GOVERNMENT OF TAMILNADU
DIRECTORATE OF TECHNICAL EDUCATION,CHENNAI
STATE PROJECT COORDINATION UNIT
(Established under Canada India Institutional Cooperation Project)

CURRICULUM

Course Name	**DIGITAL MARKETING FUNDAMENTALS**
Course Code	CSE/2020/028
Course Duration	60 Hours
Minimum Eligibility Criteria and Pre-requisites(if any)	ITI/10th/+2/Diploma/Graduates Basics knowledge of computer and internet
Course Objectives	This course aims to - offer a structured approach to planning, implementing and assessing digital marketing strategies in business. - investigate the key issues and themes in the adoption and application of digital marketing to business; - explore tactical and operational challenges facing firms in implementing digital marketing strategies; - develop skills in digital marketing and social media marketing
Course Outcomes	The outcome of the course : - Explaining the holistic impact of all Digital Marketing channels - Identifying and incorporating individual social and mobile platforms into a digital marketing strategy. - Applying mobile marketing concepts and identify opportunity areas based on current technology, demographic data, new technology in development and possibilities on the horizon. - Examining the basics of a search engine marketing strategy and how to achieve goals through search engine advertising platforms
Expected Job Roles	Digital Marketing Manager

TEACHING AND SCHEME OF EXAMINATION						
Course Code	Course Name	Hours		Assessment Marks		Duration of Examination
				Min	Max	
CSE/2020/028	**Digital Marketing Fundamentals**	Theory	20	10	20	3 Hours
		Practical	40	40	80	
		Total	60	50	100	

CSE/2020/028 - DIGITAL MARKETING FUNDAMENTALS

DETAILED SYLLABUS

UNIT NO	MODULES	NO.OF.HOURS THEORY
I	**DIGITAL MARKETING INTRODUCTION**	
1.1	Introduction to Digital Marketing	
1.2	Understanding Basics of HTML	
1.3	What is Keywords Research of keywords With Google Planner	3
1.4	How to select Domain Name? Naming of Pages and Folder How to use pictures for Digital Marketing?	
II	**SEARCH ENGINE OPTIMIZATION**	
2.1	What is SEO? Types of SEO	
2.2	Basic Components of On-Page and Off-Page Optimization	3
2.3	What is google algorithms, Blended SEO Tools: OSE & Ahrefs	
III	**SOCIAL MEDIA MARKETING TYPES**	
3.1	What is SMM, What is google Adsense. **-Email Marketing-**Intro to mail chimp-Strategy of email marketing-Email Tracking **Insta Marketing -**Insta account creation-Analyze brands-Strategy of Instagram-Picture dimension-Filters in Instagram- **Pintrest marketing**-Pins and links-Boards in pinterest-Integration of pinterest in site	
3.2	You tube marketing-Creation of channel-Statistics of video marketing-Viral video examples-How to optimize a video-You tube engagement metrics-Linked in leveraging for B2B-Overview of linked in-Lead generation through individual profiles-Lead generation for enterprise, company page , ads , Strategy, groups-Profile makeover, answer , groups , status update recommendation	6
3.3	Facebook marketing-Types of fb ads-Fb ads vs google adds-Importance of ctr (click through rate)-Targeting & optimizing copy of your ad-Live fb communities-Community building on fb-Fb brand page orientation-Twitter marketing- Types of tweets and statistics-Content strategy for twitter-Analysis of big brands-What is hashtags-Tools for twitter marketing-Twitter analytics	
IV	**SEARCH ENGINE ALGORITHM**	
4.1	Overview-Understanding search engine algorithms-How do search engine algorithms work-Penalties and recoveries of search engine.	
4.2	Why a search engines needs to be updated ?-Reasons to get your website penalized-How to get your site optimized of google's hummingbird algorithm ?	4
4.3	What is panda and penguin algorithms ?-What is google's emd updates?-Recovery of your site from panda , penguin and emd ?	

