

Short Term Courses – NIELIT Delhi Centre
Training Programme: Certification course in Digital Marketing

Objective of the Course:

To provide an in-depth training in use of Internet marketing. The course also helps the candidates to get acquainted with IT.

Learning Outcomes:

After successful completion of the course students will be able to explore the role and importance of digital marketing in today's rapidly changing business environment.

Duration of course: 80 hrs

Minimum Eligibility Criteria: 10+2 pass

Outline of Course

S. no	Topic/module	Durations in hrs
1	Digital Marketing Overview	8
2	Web Design & Development	12
3	Search Engine Optimization	14
4	Google Search Console	2
5	E-mail Marketing	4
6.	WordPress	16
7.	Google Analytics	4
8.	Facebook Marketing	10
9.	Youtube Marketing	8
10.	Google Ads	2

Course Contents:

S. No	Topic
1.	Digital Marketing Overview <ul style="list-style-type: none">• Basic of Online Marketing• Difference of Internet vs Traditional Marketing• Google Trends• Overview of Domain Registration & Hosting

2.	Web Design & Development HTML Basics <ul style="list-style-type: none"> • Web Page Basics: What is HTML, JavaScript,CSS • Basic HTML Tags to create a web page • HTML Tags for SEO • Introduction to Social Media Plan. • Meta tags & Content Optimization
3.	Search Engine Optimization <ul style="list-style-type: none"> • Overview of SEO • Working with SEO • Introduction to SEO ON & OFF PAGE • Overview of Google Keyword Planner • Hands on creation of Blog
4	GOOGLE Search Console <ul style="list-style-type: none"> • Understanding Site Performance • URL Inspection - Fetch As Google
5.	E-MAIL Marketing <ul style="list-style-type: none"> • Importance of Email-Marketing • Creating Marketing Platforms using Mail-chimp and send-in blue
6.	Learning WordPress- Content Management System <ul style="list-style-type: none"> • Installation of Wordpress • Customization of Theme&Posts • Understanding Widget & SEO Settings • Installations of Plugins • Landing Page
7.	Google Analytics <ul style="list-style-type: none"> • Overview of Google Analytics Dashboard • Applying configuration settings • Storing data and generating reports
8	Facebook Marketing <ul style="list-style-type: none"> • Creating Facebook Page/ Ad to grow business • Target website visitors, Lookalike audience. • App Advertisements • Learning about Pixel Codes

9	Youtube Marketing <ul style="list-style-type: none"> • Creating YouTube channel& Marketing through it. • Post and optimize videos with titles, descriptions etc • Create clickable thumbnails • YouTube Monetization
10.	Google Adwords <ul style="list-style-type: none"> • Overview Google ADS • Overview of Search & Display Advertising

Pre-Requisites: Knowledge of Basic Computer and Internet

References:

1. Fundamentals of Digital Marketing by Pearson
2. Social Media & Mobile Marketing by Punit Bhatia

Hardware Requirement:

1. High Speed Internet Connectivity
2. Operating System: Window 7 or latest
3. Min RAM: 4GB,HDD 500 GB