National University
Bangladesh

Syllabus for

Postgraduate Diploma (PGD) in Digital Marketing

Effective From: 2022-2023 Session

STRUCTURE OF DIPLOMA IN DIGITAL MARKETING
First Semester

Subject Code	Course Name	Credit
817201	Fundamentals of Digital Marketing	4
817202	WORDPRESS DESIGN (Practical)	4
817203	ADD WORDS & PPC	4
817204	Content Marketing (Practical)	4
817206	Affiliate Marketing (Practical)	4
	Total	**20 Credits**

Second Semester

Subject Code	Course Name	Credit
827207	E-Commerce	4
827209	Social Media Marketing	4
827210	Web & Google Analytics (Practical)	4
827212	Search Engine Optimization (SEO) –Practical	4
827214	Internship/ Project Work & Seminar	4
	Total	**20 Credits**
	Grand Total	**40 Credits**

PDG IN DIGITAL MARKETING

PROGRAMME DESIGN

Post Graduate Diploma in Digital Marketing encompasses the concepts such as Introduction to Digital Marketing, Website Planning, Domain & Hosting, Search Engine Optimization, Social Media Optimization, Advertising & Product Placements, Social Media Marketing, Google Analytics & Web Master Tools, App Store Optimization and E-Commerce Optimization. Digital marketing is a broad term that includes all marketing channels and methods you can use to promote products or services on the internet. The course gives expertise to the students by providing them with enormous chance of window in Digital Marketing.

Benefits of earning a diploma in digital marketing help individuals develop their talents to tackle practical marketing techniques. These competitive advantages provide the requisite skills and knowledge to design, implement, and observe useful digital marketing campaigns and contribute to operational marketing systems, utilizing the latest digital tools and practices. This diploma helps to find employment in large corporations and often in global marketplaces. It enables them to transform their job by working with industry leaders to impact society. Careers will utilize learned skills such as those needed to be a marketing manager or marketing team leader. Other career paths may include sales consulting, global acquisition managing, or being a product specialist.

Career enhancement programs are formulated as per current industry standards and reflect on the commitment to build a unique workforce, which will meet the challenges in the industry. Evaluation is based on internal assessment, seminars, and reports prepared by the students. The perspective for this programme is even more relevant today. There continues to be need for a master's programme that equips the student with knowledge, competencies and new skill sets in order to get employment after basic school education especially for the rural youth without the need to pursue any programme of higher education and also for already employed who do not have a certificate for further advance learning situation.

PROGRAMME SPECIFIC OUTCOME

The syllabus is framed in such a way that it provides skill based education to students currently pursuing higher education but actually interested in entering the workforce at the earliest opportunity.

At the end of the programme, the students should able to
- ✓ Recognize key performance indicators tied to social media marketing programme**s**
- ✓ Identify the requirements to conduct the campaigns related to shopping, image creation online tools, landing pages, videos, advertising copies, google ads, Ad Words, tracking, Social media and digital marketing, to optimize the performance of campaigns and manage budget allocation.
- ✓ Articulate the value of integrated marketing campaigns across SEO, Paid Search, Social, Mobile, Email, Display Media and Marketing Analytics.
- ✓ Develop entrepreneurial, managerial and communication skills to manage the ethical issues in the field of social media marketing.
- ✓ Develop a new, or evolve an existing, career path in Digital Marketing.

CAREER OPPORTUNITIES:
1. Digital Marketing Manager or Digital Director
2. Web Developer & Web Designer
3. Social Media Executive and Social Media Manager
4. SEO Executive/Expert
5. AdWords & PPC/SEM Expert
6. Content Marketer
7. Analytics Manager
8. CRM Manager
9. Email Marketing Manager
10. E-Commerce Manager
11. Digital Agency Account Director
12. Entrepreneur
13. Freelancer

OBJECTIVES
- ✓ Create a structured digital marketing plan and budget.
- ✓ Identify the correct measures to set objectives and evaluate digital marketing.
- ✓ Review and prioritize the strategic options for boosting customer acquisition, conversion, and retention using digital marketing.
- ✓ Understand and follow the practical success factors to improve results from digital marketing.
- ✓ Initiate the implementation process and conduct digital marketing campaigns for the organization.
- ✓ Optimize the performance of campaigns and track the progress of digital marketing campaigns.
- ✓ Prepare performance reports for key stakeholders.
- ✓ Manage the team of marketing executives and monitor their performance.