V	SEARCH ENGINE MARKETING	
5.1	PPC Training Introduction -PPC Account Setup-Google AdWords-Yahoo Search Marketing-Set-up PPC Campaign-PPC campaign Navigation	4
5.2	What is Keyword Research?-Research PPC Keywords-Select Targeted/related Keywords-Analyze Competitors keywords-Find Keywords popularity & Search Volume-Categorize Keywords in Ad groups-PPC Keywords tools and resources	
	Total Theory Hours	**20**
	Total Practical Hours	**40**
	Total Hours	**60**

PRACTICALS (40 HOURS)

1. State the Size of search engine queries and its impact on online marketing.

2. Check the pagerank of a website.

3. Analyze the lists of keywords with their search volumes using Keyword Planner

4. Using'Woorank' to analyse the website.

5. Track your backlinks using Ahrefs

6. Track the links leading to your website using OSE

7. Checks for broken links using Ahrefs

8. Traces redirect chains (full path) using Ahrefs

9. Highlights nofollow links using Ahrefs

10. Displays Ahrefs' SEO metrics in the Google SERPs;

11. Creating profile in Social Media using Email, Insta and Pintrest

12. Creating profile in Social Media using Facebook, Youtube and Twitter.

HARDWARE REQUIREMENT

S.NO	LIST OF TOOLS /EQUIPMENTS
1	Computer with internet connection
2	Printer

REFERENCE BOOKS

S.NO	NAME OF THE BOOK	AUTHOR	PUBLISHER
3.	Fundamentals of Digital Marketing	Puneet Bhatia	Pearson,2019
4.	Marketing 4.0: Moving from Traditional to Digital	Philip Kotler	Wiley, 2017

ASSESSMENT AND CERTIFICATION

S.No	Criteria for assessment
1.	A trainee will be assessed based on the performance in End Examination for Theory and Practical conducted internally in the Project Polytechnic College for a duration of 3 hours
2.	A trainee must have 75% of attendance to appear for End examination in Theory and Practical.
3.	The assessment for theory part will be based on the marks scored in the end examination on the knowledge bank of questions (1 word/objective type questions)
4.	The assessment for practical part will be based on the marks scored in the end examination conducted by the Project Polytechnic and assessed by the Examiners approved by Strategic Plan Implementation Committee (SPIC) of the project polytechnic.
5.	The criteria for successful completion of training is every trainee should score 50% of marks in theory and practical examination.
6.	On successful completion of training , Certificate will be issued to the participants by the Directorate of Technical Education through the Project Polytechnic.

END EXAMINATION

ALLOCATION OF MARKS

S.No	Description	Max.Marks
1.	Theory Examination	20
2.	Practical Examination	
	a)Procedure	10
	b)Execution	30
	c)Output	20
	d)Record	20
	Total Marks	**100**

THEORY MODEL QUESTION PAPER

CSE/2020/028 - DIGITAL MARKETING FUNDAMENTALS

(Maximum Marks : 20)

(N.B: Answer any **twenty** questions)   **20 x 1 = 20 Marks**

1.   Define digital marketing.

2.   Write any two types of Digital Marketing in the industry?

3.   Define HTML?

4.   Expand SEO?

5.   What is a keyword in Digital Marketing.

6.   What are the different types of SEO?

7.   Name any two Digital Marketing tools.

8.   What is an on page ?

9.   What is an off page ?

10. What is Google algorithm?

11. Is Ahref toolbar free?

12. Expand the term SMM in digital marketing.

13. What is Social Media Marketing?

14. List some Social Medias for Marketing.

15. What is Google AdSense ?

16. What are the 5 steps of email marketing?

17. What is hashtags?

18. List any two search engine algorithms

19. How the google version of sponsored links that appeared for certain keywords are called ?

20. Abbreviate Google EMD?

21. What is the limit for the characters in Adwords Ads?

22. Name some of the Google AdWords ad extensions?

23. What is meant by PPC ?

24. Name some PPC (Pay-Per-Click) tools?

25. What is Keyword Research?