

Management Programs

Digital Marketing Strategies Program

Curriculum

Program Outline :

Module 1: Fundamentals of Digital Marketing

1. Introduction to Digital Marketing
 - Core principles and industry applications.
2. Understanding Digital Channels
 - Social media, SEO, email, and content marketing basics.
3. Customer Behavior Analysis
 - Understanding and segmenting audiences.

Module 2: Advanced Marketing Strategies

4. Content Marketing Strategies
 - Crafting and optimizing content for engagement.
5. Paid Advertising Campaigns
 - Implementing and managing PPC campaigns.
6. Marketing Automation Tools
 - Automating repetitive marketing tasks.
7. Data Analytics and Performance Measurement
 - Analyzing campaign success and ROI.

Module 3: Practical Applications

8. Project Development
 - Developing and executing marketing strategies.
9. Campaign Troubleshooting
 - Identifying and resolving campaign issues.

10. Data Analysis and Visualization

- Analyzing data for decision-making.

Module 4: Capstone Project

11. Real-World Marketing Project

- Apply tools and techniques to solve marketing challenges.

Elective Modules

12. Ethical Marketing Practices

- Navigating data privacy and compliance.

13. Predictive Analytics for Marketing

- Building and validating predictive models.

14. AI in Digital Marketing

- Leveraging AI for marketing innovation.

Websites:

- <https://chools.in/>
- <https://ramaqchools.com/>
- <https://www.choolsgroup.com/>