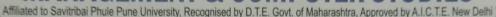


Pune District Education Association's

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, 	5	7	12
	 Understanding Traffic, Understanding Leads, 			
	• Strategic Flow for Marketing Activities.			
	One Page Website			
	• Strategic Design of Home Page,			
	 Strategic Design of Products & Services Page, 			
2.	➤ Facebook Marketing Fundamentals	6	6	12
	Creating Facebook Page			
	• Creating facebook A			
	•			
3	➢ Google Adwords	6	6	12
	 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,			
	•			

4	>	You Tube Marketing	4	8	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	5	7	12
	•	Email Software and Tools,			
	•	Importing Email Lists,			
	•	Planning Email Campaign,			
	•	Email Templates and Designs,			
	•	Sending HTML			
	•	Email Campaigns			
	1	TOTAL	26	34	60

References:

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

IQAC
Mahatma Phule Institute Of
Management & C.S.
Hadapsar, Pune-28,

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







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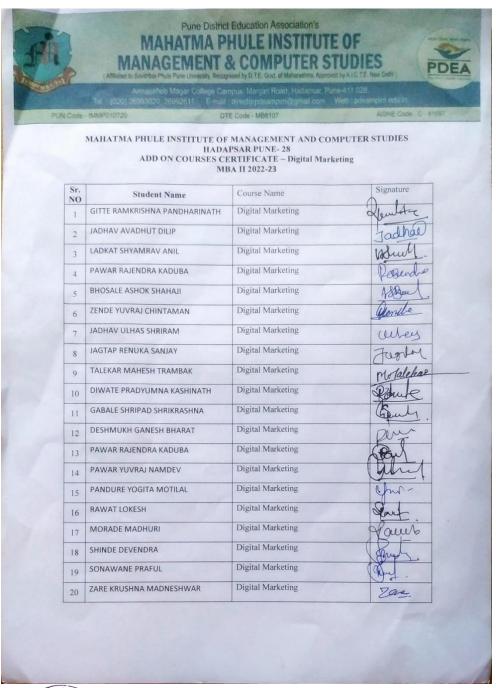
(Affiliated to Savitribai Phule Pune University, Recognised by D.T.E. Govt. of Maharashtra, Approved by A.I.C.T.E. New Delhi)

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

Yearwise Students Enrolment List 2022-23

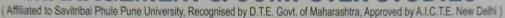






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Sample Course Completion Certificate

2022-23



