

Digital Marketing

Duration: - 9 Months



1. Building next Generation Website (HTML)

- Introduction to the Web
- Introduction to HTML5
- Formatting text using Tags
- Creating Hyperlinks
- d Anchors
- Introduction to CSS3
- Formatting Using Style Sheets
- Displaying Graphics
- CSS3 Animation
- Creating Navigational Aids
- Division-Based Layout
- Creating Tables
- HTML Forms
- HTML5 Audio and Video
- Introduction to JavaScript
- Operators and Statements
- Loops
- Arrays
- Function and Objects
- Building a Mobile Web App
- Canvas
- JavaScript
- HTML5 Web Storage
- HTML5 Geolocation and APIs
- Ajax
- JQuery & Ajax
- JQuery

2. Financial Analysis using MS Excel (Adv. Excel)

- Statistical Analysis Using MS-Excel
- Sharing and Maintaining Workbook
- Formulas
- Function
- Advanced Chart Features

- Presenting Data Visually
- Data Analysis
- Macros
- Forms
- Sorting
- Filtering
- Calculations
- Data Storage
- Data Analysis 18 stats Formulas
Eg. Histogram, T-Test, Z-Test etc....
- V-Lookup
- H-Lookup
- Pivot Table
- Goal Seek
- Scenario
- Data Tables
- Tool Pack

3. Optimize Web for search Engines (SEO)

- Working with Search Engine
- Introduction to SEO
- How to Optimize
- Keywords
- Contents
- Link Building
- Social Media Optimization
- Search Engine Marketing

4. Introduction to Social Media on Mobile

- Social Media on Mobile Devices
- Mobile Internet and Types of Social Networks
- Social Media Apps for Mobile Devices
- Safety Issues and Other Challenges in Mobile Social Media

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5. Online Advertising and Management

- Web Advertising and Keywords: An Overview
- Google Ad Words and Account setup
- Ad Words Campaign Creation and Management
- Ad Words Formats and Guidelines
- Ad Words Ad Placement and Targeting
- Ad Words Cost Management
- Managing Ad Words Data and Google Analytics
- Account
- Administration, Common Issues, and Resolution

6. Display Advertising

- Google Display Network: An Overview
- Display Network Only Campaigns
- Targeting Ads in the Display Network
- Optimize Display Network Ads and Campaigns
- Evaluating Ad Performance on the Display Network
- Video Campaigns Across the Google Display Network

7. Search Advertising

- Google Search Network: An Overview
- About Search Network only campaigns
- Showing Ads on the Google Search Network
- Targeting Ads on Google Search Network
- Search Network with Display Select
- Improving Ad Rank in Google Search Network

8. Web Analytics and Reporting

- The Bold New World of Web Analytics
- The Optimal Strategy for choosing your web Analytics soul mate
- The Awesome World Of Clickstream Analysis: Metrics
- The Awesome World of Clickstream Analysis: Practical Solutions
- The Key to Glory: Measuring Success 145
- Solving the “Why” Puzzle: Leveraging Qualitative Data
- Failing Faster: Unleashing the Power of Testing and Experimentation
- Competitive Intelligence Analysis
- Emerging Analytics: Social, Mobile, and Video
- Optimal Solutions for Hidden Web Analytics Traps
- Guiding Principles for Becoming an Analysis Ninja
- Advanced Principles for Becoming an Analysis Ninja
- The Web Analytics Career
- Hippos, Ninjas, and the Masses: Creating a Data-Driven Culture

9. Project