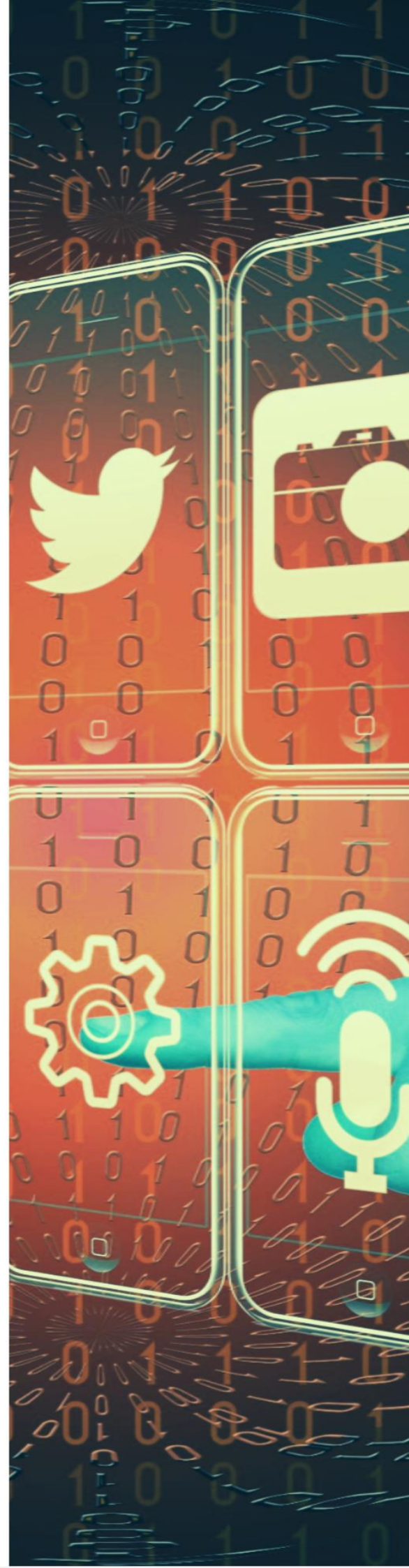


CERTIFICATE IN DIGITAL MARKETING



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About Glister Eduversity

Today is the era of working parents and due to workload, they do not get enough time to support their children's education. Therefore, they are heavily blamed by all, in the current dialogue and debate about improving the education system, the disadvantages of improper parenting is known to all.

It is time to start parenting in the education system. With the Glister Eduversity, We present you the solution to all such problems switching towards telephonic parenting, proper guidance and development graph.

This is the first Indian institution to provide education care with parenting. Glister Education offers telephonic parenting with a right strategic plans for the student, online test series, seminar, scholarship programs, in really attractive packages.

We also guide their appointments as well as their strategies. So, let's don't wait, and achieve nothing less than success with Glister Eduversity Parenting cum Education Care.



Director: Amit Pandey

Mission

The mission of Glister Eduversity is to educate the citizens and citizen-leaders for our society.

We do this through our commitment to the transformative power of a liberal arts and sciences education.

Beginning in the classroom with exposure to new ideas, new ways of understanding and new ways of knowing, students embark on a journey of intellectual transformation.

Through a diverse living environment, where students live with people who are studying different topics, who come from different walks of life and have evolving identities, intellectual transformation is deepened and conditions for social transformation are created.

From this we hope that students will begin to fashion their lives by gaining a sense of what they want to do with their gifts and talents, assessing their values and interests, and learning how they can best serve the world.

Vision

Glister Eduversity will set the standard for residential liberal arts and sciences education in the twenty-first century. We are committed to creating and sustaining the conditions that enable all Glister Eduversity students to experience an unparalleled educational journey that is intellectually, socially, and personally transformative.

Welcome to the Glister Eduversity, Varanasi. For more than three years, Glister Eduversity has served as our nation's flagship comprehensive institution of higher education.

Our primary goal is to become one of the most prominent and excellent educational institutes in the world. We are fortunate to have a talented, highly committed teaching and support staff here to ensure the learning environment of our students is the best it can be. Our faculties are renowned scholars and accomplished practitioners who are actively engaged in the academic excellence and innovative research ideas of the modern world. Our students are innovators, engineers, managers, great scientists, entrepreneurs, and aspiring leaders - from every age group and are located at every corner of the country. Our unique teaching and learning process with a proper blend of theory and practice crosses the boundaries of nations towards industry-readiness and global excellence.

