



## Course name: Certificate Course in Digital Marketing with Social Media Marketing

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**Prof name: Chintan Gor**

**Duration: 20 Sessions (15 Sessions Online + 5 Sessions Offline- 90 mins each)**

**Lecture Schedule: Wednesday's and Saturday's**

**Timings: 3.00pm to 4.30pm**

**Fees: ₹2500/-**

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**Course Objective:** Master digital marketing strategies with a focus on social media. Learn to create impactful campaigns, analyze data-driven insights, and optimize engagement across platforms to drive business growth and enhance brand presence with all latest Ai tools assistance.

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**Career Opportunity:** Students can pursue roles such as Social Media Manager, Digital Marketing Strategist, Content Marketing Specialist, SEO Analyst, Email Marketing Manager, and Digital Advertising Specialist. Opportunities span across industries, offering positions in agencies, corporations, startups, and freelance consulting, leveraging skills in social media management, data analytics, content creation, and strategic marketing.

Digital Marketing Topics	
<b>Module 1</b> <b>Website &amp; Blog Creation</b> Word press, Blogging, Mail chimp, HTML/CSS Dreamweaver, Website Creation, Web Hosting, Google Analytics	<b>Module 2</b> <b>Social Media Marketing</b> Facebook, Instagram , Meta Business Suite ,Twitter, LinkedIn, Pinterest, YouTube, VN, Canva, Amazon Affiliate Marketing
<b>Module 3</b> <b>Google Ads</b> Search, Display, Shopping – Google Merchant Center, App, Local - Google My Business ,Smart, Performance, Video, Discovery Ads	<b>Module 3</b> <b>Search Engine Optimization</b> Keywords, Planner Google, Keywords everywhere, Keywords tool.io, SEO Optimer, Moz bar, Robots.txt, Sitemap.xml, Google Search Console, Way back Machine, Google Trends, Yoast SEO

**Examination:**

Final MCQ exam after the course completion.