



**SHAHEED SUKHDEV COLLEGE OF  
BUSINESS STUDIES  
(UNIVERSITY OF  
DELHI)  
Dr. KN Katju Marg, Sec-16, Rohini, Delhi-  
110089**

**About Course:** Short duration Course on “**DIGITAL MARKETING**” -100 hours (3-4 Months) weekend course launched by “Shaheed Sukhdev College of Business Studies (SSCBS): An esteemed college of University of Delhi”.

**Class timings:** During the Weekends and Vacations 9:00 am onwards.

**Duration of the course:** 100 Hours (over 3-4 Months)

**Eligibility:** Anyone who is pursuing Graduation or passed class 12th or equivalent.

**Forms Availability:** Admission form is available on the college website (<http://sscbsdu.ac.in>). Download the Application form (photocopy of downloaded form may be used).

**Total Fees 22,200/-**(Course fee 22,000/-, Application fee 200/-).

**Mode of Payment:** <https://www.onlinesbi.sbi/sbicollect/collecthome.htm?saraID=-912859438>

Students need to deposit online transaction receipt of Total Fees 22,200/- (Course fee 22,000/-, Application fee ₹200/-) with application form and supporting documents.

**Documents required at the time of Admission:** Attach Photocopy of Mark sheet & Certificates of Class 12th or above, Online Fees Deposit Receipt (If fees paid online) and Aadhar card / Identity Proof.

**Timings of Application form submission in the college:** Forms will be submitted in accounts office (Room No-10) Monday to Friday during working Hours (10:00 am to 4:00 pm) or you can send the scanned copy of the filled up application form along with fee payment proof and other necessary documents on [digitalmarketing@sscbsdu.ac.in](mailto:digitalmarketing@sscbsdu.ac.in)

**Number of seats:** 40-50 students per batch.



**Admission Notice:** The date for each new batch will be notified on the College website (<http://sscbsdu.ac.in>).

**Certification:** Certificate shall be provided by SSCBS.

**Examinations:**

- (i) Mid Term Exam -Conducted by SSBCS.
- (ii) Project work -Assigned and Evaluated by SSCBS (To be submitted prior to end term exam).
- (iii) End term Exam -On line exam conducted by SSCBS.

Note-Date of exams shall be notified later during the course. Once notified, no change of date will be allowed for any candidate.

**Requisites for course completion:** Securing at least 60% marks in each of the followings;

- (i) Internal Examination,
- (ii) Project Work,
- (iii) End Term Examination.

**What if candidate is unable to secure the requisite percentage?** The candidate would be given another opportunity to meet the above mentioned requisite. If the same is not meet, then the candidate can avail of a participation certificate or appear for the exam along with the next batch of students by paying the examination fees/project evaluation fee to SSCBS.

**When the certificate will be awarded:** After successful completion of Internal Examination, Project work and End Term Examination candidates would be issued a certificate by SSCBS.

For Further Clarification Contact: **Mr. Deepak Tiwari** (coordinator) Mob: 8744045455  
[digitalmarketing@sscbsdu.ac.in](mailto:digitalmarketing@sscbsdu.ac.in)

**Course Coordinator:- Mr. Neeraj Kumar Sehrawat** -([nrisehrawat@sscbsdu.ac.in](mailto:nrisehrawat@sscbsdu.ac.in) , +91 7015448335)



## **WHY DO YOU NEED A COURSE IN DIGITAL MARKETING?**

- Digital Marketing is the need of the hour.
- Google processes over 3.5 billion searches per day (Internetlivestats, 2019). If you break this statistic down, it means that Google processes over 40,000 search queries every second on average. By using SEO, you can get traffic on your website and showcase your products.
- 2.7 Billion people use Facebook. 1 Billion are on Instagram's, 321 million are on Twitter, 660 million are on LinkedIn. What we mean to say, there is a huge market for social media marketing.
- Flexible jobs: - Digital marketing is a sector which can get you a flexible job. This requires internet facility; you may not be required to travel to office on daily bases you may curtail your travel as per the business need.
- This sector has potential for generating huge job opportunities. From 2011 no. of agencies working in digital marketing area has skyrocketed. Company on an average spend 7-8% of their gross revenue in marketing. 50% of marketing budget is used for digital marketing as you can easily calculate return on investment and you can target you audience.

