



Course Objective, Key Learning Outcomes and Course Syllabus

Digital Marketing Manager

- **Objective:** To train students in creating and managing digital marketing strategies that align with organizational goals.
- **Key Learning Outcomes:**
 - Create comprehensive digital marketing strategies.
 - Conduct and optimize digital marketing campaigns.
 - Manage budgets and track campaign performance.
- **Course Syllabus :**
 1. Introduction to Digital Marketing and Website Creation.
 2. Search Engine Optimization (SEO).
 3. Search Engine Marketing (SEM).
 4. Social Media Marketing (SMM).
 5. Online Marketing.
 6. Lead Generation and Google Analytics.
 7. Google AdSense and Affiliate Marketing.
 8. Employability Skills.
 9. Project / On the Job Training (OJT).