



MANAGERIX

DEPARTMENT OF MANAGEMENT STUDIES

&

TEACHER LEARNING CENTRE

RAMANUJAN COLLEGE

(UNIVERSITY OF DELHI)

Accredited 'A++' by NAAC

Kalkaji, New Delhi -110019

Presents

**EXECUTIVE DEVELOPMENT
PROGRAMME ON**

Digital Marketing

28th April - 4th July 2023

**GET THE DIGITAL MARKETING KNOWLEDGE YOU
NEED TO MAKE A SUCCESSFUL CAREER**

About Teaching Learning Centre

- Teaching Learning Centre (TLC) is mandated by the Ministry of Human Resource Development (MHRD) to organize Faculty Development Programs (FDPs), Faculty Orientation and Induction Programs (FIPs), discipline specific and interdisciplinary Refresher Courses, conferences, workshops, through offline and online modes.
- Teaching Learning Centre, Ramanujan College has successfully conducted more than 100 learner centric programs since October 2017 and trained over 1 lakh teachers across the country in various discipline specific and interdisciplinary programs.
- In the TLC Programs distinguished & internationally acclaimed resource persons deliver lectures and conduct sessions on wide ranging disciplines/topics of relevance to benefit the teaching fraternity, corporate and researchers and provides value added courses for students in collaborations with respective departments.
- Ramanujan College is a pioneer in offering offline/online courses for faculty members and Students of higher education institutions through the customised Learning Management System (LMS), designed by the College's Research Development and Services Cell.



Table Of Contents

05

Digital Marketing

06

Course Objectives

07

Course Advantages

08

Aim of the Course

Learning Outcomes

Target Audience

09-13

Course Schedule

14

About the Instructor

15

Speaker Sessions

Table Of Contents

16	Course Features
17	Time Table Fee Payment
18	Assessment Criteria Point of Contact
19-20	Organizing Board

Digital Marketing

“Digital marketing is not an art of selling a product. It is the art of making people buy the product that you sell”

- Hecate Strategy

Digital marketing also known as online marketing involves promoting brands on the internet and through other forms of digital communication in order to reach potential customers.

In addition to email, social media, and web-based advertising, the text and multimedia messages can also be used as marketing channels.

In the fast moving world of today wherein everyone has access to internet 24×7 it is a really important to learn the art of digital marketing.

Course Objectives



Assist students in understanding the role, relevance, elements, and principles of digital marketing and communications in the overall marketing context and guide them in relating to, and applying, the key concepts learned during the course to real life digital marketing situations, happenings, examples, trends and specific cases.



Orient them to explore and appreciate similarities and distinctions between digital marketing and conventional marketing and to look for synergies between them.



Provide them a framework to analyse, strategise and plan digital marketing and communication activities for typical marketing situations.



Familiarise them with the key tools and techniques of digital marketing that are popularly used by professionals in the real world of digital marketing and help them develop the ability to formulate and analyse key metrics to evaluate the performance of typical digital marketing efforts.

