Digiperform Certified Online Marketing Practitioner(dCOMP)

Course name: Digiperform Certified Online Marketing Practitioner (dCOMP)

About the programme:

The course is designed to aid students to acquire targeted proficiencies to become successful digital marketing practitioners. Segmented into six goal-focus sections that comprise 25 imperative digital marketing modules, the course is offered online to help students learn, craft and explore their own strategies.

Programme outcomes:

- Digital visibility strategy and lead generation
- Graphic designing and video marketing for business
- SEO, SMM and online advertisements
- Website creation and web analytics
- E-Commerce marketplace marketing

Duration of the programme:

Hours: 175
Months: 4

Course syllabus:

Module 1
Marketing Foundation
- Definition, history and growth of marketing
- Traditional vs digital marketing

Module 2
Digital Marketing Ecosystem
- Digital marketing opportunities
- Digital marketing channels and media types
- Careers in digital marketing

Module 3
Digital consumer behavior
- Digital consumer journey with case studies, online business goals

Module 4
Digital visibility strategy
- Digital presence, website development strategy, social media strategy and local visibility strategy

Module 5

Online lead strategy
- Lead funnel and need for online advertisement, type of online ads, media buying principles.

Module 6

Graphic designing for business
- Graphic design fundamentals, eBook creation

Module 7

Video marketing for business
- Importance of video marketing, YouTube marketing

Module 8

Building your business website
- Creating business website using WordPress adding required themes and plugins

Module 9

Social media optimizations for business
- Social media marketing fundamentals, importance of social media for business, steps to create and manage social media for business, social media channels, optimizing Facebook, sell on Facebook, Facebook best practices, Facebook messenger, optimizing Twitter, LinkedIn profile optimization, LinkedIn profile posting ideas.

Module 10

Search engine optimization.
- Introduction to SEO, latest SEO updates, finding business keywords, SEO content writing, HTML optimization, Technical SEO

Module 11

Web analytics and traffic reporting Google analytics fundamentals

Module 12

Landing page optimization
- Generate leads online, pillars of lead generation.

Module 13

Online advertising and Google ads
- Introduction to paid marketing, Google ads fundamentals.

Module 14

Display advertising
Google display ads

Module 15

Video advertising
- Video ad campaigns and YouTube ads

Module 16

Facebook advertising

- Campaign objectives, Ad formats and messaging, understanding Facebook ad policy.

Module 17

Email marketing.

- Importance of email marketing, email marketing tools, email strategy creating, writing effective emails, email list building

Module 18

Remarketing and rebranding

- Remarketing on Facebook and Google

Module 19

Inbound Marketing

- Inbound versus outbound marketing, generating content idea

Module 20

Web content writing

- Generating content ideas for business, most popular content types, creating effective content and content promotion

Module 21

Personal branding and influencer marketing

- How to build personal brand

Module 22

Affiliate marketing and Google AdSense

- Online money making, Affiliate marketing best practices, earning with AdSense

Module 23

Earning as a digital marketing freelancer

- Key digital marketing services, building skill profile, freelancing digital marketing services.

Module 24

Interview process and preparation.

- Mock interviews, resume building, covering letter, preparing for interview.

Eligibility: B. Com /BBA/BCA/BA/M.Com.

Course Fee: ₹36,000(Rupees Thirty Six Thousand Only)

Institutional Partner: Additional Skill Acquisition Program (ASAP) Kerala is a Section-8 Company of the Department of Higher Education, Government of Kerala, that focusses on skilling students and the general community to enhance their employability. Instituted in 2012, ASAP Kerala transitioned to a company under the Companies Act, 2013, in 2021.