



CERTIFICATE IN
ADVANCE LEVEL
DIGITAL MARKETING

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Content is the King Market

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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 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 Glistar Eduversity Certificate Course in Advance level 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.co



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.



Details of Programme: Certificate in Advance level Digital Marketing

1. Title of the Course

The Course shall be called as “Certificate Course in Digital Marketing ”, a Regular course of 6 months (240 hrs.) Duration.

2. Duration of the Course

This is a regular course of 240 hrs. Extended over a period of 6 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

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. Advance level Digital Marketing Course 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.

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|---|--|
| Introduction to Digital Marketing | Theory : 50 Marks, Practical/Assignment : 50 Marks |
| Search Engine Optimization (SEO) | Theory : 50 Marks, Practical/Assignment : 50 Marks |
| Search engine Marketing (SEM)/Pay per Click (PPC) | Theory : 50 Marks, Practical/Assignment : 50 Marks |
| Analytics | Theory : 50 Marks, Practical/Assignment : 50 Marks |
| E-mail, SMS & Whatsapp Marketing | Theory : 50 Marks, Practical/Assignment : 50 Marks |
| Social Media Marketing (SMM) | Theory : 50 Marks, Practical/Assignment : 50 Marks |
| Mobile Marketing | Theory : 50 Marks, Practical/Assignment : 50 Marks |
| Wordpress Website Development & Management | Theory : 50 Marks, Practical/Assignment : 50 Marks |
| Social Media Optimization (SMO) | Theory : 50 Marks, Practical/Assignment : 50 Marks |
| Content Marketing | Theory : 50 Marks, Practical/Assignment : 50 Marks |
| E-Commerce Management | Theory : 50 Marks, Practical/Assignment : 50 Marks |
| Online Reputation Management (ORM) | Theory : 50 Marks, Practical/Assignment : 50 Marks |
| Adsense, Blogging & Affiliate 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 15,000+GST/-

Content of Syllabus :

Unit 1 :- Introduction to Digital Marketing

Marketing & Digital Marketing Definition, Understanding Marketing Process & Digital Marketing Process, Visibility, Increasing Visibility ,Types & Examples of visibility, Visitors Engagement, Engagement Definition & Why it is important, Examples of engagement, Bringing Targeted Traffic, Inbound and outbound marketing, Converting Traffic into Leads, Types of Conversion , Understanding Conversion Process, Tools Needed, Display advertising, Careers in Digital Marketing

Unit 2 :- Search Engine Optimization (SEO)

Search Engine Optimization (SEO), SEO optimization, Future of SEO, On-Page SEO, Off-Page SEO, Search engine Algorithms

Unit 3 :- Search engine Marketing (SEM)/Pay per Click (PPC)

Introduction to Pay per Click Marketing , Understanding Google search, Rule based personalization of marketing at internet scale, Fundamentals and core components of Paid Search, Paid Search role in campaign hierarchies, Quality score and its role within paid search, Google Adword, Microsoft AdCenter and Yahoo Search Marketing , Adword Auctions Insights.

Unit 4 :- Analytics

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

Unit 5 :- E-mail, SMS & Whatsapp Marketing

Email strategies, Creating targeted email data lists , Maximizing Email performance, SMS strategies, Introduction to SMS Marketing, Why SMS Marketing, Kinds of SMS, Promotional SMS, Transactional SMS, How to Integrate SMS on Software's, Introduction To WhatsApp Marketing, Sending process, Ways to Avoid Being Banned

Unit 6 :- Social Media Marketing (SMM)

Key trends and planning frameworks for the core digital marketing channels, 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 7 :- Mobile Marketing

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

Unit 8 :- Wordpress Website Development & Management

What is WordPress? , Understanding WordPress and its functioning?, Features of WordPress, Advantages and disadvantages of WordPress.com vs wordpress.org, Sites built with WordPress, How to Install WordPress?, Editing the page and change the site title, Add and edit a menu, Blog page design, Adding a video to your website, Add social sharing buttons, Working with dashboard, What are Plugins and their uses?, What is the widget and how to use it, Creation of Pages and Menus, The importance of homepage, Terms, Privacy, and Disclaimers, Difference between Posts and Pages, Integrating google analytics, Adding a site to webmaster tools

