



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	Certificate Course in Digital Marketing
Duration	2 Weeks
Eligibility	Basic Knowledge of Computer
Timings	2 Hours daily
Fees :	Rs. 1000/- + 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.

Google Analytics

Introduction to Google Analytics , Google analytics insights, Understanding cookie tracking, Types of cookie tracking used by Google analytics, setting up analytics account and adding analytics code in website

Social Media Marketing

Overview of Email, Youtube , Facebook and Twitter Marketing.

2. For further details, Contact:

Permanent Campus

Bada Phull, Birla Farms, Ropar-140001

Phone: 01881-257061

Email: training.chd@nielit.gov.in

Visit: www.nielit.gov.in/chandigarh

Facility at Chandigarh

IETE Building, Sector 30-B, Chandigarh 160030

Phone: 0172-2650121