Program overview

We are a society driven by digital technology. Such is its impact that there are countries where citizens don't have running water, but own smart phones. Digital marketing has an incredible influence on people's interactions, work, purchases and life habits. With the digital revolution, technology has opened a new door for marketers. What we market may not have changed but how we market has indefinitely changed. The evolved study of marketing, known as digital marketing, has opened new opportunities for businesses and aspiring digital marketers.

Digital Marketing is a broad concept and includes various channels like Search Engine Optimization, Search Engine Marketing, Email Marketing, Social Media Marketing, Inbound Marketing, Content Marketing and Web Analytics.

Leading practitioners and experts of the digital industry have helped design Glister Eduversity Certificate Course in digital marketing. It aims to make you proficient in all the essentials of digital marketing. We provide the most comprehensive and up-to-date digital marketing syllabus to our students.

Salient Features



The annual average salary of a Digital Marketing Head is \$102,358 on Indeed.com.



In the USA, there are 58,944+ jobs, and in the UK, there are 18,335+ jobs in Digital Marketing on Indeed.com



In India, there are 16,508+ jobs for Digital Marketers on Naukri.com. Average annual salary in the US is \$111K - \$153K.



'According to a study by KPMG and CII, the digital industry will produce over 20 lakh jobs in India by 2020.'



The digital industry is growing at a rate of 14% annually, making it the most desirable career in today's scenario.

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Course Objective

The 3 Months Digital Marketing course is for the Learners who want to be a Digital Marketing Expert, with the aim to learn, develop and practice required by the market. In this course, the emphasis is put On the learner to acquire the ability to perform as a confident and competent Digital Marketing Expert. Students, scholars, entrepreneurs and business owners who want to take and market their business online, or want to create a new career in digital marketing, or start an online business can take this Course.

This Digital Marketing course will transform you into a complete digital marketer with expertise in the top eight digital marketing domains — search engine optimization, social media, pay-per-click, conversion optimization, digital analytics, content, mobile, and email marketing.

The objectives of this course are to:

Give you the tools to become a smart and capable player on the digital stage. When you're done, you'll be able to create a powerful digital marketing strategy all by yourself. The Units are building blocks – of knowledge, of your career, of the brand new Certified Digital Marketing Professional that is you.

Learning Outcome :

- Find your audience using the right media channel. Win hearts and minds and make your followers grow and grow and grow
- Make your website visible to more humans thanks to Search Engine Optimization (SEO) techniques
- Drive the right traffic to your website through smarter Pay-Per-Click (PPC) advertising
- Create compelling digital display campaigns.
- Capture, segment and manage subscribers for fruitful email marketing campaigns
- Discover what works by measuring and optimizing social media campaigns. Then discover what works even better.
- Leverage mobile marketing for a precision micro-targeting edge
- Create a cohesive digital marketing strategy for your business
- Take over the world.



Details of Programme: Certificate Course in Digital Marketing

1. Title of the Course

The Course shall be called as "Certificate Course in Digital Marketing ", a Regular course of 3 months (120 hrs.) Duration.

2. Duration of the Course

This is a regular course of 120 hrs. Extended over a period of 3 months duration.

3. What You Will Get:

You Will Get a Mark sheet and a Certificate That Will be Universally Acceptable.

4. Aims and Objectives of the Course

With the rise of the internet, Digital Marketing has now become the need of the hour with majority organizations and individuals trying to cash in opportunities and careers in the field. This Great Learning Course on Introduction to Digital Marketing will help you understand the core fundamentals of Digital Marketing, and touch upon various concepts like Digital Marketing, Social Media Marketing, On-Page, Off-Page SEO, Affiliate Marketing, Automated Marketing, PPC, Public Relations, etc. This course is perfect for individuals who are interested in Digital Marketing and are new to the domain as this course will lay perfect platform to get started with Digital Marketing.

5. SCOPE:

Digital Marketing Manager, social media marketing Expert, Pay per Click (PPC) Specialists, Digital marketing consultants, search engine optimization (SEO) managers, Digital analytics experts.

6. Syllabus

The syllabus is design to fulfill aforesaid objectives containing theory subjects as well as practical in Digital Marketing.

Core Marketing Channels and Search Engine Optimization (SEO).	Theory : 50 Marks, Practical/Assignment : 50 Marks
Paid Search	Theory : 50 Marks, Practical/Assignment : 50 Marks
Analytic	Theory : 50 Marks, Practical/Assignment : 50 Marks
E-mail Marketing	Theory : 50 Marks, Practical/Assignment : 50 Marks
Social Marketing	Theory : 50 Marks, Practical/Assignment : 50 Marks
Advertising Online Source	Theory : 50 Marks, Practical/Assignment : 50 Marks
Mobile Marketing	Theory : 50 Marks, Practical/Assignment : 50 Marks

7. Eligibility Conditions

A candidate who has passed at least 12th examination from a recognized Board or its equivalent shall be eligible to take admission to the course.

