

SYLLABUS

**C. Voc. (Digital Marketing & Management) / D. Voc. (Digital Marketing & Management)
SEMESTER- I**

**Course Name- Digital Promotion Strategies, Tools & Freelancing- I
Course Code- CVDMM / DVDMM- 102**

Total Credit- 4

Maximum Marks- 100

BLOCK -1

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

BLOCK -2

Unit 4

Image editing tools and info graphics- I

Unit 5

Voice and Video Marketing- Tools and activities- I

Unit 6

Online Customer Service- Tools and activities

Unit 7

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

BLOCK -3

Unit 8

Web searching techniques and Internet research attitude

Unit 9

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

BLOCK -4

Unit 10

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

Unit 11

Future prospects of digital Marketing and Management- I

Unit 12

Feedback and surveys- Tools and activities