Course Code: 817201	Marks: 100	Credits: 4	Class Hours:
Course Title:	Fundamentals of Digital Marketing		

Course Overview and Context:
The course provides a deep knowledge about the Digital marketing platforms and the theoretical aspects of creating a website.

Course Outcomes:
- ✓ Explain the concept of digital marketing and the role of a digital manager
- ✓ Administer the website and identifies the search engines
- ✓ Discuss the various MISC tools
- ✓ Describe the concepts of lead management and digital marketing
- ✓ Explain the various trending digital marketing skills

Syllabus Contents
Module I
Introduction to Digital Marketing -What is Digital Marketing- Why Digital Marketing-Digital Marketing Platforms- Organic and Paid Digital Marketing- Difference between Traditional Marketing and digital Marketing- Advantage of Digital Marketing-Digital Marketing Manager- Role and functions of a Digital Marketing Manager–Significance of a Digital marketing manager in maintaining health and safety of workplace

Module II
Website & Search Engine introduction- How to create a website –Hosting and Domain– Different platforms for website creation- what is search engine- introduction of Google, Bing, Yahoo -

Module III
MISC Tools- Google Webmaster Tools- Site Map Creators- Browser-based analysis tools-Page Rank tools-inging & indexing tools- Dead links identification tools- Open site explorer Domain information/whois tools- Quick sprout
Module IV
Lead Management & Digital Marketing-Web to lead forms- Web to case forms- Lead generation techniques- Leads are everywhere- Social media and lead gen Inbuilt tools for Digital Marketing-Ip Tracker- CPC reduction (in case of paid ads)Group posting on Social Media platforms

Module V
Trending Digital Marketing Skills- SEO – Search Engine Optimization- SEM – Search Engine Marketing.-Social Media Marketing/Optimization- Email Marketing. Website Designing and Development- Product Marketing- Content Writing. Marketing the created content online- Copywriting-

Blogging- Local Marketing. Google AdWords Campaign Management- PPC Advertising- Affiliate Marketing. Mobile and SMS Marketing- Marketing Automation-Web Analytics- Growth Hacking.

Learning Resources
1. Chaffey, D. (2019). Digital marketing. Pearson UK.
2. Chaffey, D., & Smith, P. R. (2017). Digital marketing excellence: planning, optimizing and integrating online marketing. Taylor & Francis.
3. Dodson, I. (2016). The art of digital marketing: the definitive guide to creating strategic, targeted, and measurable online campaigns. John Wiley & Sons.
4. Kaufman, I., & Horton, C. (2014). Digital marketing: Integrating strategy and tactics with values, a guidebook for executives, managers, and students. Routledge.
5. Royle, J., & Laing, A. (2014). The digital marketing skills gap: Developing a Digital Marketer Model for the communication industries. International Journal of Information Management, 34(2), 65-73.
6. Stokes, R. (2011). E-Marketing: The essential guide to digital marketing. Quirk e-Marketing.
7.

Course Code: 817202	Marks: 100	Credits: 4	Class Hours:
Course Title:	WORDPRESS DESIGN (Practical)		

Course Overview and Context:
This course teaches Web Design principles and key elements needed for creating an engaging website. It also takes the Learner through the simple technicalities needed to develop and maintain a website

Course Outcomes:
- ✓ Explain the concept of Word Press and its installation procedure
- ✓ Integrate various tools in Word Press for the better working
- ✓ Develop a colour scheme and use various tools in Word Press
- ✓ Develop theme using Word Press CSS information and techniques
- ✓ Prepare content management using Word Press

