

# Andhra Christian College, Guntur

(Day, Evening & P.G.)

Department of Commerce

Add On Certificate Course On

Digital Marketing

## NOTICE

Date: 15-01-2023

The Department of Commerce is Conducting a 30 Hour Certificate course on "DIGITAL MARKETING" for second and third B.Com students from Monday the 23-01-2023. All the students who are willing to join the Certificate Course are directed to give their names to the Head, Dept. of Commerce on or before Saturday the 21-01-2023. The Course will Commence from 23-01-2023

  
Head

Department of Commerce

  
Principal

PRINCIPAL  
ANDHRA CHRISTIAN COLLEGE  
(Day, Evening & P.G)  
GUNTUR

Copy to:

1. The Coordinator, IQAC
2. The Office Manager



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# **DIGITAL MARKETING**

## **INTRODUCTION TO DIGITAL MARKETING:-**

Digital Marketing is the newest form of marketing with much less cost and giving a high range of profit.

Digital marketing basically refers to marketing with the help of advertisements through digital channels such as Search Engines, Email, Social Media, Websites and Mobile Apps.

The development of digital marketing has changed the way brands and business use internet and technology for marketing. With the rise of Digital movement in India, digital platforms are increasingly incorporated in marketing and advertising strategies. People prefer using digital platforms instead of physical shopping which overall increases the scope and demand of expert digital marketers for their excellent digital marketing campaigns.

Digital Marketing is the best platform for brands to help them with brand awareness. Through digital marketing a multi-communication channel where information can be exchanged around the world with just one click. Digital platforms have made it easy for brands and their customers to interact virtually.

Digital marketing methods include Search Engine Optimization (SEO), Search Engine Marketing (SEM), Content Marketing, Campaign Marketing, Social Media Marketing, E-mail Direct Marketing, Social Media Optimization. The potential reach of social media is indicated by the fact that in 2015, each month the Facebook app had more than 126 million average unique users and YouTube had over 97 million average unique users.

With the help of digital marketing, we can monitor our competitions in a much closer way. Most businesses use social media as its main tool to create a channel of information. It is astonishing how the speed and straightforwardness with which the digital media transmits data and support a business. In this era of digital technology, it's important to have a strong online presence, coupled with a great brand that is presented uniformly across all mediums

## **AIMS OF DIGITAL MARKETING COURSE :-**

Digital Marketing particularly aims to achieve business goals by interlinking with digital platforms such as Instagram, Youtube, Facebook, Twitter, and many more. In this way, organizations can achieve more success that will impact the net growth rate of the industry positively.

## **OBJECTIVES OF THE COURSE:-**

The course aims to identify the impact of digital space and digital marketing in reaching out to customers. Understand the importance of Search Engines and explain the working of Search Engines. Able to define email marketing and have knowledge on how Social Media Marketing is to be used by marketers?

## LEARNING OUTCOMES:-

The Students will be able to :

Use digital media for the creation of products and services and relate Search Engines in the digital marketing ecosystem. Use Search Engine Marketing for advertisements and know the Social Media platforms like Facebook, Twitter, YouTube & LinkedIn for Marketing. Outline email Marketing and strategy to craft email marketing campaign.

## DIGITAL MARKETING JOB OPPORTUNITIES

### **High Demand for Digital Marketing Jobs**

The Digital Marketing market is further expected to scale with a CAGR of 32.1% by 2028, with a value of USD 24.1 billion. There will be close to 6 billion internet users by 2027. The demand for skilled digital marketers will only increase in the coming years. All these factors show that now is the best time to learn new skills and kickstart your career!

### **Demand for Digital Marketers**

According to LinkedIn, the “Digital Marketing Specialist” role is among the top 10 most in-demand jobs, with 860,000 job openings. The most requested experience in digital marketing includes social media, content strategy, SEO, analytics, and more.

Because there are so many facets to digital marketing strategy, the number of related jobs is quite high. In fact, the industry is facing a crisis — the digital skills gap. A LinkedIn survey found a shortage of about 230,000 digital marketing professionals in major metro areas in the U.S. With so many jobs and not enough professionals to fill them, now is the perfect time to get started in digital marketing.



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## SYLLABUS FOR ADD-ON CERTIFICATE COURSE ON DIGITAL MARKETING

### Unit 1: DIGITAL MARKETING:

Introduction to Digital Marketing. Traditional Vs. Digital Marketing, Technology behind Digital Marketing, Characteristics of Digital Marketing, Digital Marketing Strategy, Understanding Digital Consumer

### Unit 2: SOCIAL MEDIA MARKETING(SMM):

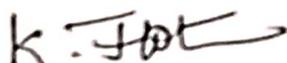
What is Social Media Marketing, Seven Myths of SMM, Characteristics of Successful Social Media Marketer, Social Media Marketing plan, Social Media Marketing Tools, Publishing Blogs, Podcast and Webinars, Social Media Monitoring, Social Media: Facebook, Twitter?

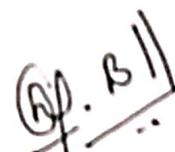
### Unit 3: SEARCH ENGINE OPTIMIZATION (SEO):

Understanding SEO, Search Engine Optimization process – Goals, On-page Optimization, Off-page Optimization and Analyze, Search Engine Result Process (SERP), SEO Tools.

### Duration of the Course :-

Add-on Certificate Course the Duration is 30 working Hours.

  
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