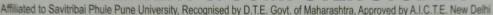


MAHATMA PHULE INSTITUTE OF MANAGEMENT & COMPUTER STUDIES





Annasaheb Magar College Campus, Manjari Road, Hadapsar, Pune-411 028.

Tel.: (020) 26993020, 26992611 E-mail: directorpdeampim@gmail.com Web: pdeampim.edu.in

PUN Code - IMMP010720

DTE Code - MB6107

AISHE Code: C - 41697

Certificate Course

DIGITAL MARKETING (CC- IV)

Duration: 04 weeks (32 hours)

Incharge Teacher: Prof. Dhiresh A. More

Course Learning Outcomes (CLOs):

After completing the course, the student teacher will be competent in:

- 1. DEFINE various concepts related to Digital Marketing
- 2. EXPLAIN the role of Facebook, Google Ad words, Youtube and Email in digital marketing.
- 3. MAKE USE OF Facebook, Google Ad words, Youtube and Email for carrying out digital marketing of real life products.

S.Nos.	DESCRIPTION	Theory	Practical	Total
1	 Digital Marketing Planning and Structure Inbound vs Outbound Marketing, Understanding Traffic, Understanding Leads, Strategic Flow for Marketing Activities. One Page Website Strategic Design of Home Page, 	5	7	12
	 Strategic Design of Products & Services Page, 			
2.	 Facebook Marketing Fundamentals Creating Facebook Page Creating facebook A 	6	6	12
3	 Google Adwords Understanding Adwords, Google Ad Types, Pricing Models, PPC Cost Formula, Ad Page Rank, Billing and Payments, Adwords User Interface, Keyword Planning, Keywords Control, Creating Ad Campaigns, Creating Text Ads, Creating Ad Groups, Bidding Strategy for CPC, Case Studies. PPC, CPM, CPA, 	6	6	12

 Video Flow, Google Pages for YouTube Channel, Verify Channel, Webmaster Tool –Adding Asset, Associated Website Linking, Custom Channel URL, Channel ART, Channel Links, Channel Keywords Leadership Styles 5 E-mail Marketing content writing Email Software and Tools, 	
 Verify Channel, Webmaster Tool –Adding Asset, Associated Website Linking, Custom Channel URL, Channel ART, Channel Links, Channel Keywords Leadership Styles Email Marketing content writing Email Software and Tools, 	
 Webmaster Tool –Adding Asset, Associated Website Linking, Custom Channel URL, Channel ART, Channel Links, Channel Keywords Leadership Styles E-mail Marketing content writing Email Software and Tools, 	
 Associated Website Linking, Custom Channel URL, Channel ART, Channel Links, Channel Keywords Leadership Styles E-mail Marketing content writing Email Software and Tools, 	
 Custom Channel URL, Channel ART, Channel Links, Channel Keywords Leadership Styles E-mail Marketing content writing Email Software and Tools, 	
Channel Links,	
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5 E-mail Marketing content writing • Email Software and Tools, 5 7 12	
Email Software and Tools,	
Email Software and Tools,	
• Importing Email Lists,	
Planning Email Campaign,	
Email Templates and Designs,	
Sending HTML	
Email Campaigns	
TOTAL 26 34 60	

References:

1. Google Adwords for Beginners: A Do-It-Yourself Guide to PPC Advertising, Cory Rabazinsky,

IQAC
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Management & C.S.
Hadapsar, Pune-28,

SSBnarad Waj I/C DIRECTOR Mahatma Phule Institute of Mont \$ C.\$ Hadapsar, Pune-28







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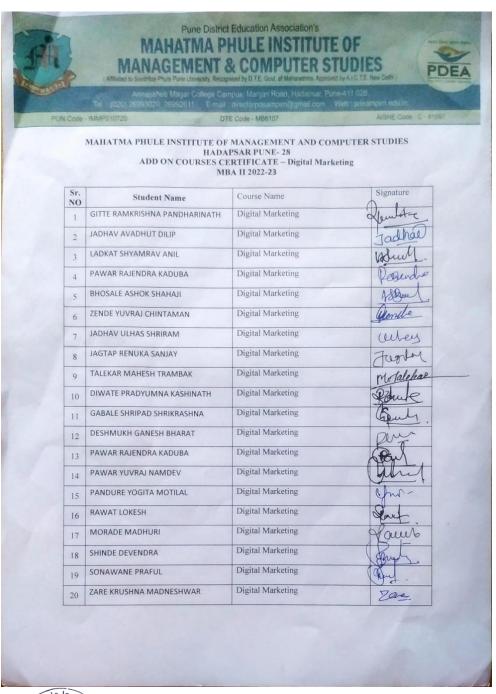
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PUN Code - IMMP010720 DTE Code - MB6107 AISHE Code : C - 41697

Yearwise Students Enrolment List 2022-23

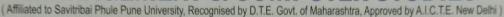








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Sample Course Completion Certificate

2022-23





JSBharadwag

I/C DIRECTOR

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Hadapsar, Pune-28



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