Syllabus Content:
Module I
Why WordPress?– Introduction of different Web Technology- What is Word Press- How Word Press Works- Domain Registration and Hosting -Setting up and Installing Word Press- Installation of server-Installation of Word Press- Installation of MY SQL- Summary
Module II
WordPress-First Steps With Word Press-Word Press Semantics Learning the Jargon- Using Images-Wrapping Text Around Images-Comments in Word Press- Finding Word Press Help- Post Formats-Linking to Posts, Pages, and Categories- Using Smilies- Links Manager- Word Press Feeds- Customizing Feeds-How to Use Gravatars in Word Press- Writing Code in Your Posts- Using Password Protection
Module III
Designing–Developing a Colour Scheme-Designing Headers- CSS Horizontal Menus-Dynamic Menu Highlighting- Good Navigation Links-Next and Previous Links-Styling for Print-Designing Your Post Meta Data Section-Customizing the Read More- Formatting Date and Time- Styling Lists with CSS-Designing Headings- Using Images- Comprehensive list of design articles
Module IV
Theme Development- Word Press CSS Information and Techniques-Creating Individual Pages-Uploading Files-Word Press Blog Design and Layout-Using Word Press Themes- HTML to XHTML-Custom Post Types- Stepping Into Templates-Stepping Into Template Tags- Template Hierarchy- The Word Press Loop- The Loop in Action- Anatomy of a Template Tag- Theme Functions File Explained
Module V

Content Management using Word Press - Archiving content- The purpose of categories- Naming a category- Creating a new category- About static page parents and children-Permalinks- Dressing up links- Customizing links- Checking Links with Your Server-Syndicated content (RSS) - About Feed Readers- RSS options- RSS and Social Media

Learning Resources

1. Avila, J., Sostmann, K., Breckwoldt, J., & Peters, H. (2016). Evaluation of the free, open source software WordPress as electronic portfolio system in undergraduate medical education. BMC medical education, 16(1), 1-10.
2. Azcarraga, J. C. E., Agmata, A., Follante, J., Palermo, J. D., Labrador, K., & Pante, M. J. (2016, February). WORDPRESS 101: TEACHER'S GUIDE TO WEBSITE DEVELOPMENT. In 51st BIOTA Annual National Convention and Scientific Sessions.
3. Barnes, S. J. (2015). Digital Magazines and Word Press: A Case Study of Two Digital Magazines during Their Development and First Year.
4. O'Neill, J. L. (2017). Deploying a Word Press-based learning object repository to scale up instruction and effect a culture of sharing. Reference Services Review.
5. *Diploma in Digital Marketing, St. Teresa's College (Autonomous), Ernakulam*
6. *Curriculum and Syllabus (2020 Admission onwards) Page 77*
7. Williams, B., Damstra, D., & Stern, H. (2015). Professional Word Press: design and development. John Wiley & Sons.

Course Code: 817203	Marks: 100	Credits: 4	Class Hours:
Course Title:	ADD WORDS & PPC		

Course Overview and Context:
This course helps the participants gain expertise in Pay-Per-Click and Paid Search and to Identify and analyze the past and future Pay-Per-Click trends and make use of these patterns

Course Outcomes:
- ✓ Discuss the impact of google AdWords
- ✓ Explain the role of search advertising in marketing
- ✓ Create successful video campaigns to build awareness
- ✓ Prepare E-Commerce advertising for shopping campaigns
- ✓ Develop a business on Google and promote business locally

Syllabus Content:
Module I
Marketing Fundamentals and content strategy – Why Google AdWords-The Digital Marketing Framework- the Value of Advertising on Google AdWords-Bidding & Calculating your CPC Bid-Measure Impact
Module II
Search Advertising-Intro to SEM- Keywords- Calculating your CPC Bid-Navigate AdWords- Metrics and Optimization- AdWords Certification–Difference between search add and display add- Types of ads on the Search Network- How to include or remove search partners
Module III
Display Advertising and Video Advertising- – The Networks behind Display- Display Targeting-Display Ads-Calculating your CPC Bid in Display- Navigate AdWords- Metrics and Optimization-Advertising within YouTube- Setting up a video campaign-Optimization- Create successful video campaigns- Build awareness with video-Drive Action with video
Module IV
E- Commerce Advertising- What are Shopping ads? - Google Merchant Center-Creating your Product Feed- Shopping campaigns in AdWords Conclusion
Module V
Google My Business & Local Add- Listing A business on Google (Google Mapping)-Replace, Edit Delete Location on Google- Google AdWords Express-Google Local Search Optimization- Promoting business locally

