



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

ISO 9001:2015 Certified Institute & Accredited by NAAC

Swayam Online Four credit course on "Basics of Digital Marketing" offered by Dr. Lalit Engle of Devi Ahilya Vishwavidyalaya, Indore

1. Introduction

The "Basics of Digital Marketing" course offered by Dr. Lalit Engle of Devi Ahilya Vishwavidyalaya, Indore, is a comprehensive online program designed to provide foundational knowledge and practical skills in the field of digital marketing. This four-credit course caters to students and professionals alike who seek to understand the fundamental principles and strategies essential for leveraging digital platforms effectively.

2. Sessions

The course curriculum is structured into a series of engaging sessions covering a wide array of topics critical to digital marketing success. Beginning with an overview of digital marketing concepts and evolution, sessions delve into core areas such as Search Engine Optimization (SEO), Pay-per-click (PPC) advertising, social media marketing, email marketing, content strategy, and analytics. Each session is crafted to combine theoretical frameworks with practical applications, ensuring students grasp both the theoretical underpinnings and the practical implementation aspects of digital marketing strategies.

3. Activities

Throughout the course, participants engage in various interactive activities aimed at reinforcing learning and skill development. These activities include hands-on exercises such as creating and managing digital marketing campaigns, conducting market research and competitor analysis, optimizing websites for search engines, and interpreting data analytics to enhance campaign performance. Practical workshops and case studies provide opportunities for students to apply theoretical knowledge to real-world scenarios, fostering critical thinking and problem-solving skills.

4. Key Takeaways

Upon completion of the course, students gain a comprehensive understanding of digital marketing fundamentals and acquire practical skills essential for a career in digital marketing. Key takeaways include proficiency in using digital marketing tools and platforms, ability to develop targeted digital marketing strategies tailored to business objectives, insights into consumer behavior in digital environments, and competence in measuring and optimizing campaign performance through



B. Chmukh

Director
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analytics. The course equips learners with the necessary competencies to navigate the dynamic and competitive landscape of digital marketing, empowering them to make informed decisions and drive impactful marketing initiatives.

In conclusion, the "Basics of Digital Marketing" course by Dr. Lalit Engle provides a solid foundation for aspiring digital marketers to build upon, preparing them to excel in diverse roles within the digital marketing domain.



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