

P. C. E. T.'s

S. B. Patil Institute of Management

**903 – Certification Course for Marketing
Syllabus for 2018 – 19**

Scope of Work

Conducting Digital Marketing Training for SB Patil Institute of Management.

Below is the Digital Marketing Course Structure for the same:

Digital Marketing Ecosystem

- Introduction to Digital Marketing
- Key Players & Market Share
- Digital Advertising Market Share
- Digital Marketing Industry Industry Trends
- Understanding Different Websites
- Understanding Revenue Models
- Understanding Pricing Models

Google Adwords

- Paid Advertising Pricing Fundamentals
- Understanding Adwords Campaign Structure
- Understanding Different Bidding Strategy
- Understanding Campaign Settings for Different Verticals
- Defining Ad Groups & Keywords for Campaigns
- Understanding Differential Bidding
- Understanding Ad Position Factors
- Understanding Bid Automation
- Understanding Quality Score & Ad Rank
- Understanding Conversion Tracking & Setup
- Keyword Insertion & Dynamic Search Ads
- Ad Customization for Ecommerce
- Understanding Display Campaign Targeting
- Understanding Remarketing Campaign & Setup
- Understanding Video Campaign & Setup
- Understanding Video Campaign & Setup

- Data Interpretation of Adwords
- Understanding Improving Different Metrics
- Understanding Competitive Metrics
- Budget Planning & Allocation for Campaigns
- Creating Live Campaigns in the Class (Institute to provide 5K for students for creating live campaigns)

Search Engine Optimization

- Understanding Website Structure
- Understanding Website Structure for E-Commerce
- Content Strategy for Website
- Keyword Research for SEO (Keyword Planner, Keyword Discovery, SpyFu, SEM Rush)
- On Page Optimization
- Title Tag, Description Tag, Header Tags, URL Structure, Keyword Density, Alt Tag, Anchor Tag
- Sitemap, Robots.txt, www resolve, Custom 404 Error, Canonical Tag, Page Load Time, Redirection (301 & 302)
- E Commerce SEO
- Accelerated Mobile Page
- Business Listings
- Off Page Optimization
- Guest Blogging, Classified Submissions, Article Submissions, Blog Commenting & Forum Answers, Directory Submissions, PR Submissions, Social Bookmarking, Video Submissions
- Google Updates: Panda, Penguin, Humming Bird, Pigeon, Possum

Social Media Marketing

- Understanding Objectives of Platforms
- Facebook Advertising
- Twitter Advertising
- LinkedIn Advertising
- Social Media Content Strategy
- How to trend a Hash Tag
- Influencer Marketing
- Case Studies: Logitech, Fast & Furious etc

Google Analytics

- Setting up Google Analytics
- Understanding Key Terms in Google Analytics
- Traffic Sources Data
- Understanding Bounce Rate & How to reduce it
- Setting Up Goals
- E-Commerce Conversion Tracking
- Setting Up Re-Marketing from Google Analytics
- Understanding Assisted Conversions
- Data Interpretation of Analytics
- Key Factors to look at for Better Optimization
- How to improve Conversion Rate on the website
- Reporting

Email Marketing

- Fundamentals of Email Marketing
- OptIn & Double Optin Database
- Email Marketing Content Strategy
- Email Marketing Do's & Don'ts
- Email Automation
- Creating Email Automation Campaigns

Mobile Marketing

- Mobile App Marketing
- Mobile App Analytics
- Missed Call Marketing
- SMS Marketing
- Mobile App – Metrics
- Mobile Marketing Networks