

COURSE CONTENT

Certificate In Digital Marketing

No	Content	Hours	
		Theory	Practical
1.	Marketing & Digital Marketing	4	0
2.	Introduction to Digital Marketing	4	0
3.	Introduction to World Wide Web and Internet	4	0
4.	Digital marketing research tools	8	12
5.	Digital Strategy for a business	8	4
6.	Social Media Marketing	8	0
7.	Facebook & Instagram Marketing & Advertising	16	20
8.	LinkedIn & Twitter Marketing & Advertising	12	10
9.	Google Ads (YouTube/Search/Display)	16	20
10.	Analytics	4	4
11.	Introduction to eCommerce & Online Business	4	0
12.	Understanding Ecommerce Business Model (Ebay,Etsy,etc)	28	48
13.	Service Marketing Through Digital Platforms	4	2
	Total hours of theory, practical & assignments	120	120
	Self studies with video tutorials & extra notes through the LMS	60	
	Total hours of the unit	300	