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DIGITAL MARKETING TRAINING PROGRAM



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I. Program Objective

This is to enable participants to get an in-depth knowledge of various digital marketing tactics. The program would enable participants to be confident of executing various digital marketing tactics like SEO, SEM, Social Media, Email marketing and others. It will help them to immediately start internships or engage in freelancing opportunities in digital marketing.

II. Program Summary

PROGRAM CONTENT		
SR NO	MODULES	HOURS
1	Website Designing	4 HOURS
2	Search Engine Optimisation (SEO)	8 HOURS
3	Search Engine Marketing (SEM)	8 HOURS
4	Social Media Optimisation (SMO)	8 HOURS
5	Google Analytics	4 HOURS
7	Email Marketing	4 HOURS
Duration		36 HOURS
Fee		70800



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III. LEARNING OUTCOME

(A) WEBSITE DESIGNING

What are the best practices of making a modern website?

-Participants would be able to build an end to end website for personal or corporate use cases. They would also be able to build a basic e-commerce site by making use of the various plugins and extensions available in Wordpress.

(B) SEARCH ENGINE OPTIMISATION

How can you improve the rank of website?

-Participants would be able to analyse the SEO friendliness for the website, give recommendations and also implement these on a site.

(C) SEARCH ENGINE MARKETING

What are the options when it comes to spending money on the web: Search, Display, and Mobile?

-Participants would be able to run SEM campaigns for companies in its entirety including researching, bidding and optimization. These would include text ads on search engines and banner ads on third party partner's websites.

(D) SOCIAL MEDIA OPTIMIZATION

How do you promote a business on social media?

-Participants would be able to manage social media (including paid campaigns) across channels for a given brand. These would include day to day content updates and also strategic tasks like influencer management.

(E) GOOGLE ANALYTICS

How do you track the ROI of the web marketing activity?

-Participants would be able to analyze the Google Analytics dashboard of a website and draw out inferences on the overall ROI of digital marketing tactics.

(F) EMAIL MARKETING

What are the best practices of Email Marketing?

-Participants would be able to do design and test mailers and run e-mail campaigns including automated campaigns.



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