Learning Resources
1. Clifton, B. (2012). Advanced web metrics with Google Analytics. John Wiley & Sons.
2. Fleischner, M. H. (2010). PPC Made Simple: Pay Per Click Strategies for Dominating Google AdWords. SEO Made Simple.
3. Geddes, B. (2014). Advanced Google AdWords. John Wiley & Sons.
4. Weller, B., &Calcott, L. (2012). The Definitive Guide to Google AdWords: Create Versatile and Powerful Marketing and Advertising Campaigns. Apress.

Course Code: 817204	Marks: 100	Credits: 4	Class Hours:
Course Title:	**Content Marketing (Practical)**		

Course Overview and Context:
The students will learn how to develop, organize and implement a content marketing strategy, analyze and measure the effectiveness of content marketing, write compelling copy, use a strategic framework when writing, and build their professional brand and authority through content marketing.

- ✓ Course Outcomes:
- ✓ Explain the concept of content marketing
- ✓ Practice the methods to get the content to stick.
- ✓ Create the strategic types of contents
- ✓ Discuss the ethics and professionalism in managing the content
- ✓ Differentiate between content writing and copy writing

Syllabus Contents
Module I
What is content Marketing– Introduction content marketing- Content marketing is used by leading brands- Content marketing is good for your bottom line and your customers-Content is the present and future of marketing- Marketing is impossible without great content-Building Your Professional Brand
Module II
How to Get Your Content to Stick -How to Keep it super simple- Snatch attention using the unexpected- Practice concreteness and reject abstraction- Use of emotions to connect story - Best fonts and presentation
Module III
The Strategic Types of Content– Strategic Types of Content- Attraction Content- Affinity Content & Action Content-How to Write Magnetic Headlines-Keyword Research-How to Create Compelling Content
Module IV
Managing Your Content- Ethics and Professionalism- Plagiarism and Copyright Law- introduction to Metrics- What Data Should Pay More Attention To- Multimedia Content
Module V
Copywriting- Quick Overview- A Broader look into Copywriting- Content Writing Vs Copywriting-Copywriting techniques and styles-Proofing and checking your work- Core Pillars of Copywriting-Online copywriting- Offline copywriting- Setting up your copywriting business

Learning Resources
1. Busche, L. (2017). Powering content: building a nonstop content marketing machine. " O'Reilly Media, Inc.".
2. Gamble, S. (2016). Visual content marketing: leveraging infographics, video, and interactive media to attract and engage customers. John Wiley & Sons.
3. Odden, L. (2012). Optimize: How to attract and engage more customers by integrating SEO, social media, and content marketing. John Wiley & Sons.
4. Schaefer, J. W. (2018). Content Marketing: Essential Guide to Learn Step-by-Step the Best Content Marketing Strategies to Attract your Audience and Boost Your Business. EC Publishing via Publish Drive.
5. Solomon, L. (2016). The librarian's nitty-gritty guide to content marketing. American Library Association.

Course Code: 817206	Marks: 100	Credits: 4	Class Hours:
Course Title:	Affiliate& E-mail Marketing (Practical)		

Course Overview and Context:
Provides knowledge on building an email list and on creating an email marketing campaign to help grow the affiliate marketing research using Email Marketing and Affiliate Marketing.

