



**DIGITAL
MARKETING**



S.S.T. College of Arts & Commerce

(Affiliated to University of Mumbai, Mumbai) Ulhasnagar - 421 004, Dist. Thane.

CERTIFICATE COURSE

DIGITAL MARKETING

ABOUT THE COURSE

The course in Digital Marketing offered by the college provides students with a comprehensive understanding of the strategies, tools, and techniques involved in promoting products and services online. The course aims to equip students with the knowledge and skills necessary to create effective digital marketing campaigns and drive business growth in the digital era.

Course Code :- CCBCSC002

**Duration
of
the
course:-
32 Hours**

**Eligibility :-
Any student
learning in a
first year
degree programme
of any stream.**

**Medium of
Instruction :-
English**

Objective:The objective of a Digital Marketing certificate course is to equip individuals with the knowledge and skills necessary to effectively leverage digital channels and strategies for marketing and business growth. The course aims to provide a comprehensive understanding of digital marketing principles, tools, and techniques to drive online visibility, engagement, and conversions.

LEARNING OUTCOME

By The End Of The Course Students Shall Be Able

Upon completing the Digital Marketing certificate course, participants should have a comprehensive understanding of digital marketing principles, strategies, and tools. They should be able to plan and execute effective digital marketing campaigns, measure their performance, and make data-driven decisions to improve marketing outcomes.

Syllabus

(Course Content):-

Introduction to Digital Marketing
Planning and Creating a Website
Search Engine Optimisation (SEO)
Search Engine Marketing (SEM)
Social Media Marketing 3 hrs
Web Analytics 3 hrs
Email Marketing

