understand Web CEO, SEO Profiler and Other SEO Tools</li> <li>• To Practice Search Engine Marketing &amp; Keyword Research, Facebook &amp; Twitter Marketing</li> <li>• To learn PPC ad campaigns, Social Media Optimization</li> <li>• To design Creative or Post using Adobe Photoshop</li> <li>• To use Bulk SMS &amp; Email Marketing</li> </ul>
<b>Course Content</b>	<ul style="list-style-type: none"> <li>• Introduction to Digital Marketing Introduction</li> <li>• SEO, SEM and SMO</li> <li>• Understanding Website Structure(HTML)</li> <li>• Search Engine Landscape, SEO Audit</li> <li>• ON-Page &amp; Off Page Optimization</li> <li>• Google Analytics, Google Webmaster, Google AdWords</li> <li>• Web CEO, SEO Profiler and Other SEO Tools</li> <li>• Introduction to Search Engine Marketing Keyword Research</li> <li>• Creating PPC ad campaigns</li> <li>• Social Media Optimization</li> <li>• Facebook &amp; Twitter Marketing</li> <li>• Design Creative or Post using Adobe Photoshop</li> <li>• Bulk SMS &amp; Email Marketing</li> </ul>
<b>Name of Course Coordinator with E-mail ID &amp; Contact Number</b>	<ul style="list-style-type: none"> <li>• Amit Doegar, amit@nitttrchd.ac.in, 0172-2759679, 09872003944</li> <li>• Er. AmrendraSharan, amrendra@nitttrchd.ac.in, 01722759664</li> </ul>