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| 1. Name of the Institute
 | LOVELY PROFESSIONAL UNIVERSITY, PUNJAB, INDIA (A unit of Lovely International Trust), An ISO 9001:2015, ISO/ISE 27001:2013 Institute |
| 1. Name / Title of the Course
 | Course on Using Digital & Social Media Marketing for Organization Growth. |
| 1. Proposed Dates and Duration of the Course in Weeks / Months
 | 3rd August 2022 to 16th August 20222 weeks |
| 1. Eligibility Criteria for Participants and Age Limits
 | Basic knowledge of working on a computer and Internet. Maximum Age: NA |
| 1. Basic outline of the course
 | This course will help you in finding a direction to promote your business efficiently online and develop a beleaguered online marketing strategy that involves potential customers throughout the digital landscape. Throughout this course, present-day digital marketing techniques will be discussed in simple terms to demonstrate successful use of all digital channels i.e. search, video, social, email, and display.Participants will learn to evaluate websites and ascertain conversion goals, measure and understand website analytics and get the most out of search engine marketing. One cannot ignore the power of social media in present times, so the candidate will learn how to connect with communities on prime social networks, learn best practices for developing and distributing video marketing content, and also find out essentials about an email marketing campaign. Basically, this course will equip you with the skills and strategies that can help you navigate today's digital landscape. |
| 1. Content of the Course

(What all would be covered in the course) | 1. Online marketing foundations
2. Content marketing
3. Search Engine optimization
4. Paid search
5. Social media marketing
6. Marketing using Video
7. Email Marketing
8. Web Analytics
9. Affiliate marketing foundations
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| 1. Learning Outcome
 | * Exploring and understanding the components of the digital marketing landscape.
* Learning how to develop a brand voice?
* Learning how keywords work.
* Examining keyword demand and use of keyword for sites maximum search ability
* Learning how to create of a targeted ad campaign in search?
* Learning the use of various social media tools
* Learn to measure the performance of your digital efforts
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| 1. Instructional Strategy
 | Hands-on practice |
| 1. Course would be relevant for what type of audience
 | Officers of various Government Offices and Ministries, entrepreneurs, Media Officers. |
| 1. Mode of Evaluation of Performance of ITEC Participant
 | Online |