



PTVA's Institute of Management

(Approved by AICTE, DTE and affiliated to University of Mumbai)
Chitrakar Ketkar Marg, Behind M. L. Dahanukar College of Commerce, Vile Parle (East), Mumbai – 400 057.

Tel.: 022-31061594/31099598, Email: admin@ptvaim.com, Web: www.ptvaim.ac.in

Certificate Course in Digital Marketing

Module I: Business, Marketing & eMarketing

- What is Digital Marketing?
- Advantages of digital medium over other medium
- Digital medium in today's marketing plan

Module II: Search Marketing

- Basics of Search Marketing – Organic & Paid Search Results
- Overview of Google AdWords
- Keyword Research and Analysis
- Tracking the success of SEM
- Search Engine Optimization Techniques
- On-page & Off-page Optimization

Module III: Social Media Marketing

- Different social media channels
- Social media for various businesses: B2C & B2B
- Measuring social media ROI
- Content marketing: Storytelling in social media

Module IV: Email Marketing

- The basics of email marketing
- The concept of A/B testing & its use in email marketing

Module V: Display Marketing

- Different kinds of display marketing
- The display marketing ecosystem



Beshmukh

Director
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- Retargeting & dynamic retargeting

Module VI: Mobile Marketing

- Different kinds of Mobile Marketing
- The Mobile Marketing ecosystem

Module VII: Web Analytics

- Digital measurement landscape
- Introduction to Google Analytics
- Interpreting the data in Google Analytics

End Term Project

Project based on industry case study.

Optional On-Campus Module

- Campaign Strategy & Planning workshop
- End term project case study solution & presentation by participants
- To be scheduled for the weekend immediately after the last weekend of the course



A handwritten signature in blue ink, appearing to read 'B. Chmukh'.

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