

Semester- II

Course Code- CVDMM (N) 102

Course Name- Digital Promotion Strategies, Tools & Freelancing

Credit- 04

Maximum Marks- 30 (Assignment) + 70 (End Term Examination) = 100

Unit 1

Digital Promotion Strategies [Website Planning and Structure, E-Mail Marketing, Online reputation Management, Affiliate Marketing & Google ad sense, Mobile marketing, Content marketing, Online Display Advertising, Ecommerce Marketing, etc]

Unit 2

Social Media Management [Introduction, Social media strategy & planning, info graphics, Social Media Management tools, Social Media measurement & reporting, social Advertising]

Unit 3

Blog writing- Tools and activities

Unit 4

Image editing tools and info graphics- I

Unit 5

Image editing tools and info graphics- II

Unit 6

Voice and Video Marketing- Tools and activities- I

Unit 7

Voice and Video Marketing- Tools and activities- II

Unit 8

Online Customer Service- Tools and activities

Unit 9

Introduction to Search Engine Optimization- I [keywords identification and Selection, on-page optimization]

Unit 10

Introduction to Search Engine Optimization- II

Unit 11

Web searching techniques and Internet research attitude

Unit 12

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 13

Freelance Digital Marketing [Reaching people, generate leads, making proposals, presentations, sales prospects, after sales service and referrals]

Unit 14

Content Marketing [Introduction, Content Marketing Strategy, Content Marketing, Social Media platforms, Marketing budget & measurement]

Unit 15

Future prospects of digital Marketing and Management- I

Unit 16

Future prospects of digital Marketing and Management- II

Unit 17

Feedback and surveys- Tools and activities.

Unit 18

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]