Course Outcomes:
- ✓ Explain the concept of affiliate marketing.
- ✓ Discuss on the partnership with Affiliate Networks, AdSense& Ad Networks
- ✓ Create web designs and integrate social plugins
- ✓ Integration of ESP with WordPress
- ✓ Integrate the methods available for Email Analytics

Syllabus Content:
Module I
Introduction to Affiliate Marketing – Difference between referral and affiliate marketing-Merchant-Affiliate- Network- Types of Affiliate Websites
Module II
Partnership with Affiliate Networks, AdSense& Ad Networks - Compensation methods-Current and past issues-Email spam-Search engine spam- Google slap- Adware- Trademark bidding- Cookie stuffing-Lack of self-regulation and Industry standards
Module III
Affiliate Website: Strategy / Planning & case studies – Web design and development-Capturing visitor credentials- Integrating social plugins- integrating third party tools- Developing plugins - Locating and signing up with Affiliate networks-Implementing outbound tracking links- Driving traffic to the website-Distributing plugins, add-ons, apps & widgets-Selling prominent ad spaces add-ons, apps and widgets
Module IV
Email Marketing- Introduction to Advanced Email Marketing- Write Better Subject Lines Develop Emails that Drive Results- Introduction to Email Marketing- Why List Building is so Important- How to Integrate ESP with WordPress- How to Track Email Sign Ups with Google Analytics- How to Add a Lead Magnet to Your Sign Up Form- How to Turn Your Homepage into a Landing Page
Module V
Email Analytics- Optimize Your Email Content -List Management Strategies -Automating Your Emails -Mail Chimp & Configuration- Create Optimal Landing Pages - Create an Email Campaign Checklist - GDPR for Digital Marketers

Learning Resources
1. Beranek, L. (2019). The development of an in-house affiliate marketing network-a case study. International Journal of Internet Marketing and Advertising, 13(3), 271-283.
2. Brown, B. C. (2009). The complete guide to affiliate marketing on the Web: How to use and profit from affiliate marketing programs. Atlantic Publishing Company.
3. Chaffey, D. (2007). Total E-mail Marketing: maximizing your results from integrated e-marketing. Routledge.
4. Goldschmidt, S., Junghagen, S., & Harris, U. (2003). Strategic affiliate marketing. Edward Elgar Publishing.
5. Salcu, A. V., &Acatrinei, C. (2013). Gamification applied in affiliate marketing. Case study of 2Parale. Management & Marketing, 8(4), 767.

Course Code: 827207	Marks: 100	Credits: 4	Class Hours:
Course Title:	E-Commerce		

Course Overview and Context:
It introduces the concept of electronic commerce, its models and types, various security issues and solutions and the way to set up an E-Commerce Business. It helps to make the students familiar with the mechanism of conducting business transactions through electronic media.

Course Outcomes:
- ✓ Explain the theoretical and practical applications of E-Commerce.
- ✓ Discuss the various E-Commerce models and strategies
- ✓ Identify the various E-Payment systems available
- ✓ Describe the concept and ways of E-Commerce security systems.
- ✓ Discuss the steps in developing an E-Commerce website

Syllabus Content:
MODULE-1
Overview of Electronic Commerce-Introduction to E-commerce - Concepts, features and functions - Operation of e-commerce - Infrastructure for E-commerce - Application of E-Commerce in Direct Marketing and Selling, Value Chain Integration, Supply Chain Management, Corporate Purchasing, Financial and Information Services
MODULE-2
E-Commerce Models and Strategies -Types of E-commerce : B2B, B2C, C2C - C2B- Business Models for E-Commerce- Brokerage Model, Aggregator Model, Info-mediary model, Community Model, Value chain model, Manufacturer model, Advertising Model, Subscription model- Electronic Data Interchange - Mobile Commerce and Web Commerce - Introduction to ERP-Components
MODULE-3
Electronic Payment Systems -Overview of Electronic Payment Systems, Cybercash (Customer to Merchant Payments, Peer to Peer Payments, Security).Smart Card (Card Types, Closed or Open Security, Privacy, Card Costs, Non Card Costs), Electronic Banking, Electronic Fund Transfers.
MODULE-4
E-Commerce Security-Introduction to Security - Passwords - Viruses - Firewalls - Encryption (PGP, SHTTP, SSL) - digital signature - digital certificate - other security measures
MODULE-5
Setting up of E-Commerce Business-Web development - Promotion of the web sites - Trust building - Loyalty building - Marketing and branding - Online transactions - Management and control - Product delivery - Settlement.

