

COURSE STRUCTURE / SYLLABUS
Diploma in Vocation (Digital Marketing & Management)
SEMESTER- II

Course Name- Digital Promotion Strategies, Tools & Freelancing- II (DVDMM- 202)

Total Credit- 6

Maximum Marks- 100

BLOCK -1

Unit 1

Introduction to Web and digital marketing [Web 1.0, Web 2.0 & Web 3.0, History of Internet, How internet grows, Importance of Internet in Marketing, role of e-commerce and digital transaction]

Unit 2

Database concepts [basics of Database, Usefulness in digital marketing strategy, Database models in brief, Sample database designing and rules, basic understanding of ER diagram, Introduction to SQL, frequently asked SQL queries]

Unit 3

Web designing basics [tools, usefulness and applications in digital marketing]

BLOCK -2

Unit 4

Image editing tools and info graphics- II

Unit 5

Voice and Video Marketing- Tools and activities- II

Unit 6

Content Management System [CMS Basics, Word Press, First look to a tool, Text & images, documents, Links, widgets, Google maps, Posts & blogs]

BLOCK -3

Unit 7

Introduction to Search Engine Optimization- II

Unit 8

Keyword Research tools [Keyword Research tools and Planner, Online reputation Management]

Unit 9

Employability prospects in Digital Publicity World, Challenges and opportunities

BLOCK -4

Unit 10

E-repositories and useful e-resources

Unit 11

Future prospects of digital Marketing and Management- II

Unit 12

Digital Marketing automation and new age skills (21 Century skills)