## **COURSE DELIVERABLES**

Courses: Digital Marketing ranging from Basic Essentials to Advanced Knowledge

Exercises: Quizzes, Group Discussion, Campaign Run, Material: Case based Study, Tricks, and Real Live Examples

Integration with other Applications: Coverage on how to create a Marketing Plan, Budgeting etc. Assistance with Placements:



## Curriculum: -

- Course Introduction
  - Digital – Definition, role and importance
  - Fundamentals of Marketing – The 4P’s
  - Introduction to Digital Marketing
  - Traditional Marketing Vs Digital Marketing – Similarities and Differences
  - Digital Marketing Platforms
  - Basic terminologies in Digital Marketing
  - Career opportunities
  
- Building a digital presence for your business
  - Types of Digital Touchpoints
  - Leveraging Own, Earned and Paid Media touchpoints
  - Defining an online presence strategy
  - Understanding your business and brand
  - Understanding your consumer
  - Understanding your competition
  - Putting the Online Presence Map
  
- Website Design and CX
  - Website Framework
  - UI Principles to a good website
  - CX: The “X” that matters
  - Landing Pages: Do’s and Don’ts
  
- SEO
  - Deep Dive into Search Algorithms
  - Google Updates and their importance
  - Keyword Research and Planning
  - On Page Optimisation
  - Off Page Optimisation
  - SEO for Apps
  - SEO Myth Busters
  - SEO Tool Kit
  
- Google Ads: Search and PLA
  - Introduction to Ad Terms
  - Understanding Keyword Types and Planning
  - Understanding Auctions and Algorithms
  - Bidding Strategies
  - Targeting Options



- Mastering Ad Writing
- Optimizing Campaigns
- Remarketing
- Live Demo
- Case Study
  
- Google Ads: Display
  - Types of Display Ads
  - Custom Affinity and Custom Intent
  - Contextual Targeting
  - Remarketing
  - Do's and Don'ts of Display Assets
  - Live Demo
  - Case Study
  
- Social Media Marketing
  - An introduction to Social Media Platforms
  - Role and strength of different social media platforms – Twitter, Facebook, Instagram, LinkedIn, YouTube, Quora
  - Building a Social Media strategy for your company
  - Social Media Content – Types and Formats
  - Social Media Advertising Opportunities
  - Branded Content vs 3<sup>rd</sup> party content
  - Optimizing different ad formats
  - Blogging
  - Social listening and Online Reputation Management
  - Social Communities
  
- Google Ad sense and Affiliate Marketing
  - Introduction to Google AdSense
  - Introduction to Affiliate Marketing
  - Common Payment Structures
  - Affiliate Examples
  
- Google Analytics
  - Understanding Audience Behavior
  - Monitoring Campaign Performance
  - Setting up Goals and Events
  - Creating Audience Lists
  - Live Demo
  
- Email Marketing
  - Email Copy Hacks
  - Email Marketing Tools
  - Email Marketing for Conversions



- E-Commerce
  - Data Insights from Google Analytics
  - MECLABS Conversion Heuristics
  - Exercise
  - Bidding Strategies for Conversions
  
- Digital Media Planning
  - Basics of Digital Media Planning
  - Defining Campaign Goals and KPIs
  - Customer Decision journeys
  - Translating a Brief into a Media Plan
  - Assigning media weights to your plan
  - Investment Strategy
  - Media Buying – Programmatic, Mobile, Ad networks, etc.
  - Campaign optimization & Measurement