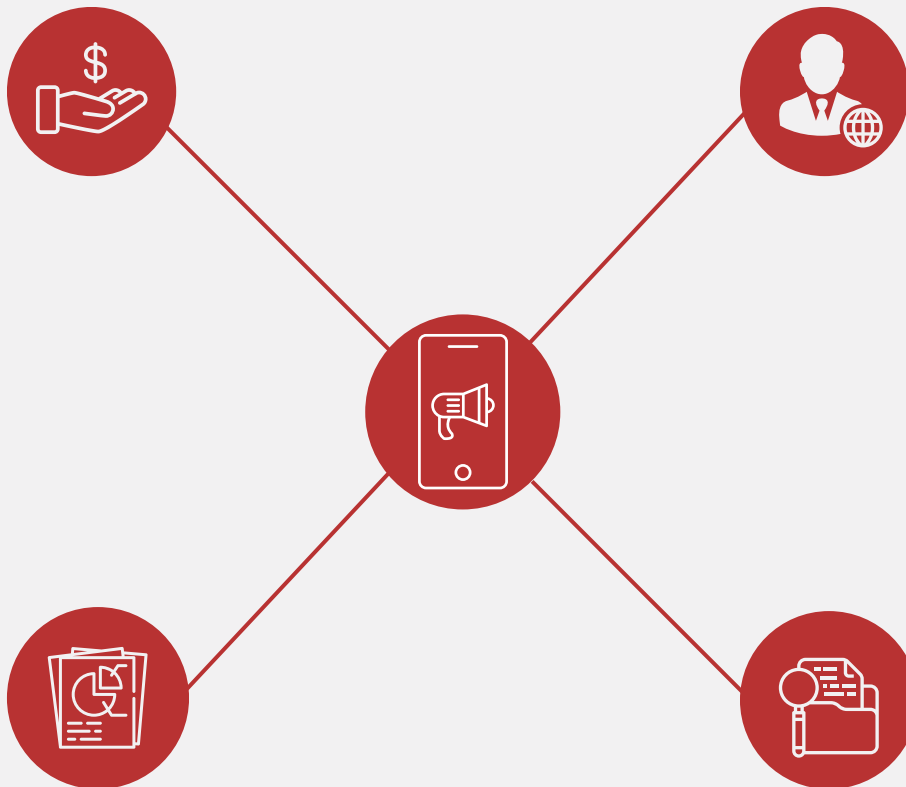
Course Advantages

Lower cost

Your business can be promoted locally or internationally using digital marketing. Small businesses can compete with larger ones by using highly targeted strategies.

Global Reach

Marketing is limited by geography, and creating international marketing campaigns can be time-consuming, expensive, and labor-intensive. The Internet allows you to reach a much wider audience with digital marketing.



Multiple Content Types

With digital marketing, you can promote your brand online using a variety of content types, such as blogs, podcasts, etc. To maintain your brand's relevance and build effective campaigns, you can choose from a variety of content types.

Effective Targeting

Through digital marketing, you can determine which audiences are most likely to respond to your campaign and optimize it accordingly.

Aim of the Course

This course in digital marketing aims to transform participants into all round professionals with its practical, professional and highly interactive Live classes by experienced faculty along with expert industry professionals.

Course Learning Outcomes

Participants, who successfully complete this course, should be able to:

L1. Demonstrate in-depth understanding of the role, relevance, concepts and advantages of Digital Marketing in the context of overall marketing of a product or service.

L2. Critically analyse a given market situation, identify the key digital marketing opportunities and challenges in it and recommend relevant and appropriate digital marketing solutions.

L3. Be able to outline key online marketing and communication approaches and make a case for which, why and how an approach should be used.

L4. Demonstrate a considered knowledge of the tools and techniques in Digital Marketing by applying them in a practical environment.

L5. Formulate and evaluate a basic Digital Marketing Plan.

Target Audience



Students



Freshers



Working Professionals



Business Owners



Startup Owners

Course Schedule

SESSION TOPIC / SUB-TOPIC DESCRIPTION

Introduction to Digital Marketing

What is Digital Marketing(DM), what is it comprised of, its evolution , role and relevance in overall marketing, key advantages & challenges, similarities & differences with conventional marketing, statistics of DM, latest trends in DM, career opportunities in DM.

Components of Digital Marketing

The Current Digital Marketing Landscape

How Digital Marketing has changed post Pandemic. Scope of Digital Marketing in India 2022 and beyond

DIGITAL MARKETING STRATEGY FORMULATION

MEDIA - Types of Digital Media : POEM (Paid, Owned, Earned, Mixed)

DIGITAL CONSUMER BEHAVIOUR – Brand Loyalty Vs FOMO, First Moment of Truth, Zero Moment of Truth, The Accelerated Brand Journey empowered by Artificial Intelligence

Website Creation on WORDPRESS and exposure to other CONTENT MANAGEMENT SYSTEMS, Buying domain names

Course Schedule

**SESSION TOPIC /
SUB-TOPIC DESCRIPTION**

**Digital Marketing Strategy
and Planning**

Digital Marketing as part of Integrated Marketing Planning Framework, Digital Marketing Planning Process. The PHYGITAL APPROACH Marketing Strategies Group Discussion– Amazon vs. Flipkart; Uber vs. Ola, Makemytrip vs. OYO, Paytm vs. Mobikwik

WEBSITE CREATION AND PRESENTATION

Search Engine Algorithms, Google Algorithm Updates, Search Engine Console, Keyword Search, Keyword Search Tools

Google Adwords continued – Display Advertising, Re-marketing, Mobile App Marketing, Video Marketing

Course Schedule

SESSION TOPIC / SUB-TOPIC DESCRIPTION

Search Engine Optimization (SEO) & Search Strategy.

