Short Term Courses – NIELIT Delhi Centre

Certification Course in Digital Marketing

Objective of the Course:
To provide an in-depth training in use of Internet marketing. The course also helps the candidates to get acquainted withIT.

Learning Outcomes:
Aftersuccessful completion of the course students will be able toexplore the role and importance of digital marketing in today's rapidly changing business environment.

Duration of course: 40 hrs

Minimum Eligibility Criteria:10+2 pass

Outline of Course

S. no	Topic/module	Durations in hrs
1	**Digital Marketing Overview**	8
2	**Web Design & Development**	12
3	**Search Engine Optimization**	14
4	**Google Search Console**	2
5	**E-mail Marketing**	4

Course Contents:

S. No	Topic
1.	**Digital Marketing Overview** • Basic of Online Marketing • Difference of Internet vs TraditionalMarketing • Google Trends • Overview of Domain Registration & Hosting
2.	**Web Design & Development** **HTML Basics** • Web Page Basics: What is HTML, JavaScript,CSS • Basic HTML Tags to create a web page • HTML Tags for SEO

		• Introduction to Social Media Plan. • Meta tags & Content Optimization
3.		**Search Engine Optimization** • Overview of SEO • Working with SEO • Introduction to SEO ON & OFF PAGE • Overview of Google Keyword Planner • Hands on creation of Blog
4		**GOOGLE Search Console** • Understanding Site Performance • URL Inspection - Fetch As Google
5.		**E-MAIL Marketing** • Importance of Email-Marketing • Creating Marketing Platforms using Mail-chimp and send-in blue

Pre Requisites: Knowledge of Basic computer and Internet

References:
1. Fundamentals of Digital Marketing by Pearson
2. Social Media & Mobile Marketing by Punit Bhatia

Hardware Requirement:
1. High Speed Internet Connectivity
2. Operating System: Window 7 or latest
3. Min RAM: 4GB,HDD 500 GB