

Digital Marketing & Advertising

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Department: Department of Communications

Duration of the Course: 60 hours (Credits: 2)

Course Fee: Rs. 4500/- for Josephites; Rs. 5,500/- for outside students

Scope of the Course: Digital Marketing is a huge industry today. Working as a Digital Marketing Executive means a lot of room for progression. Your main duties will include things like designing marketing campaigns, using search engine optimisation, creating content or developing market research surveys. This course covers the subject in depth so that upon successful completion you will be fully prepared for work.

Theory (Modules): Digital Marketing Overview

- Website planning
- Email Marketing
- Lead Generation
- Google AdWords
- Google Analytics
- Facebook Marketing
- LinkedIn Marketing
- Twitter Marketing
- Video Marketing
- Instagram marketing
- Pinterest Marketing
- Search Engine Optimisation(SEO)
- Online Display Advertising
- Ecommerce Marketing
- Mobile Web Marketing
- Content Marketing
- Online Reputation Management
- Affiliate Marketing Basics
- Adsense& Blogging

Digital Advertising

- Introduction to Advertising
- Creativity in Advertising
- The definition of creativity in advertising.
- The impact of advertising strategy, advertising budget, price segment and the stage of brand life cycle on creativity in advertising.
- Viral advertising
- Role of Research in Advertising
- Effective Advertising Strategies **Practicals:** Critical analysis of various digital marketing and advertising cases and Designing Ad campaigns