SHAHEED SUKHDEV COLLEGE OF BUSINESSSTUDIES

(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://eazypay.icicibank.com/eazypayLink?P1=5tt/iR8SRS+4OzyY/ct6Sg==

> 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

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 below mentioned officals

Mr. Deepak Tiwari (coordinator) Mob: 8744045455, digitalmarketing@sscbsdu.ac.in

Course Coordinator:- Dr. Neeraj Kumar Sehrawat -(nrjsehrawat@sscbsdu.ac.in , +91 7015448335)

DIGITAL MARKETING COURSE — 100 HOURS

Module 1: Introduction to Digital Marketing

- Understanding Digital Marketing & its evolution

- Difference between Digital vs Traditional Marketing

- Customer journey & online decision-making

- Overview of digital channels (Search, Social, Email, Display, Video)

- Roles inside a digital marketing team

- Career paths, internships & freelancing opportunities in 2025

- **Industry Tools Overview:**

    - Research & Insights: Google Trends, AnswerThePublic, SparkToro

    - AI Tools: ChatGPT, Gemini, Claude (for research, content ideation)

Module 2: WordPress Website Development

- Basics of website structure (domain, hosting, CMS)

- Installing and setting up WordPress

- Choosing and customizing themes

- Creating essential pages: Home, About, Services, Contact, Blog

- Designing user-friendly layouts and navigation

- Writing website content with AI assistance for faster drafting

- Using plugins for forms, speed, security, SEO (Contact Form 7, WP Rocket, Yoast SEO)

- Introduction to AI website builders for rapid prototyping

- Connecting the website to Google Search Console

- **Tools Covered:**

  - WordPress, Elementor (page builders)

  - AI Website Builders: Framer, 10Web, Durable (for quick prototypes)

  - ChatGPT/Claude (for content generation and wireframe planning)

- **Project:** Students build and publish their own personal portfolio website

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Module 3: Search Engine Optimization (SEO) — Basics to Advanced

SEO Basics

- What is SEO & how Google ranks pages

- Understanding search intent & user behavior

- Keyword research fundamentals

- Topic planning and content clusters

- Basic On-Page SEO (titles, meta descriptions, headings, image alt text) Use of AI to Optimization

- Introduction to link building

Intermediate SEO

- Keyword clustering for strategic blog planning

- Content planning for long-term ranking

- Website structure & internal linking

- On-page optimization with AI content enhancement

- Creating SEO-optimized content briefs

Advanced SEO

- Technical SEO fundamentals (indexing, sitemaps, robots.txt, site speed)

- Competitor SEO analysis and gap identification

- Conducting comprehensive SEO audits on real websites

- Understanding Google algorithm updates

- Local SEO & Google Business Profile optimization

Tools Covered:

- SEO Research: Ahrefs, SEMrush, Ubersuggest, Google Keyword Planner

- On-Page: Yoast SEO,

- Technical: Google Search Console, Screaming Frog, PageSpeed Insights

- Local SEO: Google Business Profile

- AI Tools: ChatGPT (for content optimization), SurferSEO

Project: Complete SEO audit and optimization of a live website

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Module 4: Blog Monetization & Google AdSense

- Understanding how blogs generate income (AdSense, Affiliate, Sponsored)

- Selecting profitable blog niches using trend analysis

- Creating blog outlines and drafting articles with AI assistance

- Setting up Google AdSense and strategic ad placements

- Understanding CTR, CPM, CPC & revenue potential

- Analyzing real AdSense dashboards and optimization strategies

- **Tools Covered:**

    - Google AdSense

    - ChatGPT/Claude (for blog outline and content creation)

    - Grammarly (for content refinement)

Module 5: Performance Marketing (Google Ads)

- Introduction to paid advertising & PPC basics

- **Google Ads:** Search Ads, Display Ads, Shopping Ads, Video Ads

- Understanding targeting, budgeting, and bidding strategies

- Writing high-converting ad copy (traditional + AI-assisted)

- Generating ad creatives quickly using AI design tools

- Creating landing pages that convert

- A/B testing ad variations

- Retargeting & remarketing fundamentals

- Campaign optimization & performance analysis

- **Tools Covered:**

  - Google Ads, Meta Ads Manager, Meta Business Suite

  - Landing Pages: Leadpages

  - AI Ad Copy: ChatGPT, Copy.ai

  - AI Creative Generation: Canva AI, Simplified, AdCreative.ai

- **Project:** Create and analyze a mock paid ad campaign with AI-generated creatives

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Module 6: Content Marketing & Blogging

