



National Institute of Electronics and Information Technology Chandigarh

An Autonomous Scientific Society under the administrative control of
Ministry of Electronics & Information Technology (MoEIT), Government of India

**Permanent Campus at Birla Farms, Bada Phull, (adj. to IIT Ropar)
Rupnagar (Ropar)- 140001**



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CHD_NIELIT



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Course name	Basic Course in Digital Marketing
Duration	1 Weeks
Eligibility	Basic Knowledge of Computer
Timings	2 Hours daily
Fees :	Rs. 600/- + GST

1. Contents :

Digital Marketing Overview

Introduction of the Digital Marketing, Creating initial Digital Marketing Plan, Target Group Analysis; Content management, Planning , Conceptualising and hosting a Website.

Search Engine Optimization

Introduction to SEO , Search engines and its working , Major functions of a search engine , Keywords and different types of keywords , Keywords research process and Understanding keywords mix.

2. For further details, Contact:

Permanent Campus

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