Learning Resources
1. Business on the net: An Introduction to the whats and hows of e-commerce: Agarwala and Lal, Macmillan India Ltd.
2. Doing Business on the Internet E-Commerce (Electronic Commerce for Business) S. Jaiswal, Galgotia Publications.
3. E-Commerce: An Indian Perspective, P. T. Joseph, S.J., PHI.
4. E-Commerce, the Cutting Edge of Business: Kamalesh K Bajaj and Debjani Nag, TMH
5. E-Commerce: Schneider, Thomson Publication
6. Web Commerce Technology handbook: Daniel Minoli and Emma Minoli, TMH

Course Code: 827209	Marks: 100	Credits: 4	Class Hours:
Course Title:	Social Media Marketing		

Course Overview and Context:
Provides knowledge regarding social media advertising including strategy development using various social media management tools and platforms.

Course Outcomes:
- ✓ Employ the important concepts of social media marketing
- ✓ Practice the various theoretical aspects in Facebook marketing
- ✓ Discuss the different ways of marketing using Twitter and LinkedIn
- ✓ Illustrate YouTube marketing and optimization
- ✓ Create Instagram business profile and promote business

Syllabus Content:

Module I
Why is social media marketing important- Introduction to social media advertising Developing Social Media strategy- Social Media Management Tools: How to Cut Posting Time in Half-Different types of Social Media Platforms

Module II
Facebook Marketing-Introduction to Facebook Marketing- Create Facebook Page and Cover Pages-Page Settings, Description and About Page- Post Formulas Guaranteed to Drive Engagement-Facebook Ads and Campaign- Types of Facebook Ads – In Depth Analysis-Facebook Engagement, Reporting and Insights- Facebook Analytics- How to Start a Facebook Ads Business/Agency

Module III
Twitter and LinkedIn –Introduction to Twitter Marketing- How Twitter Works- What Not to Do on Twitter- Ways to Get More Re Tweet- Steps to Optimize Your Profile- Hashtags to Increase Discoverability- Twitter Advertisement- Introduction to LinkedIn Marketing- Optimize Your LinkedIn Profile-LinkedIn for Advertisement- Reach Your Target Audience with LinkedIn-How to Get 500+ Connections and Why you Should- How to Make Sales on LinkedIn-Advanced LinkedIn Strategies for B2B Marketing

Module IV
YouTube- Introduction to YouTube Marketing- YouTube Marketing Strategy-The Subscriber Advantage- Account Set Up, Optimization, Keyword Research and Video Structure- YouTube SEO, Thumbnails, Annotations and Cards- YouTube Promotion and Analytics- YouTube Monetarization

Module V
Instagram- How to Create an Instagram Business Profile- Optimize your Instagram Bio & Profile Image-Instagram Captions &Hashtags -Reposting Instagram Content- How to Increase your Instagram Followers & Exposure- Ways to Convert Instagram Followers to Sales & Leads- Sponsored Posts -Instagram Ads via Facebook -Instagram Analytics -Instagram Profile + Instagram Post Captions- Instagram Ads-Engagement + Instagram Algorithm- Instagram Stories + Instagram Reels + IGTV-Shopping on Instagram

Learning Resources
1. Crittenden, V., & Crittenden, W. (2015). Digital and social media marketing in business education: Implications for the marketing curriculum.
2. Evans, L. (2010). Social media marketing: strategies for engaging in Facebook, Twitter & other social media. Pearson Education.
3. Geho, P. R., &Dangelo, J. (2012).The evolution of social media as a marketing tool for entrepreneurs. The Entrepreneurial Executive, 17, 61.
4. Heinze, A., Fletcher, G., Rashid, T., & Cruz, A. (Eds.). (2020). Digital and social media marketing: a results-driven approach. Routledge.

