

## **DIPLOMA IN DIGITAL MARKETING AND SOCIAL MEDIA ADVERTISING**

Bharati College, in association with R.K. Films & Media Academy (RKFMA) brings a career-oriented training programme which shall provide up-to-date knowledge to its learners, further helping them in getting work opportunities or needed know-how to start an online business.

The course is also recommended to aspiring entrepreneurs, young business owners and practicing professionals who wish to learn the steps to promote or advertise their products or services online.

### **LIST OF TOPICS TO BE COVERED:**

Fundamentals of Digital Marketing	Content Marketing
SEO using CMS like Blogger, WordPress	Affiliate Marketing and examples
Using Keywords, On Page & Off-Page SEO	Ecommerce advertising
Tips for Content Writing and Blogging	Webmaster tools like Google Search Console and Analytics
Google AdWords/PPC and Google AdSense	Email Marketing Tips
Social Media Optimization	Fundamentals of website hosting and making domain live
Understanding dashboard of advertising on Social Media Platforms like Facebook, Instagram, LinkedIn, YouTube, Twitter	Tips for graphics/visual creation
Understanding A/B Testing	Tips for certifications by Google and Facebook

### **ELIGIBILITY:**

Students are required to have knowledge of and access to a Laptop/PC with latest hardware configuration and Wi-Fi internet connectivity. Additionally, availability of a smartphone with Wi-Fi/Data internet is also recommended for smooth learning process. Candidates are expected to have fair understanding of Hindi & English languages.

Minimum qualification required is clearance of class X or its equivalent. No prior experience of Digital Marketing field is needed.

### **COURSE FEE:**

₹8,000/- (Rupees Eight thousand only) payable online, in lumpsum, by the student.

**TRAINING PATTERN:**

The duration of the online course shall be 40 hours (approx.) spread over 4 months. Duration of each session shall be around 60 minutes, excluding one/two short breaks, if needed, by the trainer.

**MEDIUM OF INSTRUCTION AND PRACTICAL SESSIONS:**

Both Hindi & English (Bilingual)

**TEACHING STRATEGY:**

Instruction mode shall be online for any session(s) and may constitute either *or* a mix of:

1. instructor-led (live online)
2. interactive query/presentation-based session
3. soft copy of study material, PPT's shared via online groups, email etc.
4. assignment for practice during (or after any session)
5. viva-voce based

**CERTIFICATE SHALL BE ISSUED JOINTLY BY BHARATI COLLEGE AND RKFMA AFTER SUCCESSFUL COMPLETION OF THE RESPECTIVE COURSE(S).**