8. Course Fee: INR 7,500+GST/-

Content of Syllabus :

Unit 1:- Core Marketing Channels and Search Engine Optimization (SEO).

Key trends and planning frameworks for the core digital marketing channels, Search Engine Optimization (SEO), SEO optimization, Future of SEO

Unit 2:-Paid Search

Fundamentals and core components of Paid Search, Paid Search role in campaign hierarchies, Quality score and its role within paid search, Google Adword, Adword Auctions Insights.

Unit 3:- Analytic

Types of analytic data, Google Analytics, Basics of data analysis, developing analytics strategies.

Unit 4:- E-mail Marketing

Email strategies, creating targeted email data lists, Maximizing Email performance, SMS strategies.

Unit 5:- Social Marketing

Social media marketing, Paid, owned, and earned media, Community management role in social media marketing, Best practices, Social media marketing goals and business objectives , Important strategies and tactics, Analysis of social media strategies.

Unit 6:- Advertising Online Source

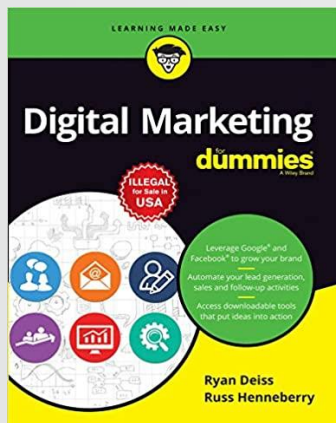
Methods of targeting and buying display media, Metrics for Success, Pricing models and budgeting, Optimizing performance.

Unit 7:- Mobile Marketing

History of mobile marketing, Basic principles of design, analytics, Basic mobile technologies, Research and validation impact, decision-making.

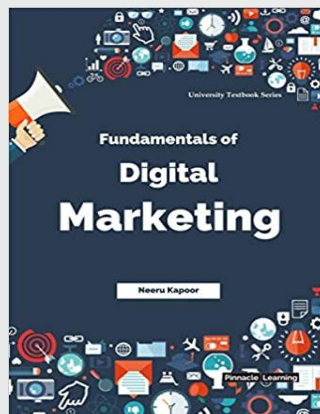


Books For Reference



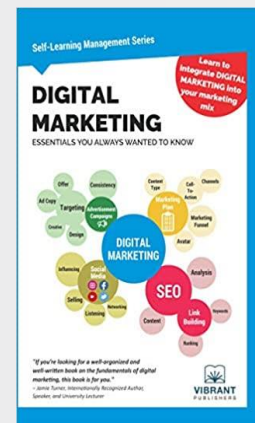
Ryan Deiss & Russ Henneberry

Digital Marketing for Dummies



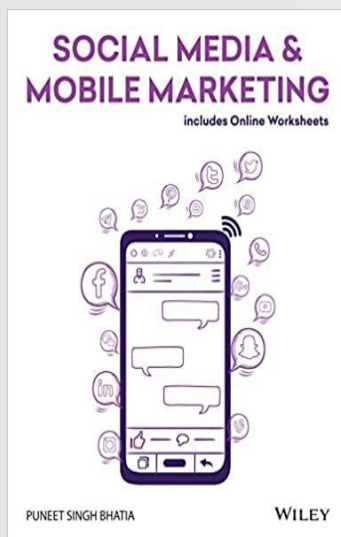
Neeru Kapoor

Fundamentals Of Digital Marketing

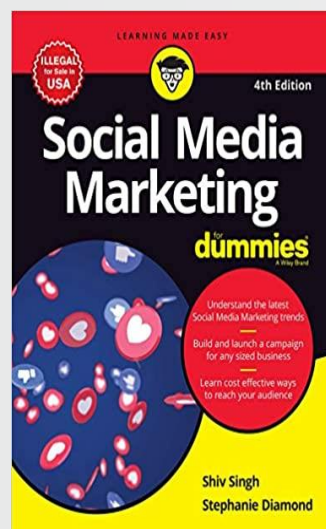


Sreelata Menon

Digital Marketing :
Essentials You want to Know.



Puneet singh Bhatia
Social Media & Mobile Marketing



Shiv Singh
Social Media Marketing Dummies