5. Shen, C. W., Luong, T. H., Ho, J. T., &Djailani, I. (2019). Social media marketing of IT service companies: Analysis using a concept-linking mining approach. Industrial Marketing Management.
6. Tuten, T. L., & Solomon, M. R. (2017). Social media marketing. Sage.

Course Code: 827210	Marks: 100	Credits: 4	Class Hours:
Course Title:	Search Engine Optimization (SEO) –Practical		

Course Overview and Context:
This course provides knowledge on how to identify key SEO metrics and collect, interpret, validate, and report success to your clients and stakeholders. It includes many facets of SEO including keyword research, technical SEO, link building, analytics, and much more

Course Outcomes:
✓ Explain the conceptual aspects of Search Engine Optimization
✓ Identify the right keywords to optimize the website
✓ Practice the on page optimization techniques
✓ Practice the off page optimization techniques
✓ Discuss the methods to avoid SEO Penalty & Dynamic Website SEO.

Syllabus Content:

Module I

SEO Introduction– Why SEO is important- SEO Career options and best way to startyour Career- SEO Planning and Strategy- First Stages of SEO Implementation- How Social Media Plays a Role in Search Engine Ranking and Results- Mobile and Local SEO- Tracking Results and Measuring Success- About Search Engine- History of search engines-How do search engines work- Detailed process of Search Engines-Major Google Algorithms

Module II

Keyword Research- What Are SEO Keywords- But Aren't Keywords in SEO 'Dead'- Keywords so Important to SEO- Most Common Types of Keywords in SEO- Choose the Right Keywords – Use Keywords to Optimize Your Site- The Role of Inbound Links in How Long SEO Takes

Module III

On Page Optimization– Essentials of good website designing- HTML Basics for SEO-Usability and User Experience in Website- Onsite Optimization Basics- Importance of Domain Names and Value- Domain Selection- Website Structure and Navigation Menu Optimization- Coding Best Practices- Filename Optimization- Title Tag Optimization- Keywords- Keyword Density Analysis- Keywords Research in Various Search Engines- Meta Tags- Meta Tags Optimization- Headers Optimization- SEO Content Writing- Optimizing SEO content- Page Speed Optimization Tool- Anchor Links Optimization-Internal Link Strategy- Iframes / Frames effects on SEO

Module IV

Off Page Optimization- Introduction to Offsite Optimization- Local marketing of websites depending on locations- Promoting Subsequent pages of the website- Black Hat / White Hat / Grey Hat SEO-Submission to Relevant Directories- Linking Building Methodology- Types of Linking Methods- Free Links / Paid Links- Directory Submission- Blog Submission-Free Classifieds-Forums- Forum Signatures and Commenting- Press Releases- Video optimization- Link Building- How to promote home page- Directory Submissions for SEO- Social Bookmarking- Local Business Listing (Local SEO)- Classifieds Posting-Using Blogs for SEO- Blog Commenting- Press Release Submission- Article Submissions Video Submissions- Social Media Optimization Techniques (Basics)- RSS Feeds Submissions- Tracking the Links and Page Rank

Module V

How to avoid SEO Penalty & Dynamic Website SEO?–What is Google Penalty –Google Panda Penalties – Google Penguin Penalties- Intrusive interstitial Penalties- Dynamic Website SEO- Difference between Dynamic and Static Sites- SEO for Word press (SEO Widgets)-SEO for Joomla (Joomla SEO Plug-in)- SEO for BlogSpot- How to optimize the Flash Websites

Learning Resources
1. Clarke, A. (2016). SEO 2016 Learn Search Engine Optimization With Smart Internet Marketing Strategies. Guru Publisher.
2. *Diploma in Digital Marketing, St. Teresa's College (Autonomous), Ernakulam*
3. *Curriculum and Syllabus (2020 Admission onwards) Page 71*
4. Dunford II, T. (2008). Advanced Search Engine Optimization: A Logical Approach. Lulu. Com.
5. Liang, P. (2005). U.S. Patent Application No. 11/024,324.