Unit 9 :- Social Media Optimization (SMO)

What is Social Media Optimization?, Search Engine Optimization vs Social Media Optimization, List of social media, Importance of social media, How Social Media Affects SEO?, How to promote business through SMO, What is Viral Marketing, Social media success tracking tools?, What type of social media content converts best?, What is the responsibility of a social media manager?, Top social media marketing tools to consider?, Some common social media mistakes.

Unit 10 :- Content Marketing

Content Marketing Introduction, Its Objectives, steps strategy building process, types of content with examples, Methods to write great compelling content, Keyword research for content ideas, Optimizing content for search engines, Discussing authority blog, Steps towards developing authority blog, Ways to monetizing authority blog, How to market your content?, Understanding online influencers, ways to write magnetic headlines, How to increase opt-in email list with content marketing with examples, Case study on content marketing

Unit 11 :- E-Commerce Management

What is Ecommerce Website, E-Commerce Marketing concepts, The online purchasing decision, Top Motivators for Shopping Online, Advantages of eCommerce, Use affiliate marketing for eCommerce strategy

Unit 12 :- Online Reputation Management (ORM)

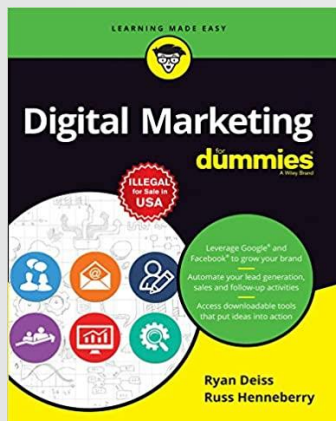
Online Reputation Management (ORM), Manage business reviews

Unit 13 :- AdSense, Blogging & Affiliate Marketing

AdSense introduction , How to get approved for AdSense?, Cool trick to get AdSense approval by Google, Using your AdSense account interface, Placing ads on your blog, affiliate marketing?, 3 A's of affiliate marketing, Affiliate marketing history, Affiliate marketing scenario in India, Different ways to do affiliate marketing, Getting you approved as an affiliate from India's top affiliate agencies, Some of the top affiliate network in the world.



Books For Reference



Ryan Deiss & Russ Henneberry

Digital Marketing for Dummies



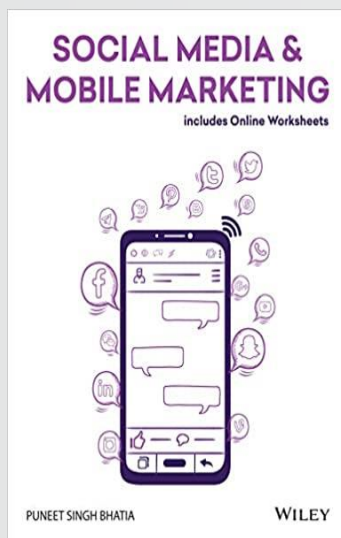
Neeru Kapoor

Fundamentals Of Digital Marketing

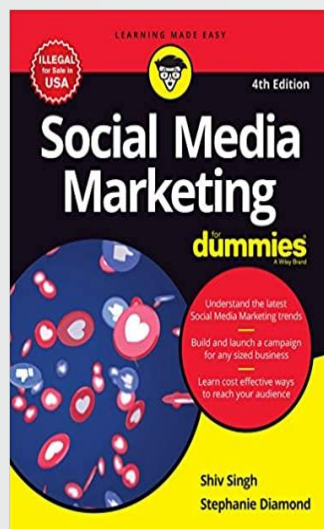


Sreelata Menon

Digital Marketing :
Essentials You want to Know.



Puneet singh Bhatia
Social Media & Mobile Marketing



Shiv Singh
Social Media Marketing Dummies