

BCA1FM 105 – Digital Marketing

I Digital Marketing Basics

Overview of digital marketing, Importance of digital marketing for businesses, Introduction to key digital marketing channels (SEO, social media, email marketing), Basics of creating a digital marketing strategy

II Content Marketing & Social Media

Content Marketing Fundamentals, Content Strategy Development, and Content Creation for Different Platforms, Introduction to Social Media Marketing & keyword Optimization, Social Media Strategy & Community Management

III Search Engine Optimization (SEO) & Paid Advertising

Introduction to Search Engine Optimization, On-page and Off-page SEO Techniques, Search Engine Marketing (SEM) Fundamentals, Pay-Per-Click (PPC) Advertising with Google Ads, Social Media Advertising Platforms

IV Web Analytics & Emerging Trends

Introduction to Web Analytics & Key Metrics, Using Analytics Tools for Data-Driven Decision Making, Conversion Tracking & Optimization, Emerging Trends in Digital Marketing, the Future of Marketing

V Hands-on: Practical Applications, Case Study and Course Project

1 Social Media Marketing-Social media Channels

2 Leveraging social media for brand conversions and buzz

3 Recent trends in digital marketing

4 Demonstrate how to use google web masters Indexing Using API