**Introduction to Search Engines. How do Search Engines work
Understanding Google Search and Search Engine Rankings
(SERP), Key Contours of SEO, SEO guidelines and best
practices, Keyword building techniques, Ethical vs. Black Hat
SEO**

**SEO AND SEM CLASS PROJECT AND
PRESENTATIONS**

Search Engine Marketing

Introduction to paid marketing, Google AD WORDS

**GOOGLE AD WORDS – Online Advertising Campaign
and Ad options**

Course Schedule

SESSION TOPIC / SUB-TOPIC DESCRIPTION

The Digital Marketing Mix – 4 – Social Media Marketing (SMM) & Engagement Strategy

Role and relevance, Social media options, Social media content planning – engagement vs. advertising, Social media and the “Buzz effect”, Social media performance metrics. Social Media Demo Presentation by Groups: Each group to demo usage of one specific popular social media platform (Facebook, Twitter, LinkedIn, Google+, Instagram, YouTube, Pinterest, WhatsApp)

Email Marketing and Content Marketing

Google AdSense and Affiliate Marketing

Online Reputation Management using Social Media

Course Schedule

SESSION TOPIC / SUB-TOPIC DESCRIPTION

Digital Marketing Analytics

Digital Marketing Analytics

GOOGLE ANALYTICS : Google Analytics, Universal Analytics, GA 4.0, Dimensions Vs Metrics, Demo Account, Report Generation and Interpretation, Practical applications, incorporating in framing Digital Marketing Strategy, application to start-ups, linkage with Artificial Intelligence, special reports, reducing bias

Digital Marketing Research parameters and Tools

Doubts and Revision

About the Instructor



Dr. Bhavleen Rekhi

- She is a trainer/consultant of digital marketing who trains the Corporates/SME's/Start-ups on the advanced digital marketing program.
- Teaching Digital Marketing/Marketing and Brand Management /Business Communication/ entrepreneurship/ IMC(advertising) papers in renowned MBA institutes over Delhi/NCR.
- Has completed the training of more than 101 SME's/Corporates, some of the latest brands trained are CII, HONDA, Microsoft's processes, and UN-WFP.
- Presently working in the capacity of a Digital Marketing Consultant and Content Strategist for a firm in the Healthcare Sector and for an IT consulting firm and doing 360 degrees branding for a Start-Up under her consultancy by the name of Hashtag Digital.
- Completed her education in Artificial Intelligence and has also been training Startups on the same for 2 years.

Speaker Sessions



— Pulkit Jain

- Managing Director at Your Digital Boat
- Worked with more than 50 brands including Vespa, Ralson Remedies, Delhi Institute of Advanced Studies
- Received the "Best School Digital Marketing Company" Award from World Education Review at World Education Conclave 2019.



— Mohit Thukral

- Marketing Marketing professional with 12 years of experience in multi-dimensional projects ranging from brand launch, product launch, brand collaboration, etc.
- Featured in 40 Under 40 - Top Influential Corporate Leaders by Business Mint
- Marketing Professional of the Year by Entrepreneurs Forum of India
- Creative Storyteller Award by MS Talks



— Shivam Ahuja

- Founder & CEO at SkillCircle
- Founder at Delhi Angels
- Received the "Best Entrepreneur of the Year 2022" by Dr. Piyush Goel (Minister of Commerce)



— Rahul Narula

- Co-founder at Fabex Media
- Digital Marketing Consultant & Social Media Practitioner
- Help brands stand out and connect with their audience using Search Engine Optimization, Paid Ads, and Social Media Marketing.

Course Key Features

**Speaker sessions by
Industry experts**

30-33 Training Sessions

**60 hours
Online Training**

**Fees ₹5000
(inclusive of all taxes)**

Online Classes

Fee Payment

- All those interested are required to register and pay a **Non-Refundable Fee of INR 5000/-** by visiting **<http://rcmoocs.in>**
- After successful registration & payment, the participants will receive a confirmation via email.

Assessment Criteria

- A minimum of 90% attendance in all Online Sessions is a mandatory condition for the completion of the program.
- All students must secure atleast 60% to be eligible for receiving the certification.

Point of Contact

- Feel free to contact us with any questions you may have and send us an email to dmedp@ramanujancollege.ac.in

Organizing Board

PATRON

Prof. S.P. Aggarwal

Director, TLC and Principal, Ramanujan College,
University of Delhi, Editor-in-chief, RIJBR

PROGRAMME DIRECTOR

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Assistant Professor, Ramanujan College

CONVENOR

Mr. Prakhar Wadhwa

Assistant Professor, Ramanujan College

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Dr. Arti Yadav

Assistant Professor, Ramanujan College

TECHNICAL HEADS

Dr. Nikhil Rajput

Assistant Professor, Ramanujan College

Dr. Vipin Rathi

Assistant Professor, Ramanujan College

Organizing Board

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Mr. Akhil Raj

Mr. Prashant

Mr. Sanchit

Mr. Anil

Mr. Vinod

ACCOUNT SUPPORT

Mr. Rajesh Yadav

Mr. Anil Yadav