



Syllabus: Diploma Course in Digital Marketing

- **Duration:** 6 Months
- **Eligibility:** 12th Pass

Evaluation Scheme

- **Full Marks:** 200
- **Theory:** 100 Marks
- **Practical/Project Works:** 80 Marks
- **Internal Assessment/Viva (Oral Test):** 20 Marks

Course Syllabus

This diploma program offers an in-depth, strategic, and practical education in all core aspects of digital marketing, preparing students for professional roles in the industry.

Module 1: Digital Marketing Foundations & Strategy

- **Introduction to Digital Marketing:** Core concepts, comparison with traditional marketing, and key terminology.
- **Digital Marketing Channels:** Overview of SEO, SEM, Social Media, Content, and Email Marketing.
- Understanding Digital Marketing Funnels and Customer Journey Mapping.
- Market Research, Competitor Analysis, and Defining a Unique Selling Proposition (USP).
- Developing an Integrated Digital Marketing Strategy.

Module 2: Advanced Search Engine Optimization (SEO)

- In-depth Keyword Research and Competitive Analysis.
- Advanced On-Page, Off-Page, and Technical SEO Techniques.
- **Local SEO:** Google My Business optimization.
- Voice Search Optimization and Schema Markup.
- SEO Auditing and using tools like SEMrush or Ahrefs.

Module 3: Content Strategy & Social Media Management

- Developing a long-term Content Strategy.
- **Advanced Social Media Marketing:** Platform-specific strategies (Facebook, Instagram, LinkedIn, Twitter, YouTube).
- Influencer Marketing and Collaboration.



- Online Reputation Management (ORM).

Module 4: Performance Marketing (Paid Ads)

- **Google Ads Mastery:** Search, Display, Video, and Shopping Ads.
- **Social Media Advertising:** Advanced campaign objectives, custom audiences, and retargeting on Facebook, Instagram, and LinkedIn.
- Ad Copywriting, A/B Testing, and Conversion Rate Optimization (CRO).
- Budgeting and Bidding Strategies.

Module 5: Analytics, Email & Marketing Automation

- **Advanced Google Analytics:** Setting up goals, event tracking, and creating custom reports.
- Introduction to Google Tag Manager.
- **Email Marketing Automation:** Drip campaigns, segmentation, and personalization.

Module 6: Final Capstone Project

- Students will create, implement, and manage a live digital marketing campaign for a real or simulated business.
- The project will involve creating a complete strategy, executing campaigns across multiple channels (SEO, SMM, Paid Ads), and preparing a final performance report with insights and recommendations.