



Digital Marketing Program



Digital Marketing Program Introduction



This catalog outlines the detailed curriculum, recommended faculty expertise, and career outcomes for specialized digital marketing programs. These courses are designed for students, professionals, entrepreneurs, and NGO managers who want to gain practical skills in digital marketing

Digital Marketing Basics

Curriculum

- Overview of digital marketing channels (SEO, SMM, PPC, Content, Email)
- Consumer behavior and digital customer journeys
- Crafting a digital marketing strategy and planning
- Introduction to analytics and ROI measurement

Faculty Expertise

- Experts in digital strategy with real-world campaign experience
- Professors specializing in consumer behavior, storytelling, and branding

Career Outcomes

- Digital Marketing Assistant
- Marketing Coordinator
- Digital Strategist



Social Media Marketing (SMM)

Curriculum

- Platform-specific strategy for Facebook, Instagram, LinkedIn, YouTube
- Content calendar creation, audience targeting, and engagement techniques
- Paid social media advertising and campaign management
- Analytics: measuring reach, engagement, and conversions

Faculty Expertise

- Digital marketers with platform-specific ad campaign success
- Content strategists versed in brand storytelling and social trends

Career Outcomes

- Social Media Coordinator
- Community Manager
- SMM Specialist
- Content Creator



Search Engine Optimization (SEO)



Curriculum

- Platform-specific strategy for Facebook, Instagram, LinkedIn, YouTube
- Content calendar creation, audience targeting, and engagement techniques
- Paid social media advertising and campaign management
- Analytics: measuring reach, engagement, and conversions

Faculty Expertise

- SEOs with a proven improvement track record in organic rankings
- Webmasters skilled in technical optimization and analytics

Career Outcomes

- SEO Specialist
- Organic Traffic Analyst
- Content Optimization Analyst

Content Marketing Essentials

Curriculum

- Crafting content strategies aligned to brand voice and goals
- Storytelling techniques tailored to blogs, visuals, video formats
- Distribution channels and promotion planning
- Measuring content performance (engagement, reach, conversion)

Faculty Expertise

- Content creators with expertise across written, visual, and video media
- Strategists adept at content planning and performance tracking

Career Outcomes

- Content Marketer
- Content Strategist
- Copywriter

Email Marketing & Automation

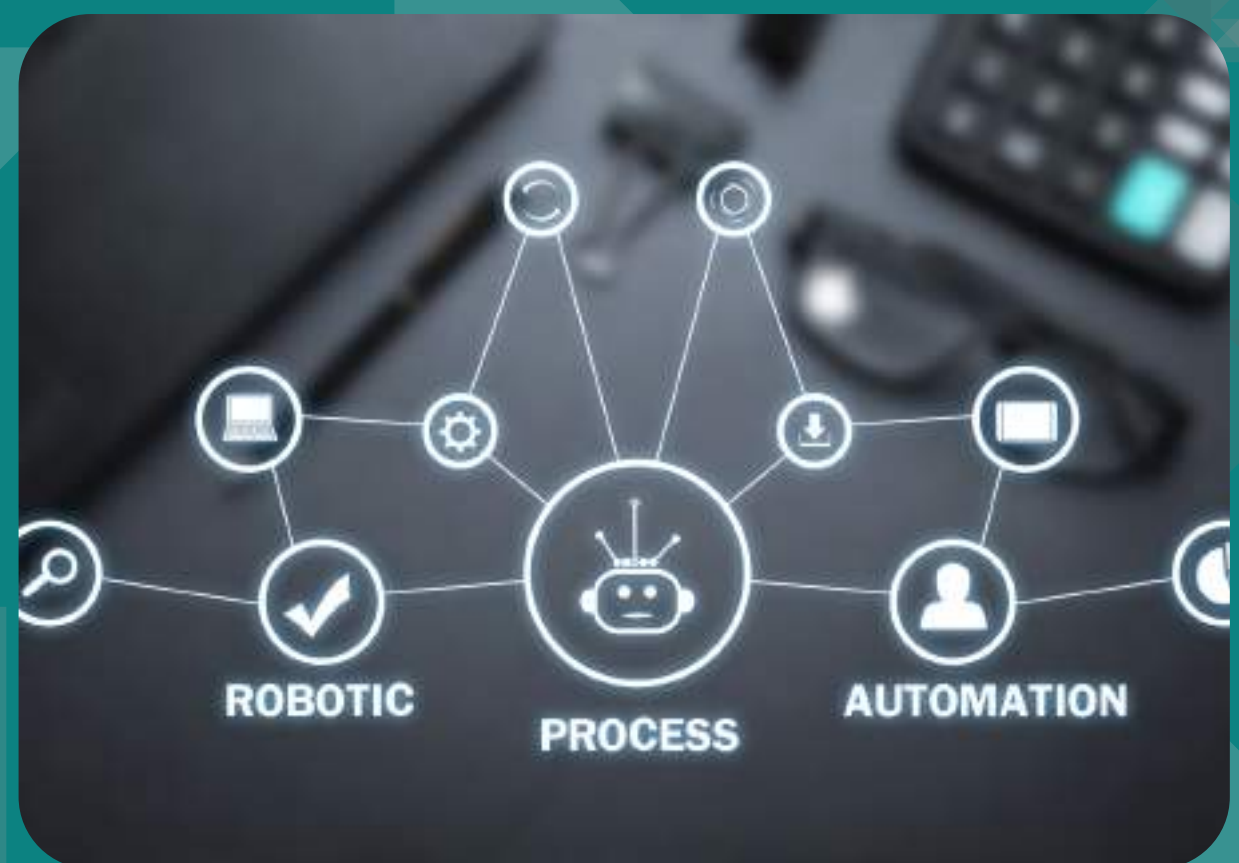
Curriculum

- Campaign creation: segmentation, mailing lists, CTAs, subject lines
- Automation sequences and nurture campaigns
- Tools: Mailchimp, HubSpot, Zoho Campaigns
- Performance metrics: open rates, CTRs, conversions



Faculty Expertise

- Automated marketing practitioners with successful campaign experience
- CRM marketers skilled in lead nurturing and conversion tracking



Career Outcomes

- Email Marketing Specialist
- Marketing Automation Executive
- CRM Coordinator



Google Ads & Pay-Per-Click (PPC)

Curriculum

- Setting up Google Ads accounts and campaign types (Search, Display, Video)
- Keyword targeting, bidding strategies, and budget optimization
- Writing effective ad copy and utilizing ad extensions
- Tracking performance and optimizing ROI

Faculty Expertise

- Certified Google Ads professionals with proven ROI-focused campaigns
- PPC managers adept at strategic bid maneuvering/deep analytics

Career Outcomes

- PPC Specialist
- Digital Advertising Analyst
- SEM Manager



Marketing Analytics Using Google Tools

Curriculum

- Setting up and navigating Google Analytics dashboards
- Tracking user behavior, conversions, and marketing ROI
- Using Google Tag Manager for tracking deployment
- Reporting and visualization via Google Data Studio

Faculty Expertise

- Analytics professionals specializing in GA and GTM setups
- Data analysts experienced in dashboard creation and insights translation

Career Outcomes

- Marketing Analyst
- Digital Data Specialist
- Analytics Consultant