- Understanding content pillars & content strategy frameworks

- Content types: Blogs, case studies, whitepapers, infographics

- Writing blogs, website content & social media posts

- Structuring articles for readability and engagement

- SEO writing vs. Creative Writing

- Using AI tools to speed up content drafting and overcome writer's block

- Editing and humanizing AI-generated content

- Repurposing content across multiple platforms

- Guest blogging & content distribution strategies

- **Tools Covered:**

  - WordPress, Medium, LinkedIn Articles

  - AI Writing: ChatGPT, Claude, Jasper, Copy.ai

  - Grammar & Style: Grammarly

  - Content Planning: Notion, Trello

- **Project:** Students write, optimize, and publish a blog article credited to them

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Module 7: Social Media Marketing

Facebook & Instagram

- Profile setup & optimization

- Creating and managing Facebook Pages and Instagram Business accounts

- Meta Business Suite overview

- Community building & engagement strategies

- Content types: Posts, Stories, Reels, Carousels

- Reel ideas, trending audio, and caption writing

- Creating monthly content calendars

- Running basic organic campaigns

- Introduction to Instagram Shopping

- Meta Ads

LinkedIn

- Personal branding for students and professionals

- Setting up an optimized LinkedIn profile

- Creating and managing company pages

- Content strategy for LinkedIn (articles, posts, documents)

- Networking and engagement tactics

- LinkedIn for job searching and client outreach

YouTube

- Understanding YouTube algorithm and video SEO

- Scripting videos for engagement and retention

- Creating eye-catching thumbnails using AI design tools

- Optimizing video titles, descriptions, and tags

- YouTube Studio analytics

- Monetization basics

Twitter (X) & Quora

- Understanding Twitter's real-time marketing potential

- Tweet formats, threads, and engagement tactics

- Building authority on Quora through quality answers

- Writing answers that rank and gain visibility

- Cross-promoting content across platforms

Tools Covered:

- Meta Business Suite, Later, Buffer, Hootsuite (scheduling)

- LinkedIn Analytics

- YouTube Studio, TubeBuddy, VidIQ

- AI Tools:

    - Content Ideas: ChatGPT (for captions, scripts, content calendars)

    - Thumbnail Creation: Ideogram, Canva AI, Leonardo.ai

- Video Scripts: ChatGPT, Claude

- Hashtag Research: Hashtagify, RiteTag

Practical Work:

- Students create a 7-day content calendar for a brand

- Design 5 social media creatives (mix of AI + manual design)

- Publish 3 LinkedIn posts and 1 YouTube video concept

- Real case studies of successful brand social media campaigns

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Module 8: Affiliate Marketing

- How affiliate marketing works (merchant, affiliate, customer, network)

- Choosing profitable niches and products

- Joining affiliate networks (Amazon Associates, ShareASale, CJ Affiliate)

- Creating review articles and comparison blogs

- Using AI to generate product comparison content quickly

- Disclosure requirements and ethical practices

- Tracking affiliate performance using dashboards

- Best practices for increasing commissions and conversions

- **Tools Covered:**

  - Amazon Associates, Impact, ClickBank

  - Link Management: ThirstyAffiliates, Pretty Links

  - ChatGPT (for product review outlines and comparison tables)

Module 9: E-Commerce Marketing

- How ecommerce platforms work (Shopify, WooCommerce basics)

- Product page SEO optimization

- Writing compelling product descriptions with AI assistance

- Email marketing for abandoned carts and promotions

- Mobile optimization for ecommerce

- Understanding conversion funnels

- **Tools Covered:**

    - Shopify, WooCommerce

    - ChatGPT (for product descriptions and marketing copy)

    - Google Merchant Center

    - AI Product Photography: remove.bg (background removal)

Module 10: Digital & Web Analytics (Google Analytics)

- Introduction to Google Analytics 4 (GA4)

- Setting up GA4 property and data streams

- Understanding key metrics: Users, Sessions, Bounce Rate, Engagement

- Navigating GA4 reports: Acquisition, Engagement, Monetization, Retention

- Tracking user behavior and conversion paths

- Landing page performance & funnel analysis

- Event tracking and conversion measurement

- Setting up goals and ecommerce tracking

- Creating custom reports and dashboards

- Using AI to summarize and interpret analytics data

- **Tools Covered:**

- Google Analytics 4

- UTM

- ChatGPT (for data interpretation and report summaries)

Module 11: Email Marketing & Automation

- Introduction to email marketing and its ROI

- Types of emails: Newsletters, Promotional, Transactional, Drip Campaigns

- Building and growing email lists ethically

- Email segmentation strategies

- Writing effective subject lines and email copy with AI assistance

- Email design best practices (mobile-first)

- Understanding email metrics: Open Rate, Click Rate, Conversion Rate

- A/B testing emails

- Basic automation sequences (welcome emails, follow-ups)

- Email deliverability and avoiding spam folders

- **Advanced Addition:** Cold email strategy for internships, freelancing & client outreach

- **Tools Covered:**

  - Mailchimp, Sendinblue (Brevo), ConvertKit

  - ChatGPT (for email copywriting and subject line ideas)

  - Email verification: Hunter.io, NeverBounce