

## **CURRICULUM FOR CERTIFICATE IN DIGITAL MARKETING & SOCIAL MEDIA**

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### **1 INTRO TO DIGITAL MARKETING AND ADVERTISING**

- DIGITAL MARKETING IN A 360 SCENARIO
- DIGITAL MEDIA LANDSCAPE IN INDIA
- OVERVIEW OF CONCEPTS FOR ADVERTISING, PR, AND MARKETING AND CORPORATE COMMUNICATIONS

### **2 SOCIAL NETWORKING 101**

- NUTS AND BOLTS OF SOCIAL NETWORKING
- SETTING UP PROFESSIONAL SOCIAL MEDIA PROPERTIES (FACEBOOK, TWITTER, ETC.)
- CREATING ENGAGEMENT ON SOCIAL MEDIA PROPERTIES

### **3 BLOGGING AND MICROBLOGGING**

- FUNDAMENTALS OF WRITING FOR DIGITAL MEDIUM
- BUILDING A NETWORK OF FOLLOWERS
- DRIVING READERS WITH CONTENT

### **4 DIGITAL DESIGN**

- UNDERSTANDING COLOR & DESIGN AESTHETICS, TYPOGRAPHY & NAVIGATION STYLES
- USABILITY, SITE LAYOUT AND BRANDING
- EMAILERS, BANNER ADVERTISING AND MOBILE MEDIA DESIGN

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### **5 ONLINE BUYING AND PLANNING**

- AUDIENCE BEHAVIOR ONLINE: PENETRATION RATES, TRENDS
  - ONLINE AD SPENDS: WHO'S SPENDING HOW MUCH AND ON WHAT
  - SELECTING THE RIGHT CHANNELS, FORMATS AND PLACEMENTS FOR MARKETING CAMPAIGNS
  - FACEBOOK ADVERTISING, GOOGLE AD NETWORK, ETC.
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6 **ADVANCED MARKETING/BRANDING**

- SETTING UP ONLINE MARKETING CAMPAIGNS
- MOBILE MARKETING
- ONLINE REPUTATION MANAGEMENT

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7 **ANALYTICS**

- DELIVERY, MEASUREMENT AND ANALYSIS; MEASURING THE VIRAL IMPACT OF A CAMPAIGN
  - MEASURING CAMPAIGN EFFECTIVENESS - ECTAND BRAND METRICS
  - READING REPORTS AND ANALYZING DATA; CREATING YOUR OWN SUCCESS METRICS
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