

Objectives and Course Content of Short Term Course

Operational Plan No.	ICT-19
Name of the Course	Digital Marketing and E-Commerce
Objectives of Course	<ul style="list-style-type: none">• To understand digital businesses & E-Commerce• To practice various tools and techniques for digital marketing e.g. SEO, SEM and SMO• To understand Website Structure (HTML)• To understand Search Engine Landscape• To practice ON-Page & Off Page Optimization• To Learn Google AdWords, Analytics and Webmaster• To understand Web CEO, SEO Profiler and Other SEO Tools• To Practice Search Engine Marketing & Keyword Research, Facebook & Twitter Marketing• To learn PPC ad campaigns, Social Media Optimization• To design Creative or Post using Adobe Photoshop• To use Bulk SMS & Email Marketing
Course Content	<ul style="list-style-type: none">• Introduction to Digital Marketing Introduction• SEO, SEM and SMO• Understanding Website Structure(HTML)• Search Engine Landscape, SEO Audit• ON-Page & Off Page Optimization• Google Analytics, Google Webmaster, Google AdWords• Web CEO, SEO Profiler and Other SEO Tools• Introduction to Search Engine Marketing Keyword Research• Creating PPC ad campaigns• Social Media Optimization• Facebook & Twitter Marketing• Design Creative or Post using Adobe Photoshop• Bulk SMS & Email Marketing
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