

Certification in Digital Marketing and Branding Skills

1. Significance of the Course

Digital marketing is the most trending content sharing, marketing and advertising strategy that uses internet-based technologies such as search engines, social media etc to reach out to customers and audiences. Digital marketing is predicted to overtake the marketing expenditure in traditional media by the end of this financial year. The reason for this is, each and every brand is trying to engage with its customers online, especially when the pandemic has confined everyone to home. The increasing number of smartphone users and the availability of high-speed internet is another factor that has boosted the digital marketing trend.

There are 760 million smartphone users in India right now and it is predicted that the number would rise to a billion smartphone users in 3 years. Google India's revenue in the previous financial year was 256 billion rupees which rose 24% when compared to the previous year. Meanwhile, the social media giant Facebook had an annual increase of 43% in its revenue from India. All these show how digital marketing has emerged as a key player in every business and how enormous the job and entrepreneurial opportunities digital marketing offers. And this is why digital marketing should be an essential part of every course in universities.

2. Objectives

The certification program helps students to have an understanding and experience in digital marketing. Firms from every sector are in search of digital marketing experts so that they can have an advantage over their competitors since most of the business comes from online leads. So, the keyword digital marketing on a resume gives an extra edge to the job hunter and the chances of getting hired doubles. The course is designed in such a way that any student from any stream can benefit from the program in terms of knowledge, skill and job opportunities.

To plan an effective digital marketing strategy it is important to know the platforms, their algorithm, content suitable for each platform and how to create such content. This certification is designed to equip students to be the best content creators as well as digital marketing specialists. Additionally, this course helps the students to get certified by industry leaders like Google, Facebook and Microsoft.

3. Outcomes

On completion of this certificate programme, the students will be able to demonstrate these much-needed skills in today's world and the job market today,

1. Job-related skills - Trillion-dollar corporates and the local startups alike are in search of experts in digital marketing and the students are equipped with skills sought by the job market.
2. Entrepreneurial skills - The students will acquire an understanding of the dynamics of the digital marketing space and they will be capable of beginning their own firms which do not require any capital on a small scale.
3. Communication skills - The students learn how to communicate effectively and efficiently in the digital space across mediums with an understanding of the algorithm of the search engines and social media.
4. Interpersonal skill - Engagement with the audience is an important factor with regard to social media communication and the students learn the effective communication strategies for the present era.
5. Social media awareness - The students will learn how social media works in such an engaging way that each and every person is glued to it. This knowledge would help them to be aware of and be cautious of the addictive nature of social media.

4. Modules

Unit 1. Basics of Digital Marketing - Marketing, advertisement, history of the internet and digital advertisements, social media, digital marketing, algorithms, visibility, engagement, traffic, inbound - outbound marketing, digital marketing vs traditional marketing. (*Hours: theory - 4*)

Unit 2. Content creation for online platforms- types of content: written, audio, picture, video; content and marketing, optimising content for web and for social media, influencers, connecting with influencers, headlines and data. (*Hours: theory - 2, practical - 8*) *Practical: audio-video production.*

Unit 3. Web marketing - web development with WordPress/Vix CMS, domain name, server, hosting, plugin, Google AdSense, Google trends, blogging - content writing, Adwords, keyword planner, Search Engine Optimization, off-page optimization, backlink, Google Analytics, competitor and website analysis, keyword analysis, cookies, page ranking, domain authority. (*Hours: theory - 6, practical - 6*) *Practical: web development.*

Unit 4. Social media marketing - optimization, social media analytics, product marketing in Google Ads, Instagram, Facebook, YouTube video marketing, Twitter campaign, LinkedIn campaign, remarketing; App Store Optimization. (*Hours: theory - 4, practical 1*) *Practical: Analytics.*

Unit 5. Freelancing - guidance to Google, Microsoft Bing, and HubSpot certifications. Freelancing; email marketing, affiliate marketing, mobile marketing, digital marketing automation. (*Hours: theory - 4, practical - 1*) *Practical: Affiliate marketing.*

5. Total Hours: 36 (Theory: 20 + Practical: 16)

6. Valuation: Internal and External assessments

Assignments: Content creation in groups at the end of each module.

7. Suggested Reading

1. Chaffey, D., & Smith, P. R. (2017). *Digital marketing excellence: planning, optimizing and integrating online marketing*. Routledge.
2. Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing*. Pearson.
3. Charlesworth, A. (2018). *Digital marketing: A practical approach*. Routledge.
4. Dodson, I. (2016). *The art of digital marketing: the definitive guide to creating strategic, targeted, and measurable online campaigns*. John Wiley & Sons.
5. Gupta, S. (2018). *Digital marketing*. McGraw-Hill Education.
6. Hanlon, A. (2018). *Digital marketing: Strategic planning & integration*. Sage.
7. Hofacker, C. F. (2018). *Digital marketing: Communicating, selling and connecting*. Edward Elgar Publishing.
8. Kingsnorth, S. (2019). *Digital marketing strategy: an integrated approach to online marketing*. Kogan Page Publishers.
9. Parkin, G. (2016). *Digital marketing: Strategies for online success*. Fox Chapel Publishing.
10. Ryan, D. (2016). *Understanding digital marketing: marketing strategies for engaging the digital generation*. Kogan Page Publishers.

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