

## 30 hours Digital Marketing PROGRAM DETAILS

Name of Training Program	Digital Marketing Program
Duration of Program	30 Hours (2 Weeks) Tentative start date 1 <sup>st</sup> Week Aug'19
Location of Program	TimesPro Centre at Andheri.  <b>Andheri centre address:</b> TimesPro, 3 <sup>rd</sup> floor,Pinky cinema,Near Andheri Metro, Andheri east -400069
Batch	Minimum 25 students batch
Program Schedule	03:00 hours a day for 10 days Mon-Fri only (except public holidays)
Fees	8000 + applicable taxes per student to be paid to TimesPro as course fee.  Fees will be collected by college and collective amount to be paid to TimesPro.  Full payment to be done to TimesPro before batch start.
Certification	Each participant to be awarded a joint participation certification between Times of India (Times professional learning) TimesPro & St Andrews college.

Session Details: Session Number	Session Title	No of hours
1	Introduction to Internet Marketing <ul style="list-style-type: none"> <li>▪ Overview of Industry</li> <li>▪ History of Internet Marketing</li> <li>▪ 2017 Trends</li> <li>▪ Setting Goals and defining Metrics</li> </ul>	2
2	Social Media Marketing <ul style="list-style-type: none"> <li>▪ An introduction to platforms and platform personality</li> <li>▪ Choosing social platforms for marketing</li> <li>▪ Facebook Marketing – best practices &amp; case examples</li> <li>▪ Twitter Marketing – best practices &amp; case examples</li> <li>▪ LinkedIn Marketing – best practices &amp; case examples</li> <li>▪ Blog / Communities - – best practices &amp; case examples</li> </ul>	12
3	Search Engine Optimization <ul style="list-style-type: none"> <li>▪ SEO: Definition, history and evolution</li> <li>▪ SEO Trends</li> <li>▪ How does Search Engine work?</li> </ul>	5

	<ul style="list-style-type: none"> <li>▪ Basics of On page and Off page SEO</li> <li>▪ SERP Analysis</li> </ul>	
4	<p>Google Analytics</p> <ul style="list-style-type: none"> <li>▪ Understanding various parameters under Google Analytics</li> <li>▪ How to get insights</li> <li>▪ Advantage of integrating website with Google Analytics</li> </ul>	2
5	<p>Influencer Marketing</p> <ul style="list-style-type: none"> <li>▪ What is influencer marketing</li> <li>▪ How to choose the right influencer</li> <li>▪ Tools to measure degree of influence by an influencer</li> <li>▪ Measurement of influencer marketing campaign</li> </ul>	3
6	<p>Overview on Mobile Marketing</p> <ul style="list-style-type: none"> <li>▪ Introduction to Mobile Marketing</li> <li>▪ Understanding importance of User Interface and User experience while using Mobile</li> <li>▪ Types of mobile ads</li> <li>▪ Mobile marketing strategies</li> </ul>	2
7	<p>Online Reputation Management</p> <ul style="list-style-type: none"> <li>▪ Introduction to ORM</li> <li>▪ Trends in ORM</li> <li>▪ How ORM could be used to develop meaningful content</li> <li>▪ What are various Tools for online listening and how to use them</li> </ul>	2
8	<p>Summary</p> <p>Summarizing all chapters</p> <p>Understand of SEO, SEM, Google Analytics, Mobile Marketing and ORM</p>	2