6. Rognerud, J. (2008). Ultimate guide to search engine optimization: drive traffic, boost conversion rates and make lots of money. Jon Rognerud SEO.
7. Wilson, M. L., Schraefel, M. C., & White, R. W. (2009). Evaluating advanced search interfaces using established information-seeking models. Journal of the American Society for Information Science and Technology, 60(7), 1407-1422.

Course Code: 827212	Marks: 100	Credits: 4	Class Hours:
Course Title:	Web & Google Analytics (Practical)		

Course Overview and Context:
This course covers the more complex elements of Google Analytics course and provides a thorough understanding of how data is collected on a website, including a best practice GA set up.

Course Outcomes:
✓ Explain the working of Google Analytics.
✓ Explain the interface of google analytics and the basic reports.
✓ Appraise basic campaign and conversion tracking
✓ Develop own analytics account
✓ Integrate Advanced Analysis Tools, Advanced Marketing Tools and Google Tag Manager

Syllabus Content:
Module I
Introducing Google Analytics- Why digital analytics?- How Google Analytics works-Google Analytics setup-How to set up views with filters- Setup Goal Tracking to Measure Success -Filter Internal Traffic
Module II
The Google Analytics Interface & Basic Reports-Navigating Google Analytics-Understanding overview reports-Understanding full reports- How to share reports- How to set up dashboards and shortcuts- Audience reports-Acquisition reports- Behaviour reports
Module III
Basic Campaign and Conversion Tracking–How to measure Custom Campaigns- Tracking campaigns with the URL Builder-Use Goals to measure business objectives- How to measure Google Ads campaigns- Course review and next steps
Module IV
Data Collection, Processing and Configuration - Google Analytics data collection- Categorizing into users and sessions- Applying configuration settings- Storing data and generating reports-Creating a measurement plan-Organize your Analytics account- Set up advanced filters on views- Create your own Custom Dimensions- Create your own Custom Metrics- Understand user behaviour with Event Tracking- More useful configurations
Module V
Advanced Analysis Tools, Advanced Marketing Tools and Google Tag Manager - Segment data for insight-Analyze data by channel- Analyze data by audience- Analyze data with Custom Reports-Introduction to remarketing- Better targeting with Dynamic Remarketing- How Tag Manager Works- How to Add the Data Layer-How The Data Layer Works- Cross-Domain Tracking- How to Track Events with Variables-How to Set up Dynamic Remarketing

Learning Resources
1. Alhlou, F., Asif, S., & Fettman, E. (2016). Google Analytics Breakthrough: From Zero to Business Impact. John Wiley & Sons.
2. Clifton, B. (2012). Advanced web metrics with Google Analytics. John Wiley & Sons.
3. Cutroni, J. (2010). Google Analytics: understanding visitor behavior. " O'Reilly Media, Inc.".
4. Gunter, U., &Önder, I. (2016).Forecasting city arrivals with Google Analytics. Annals of Tourism Research, 61, 199-212.
5. Hasan, L., Morris, A., & Probets, S. (2009, July). Using to evaluate the usability of e-commerce sites. In International Conference on Human Centered Design (pp. 697-706).Springer, Berlin, Heidelberg.

6. Keranen, H., Pohjanheimo, L., & Ailisto, H. (2005, July). Tag Manager: a mobile phone platform for physical selection services. In ICPS'05.Proceedings.International Conference on Pervasive Services, 2005. (pp. 405-412). IEEE.
7. Ledford, J. L., Teixeira, J., & Tyler, M. E. (2011). Google analytics. John Wiley and Sons.
8. Ohkubo, S., & Suda, H. (2005). U.S. Patent Application No. 11/111,892.
9. Plaza, B. (2011).Google Analytics for measuring website performance. Tourism Management, 32(3), 477-481.
10. Siemens, G. (2013).Learning analytics: The emergence of a discipline. American Behavioral Scientist, 57(10), 1380-1400.

Course Code: 827214	Marks: 100	Credits: 4	Class Hours:
Course Title:	**Internship/ Project Work & Seminar**		

Practical- Internship in Digital Marketing Firms.
Course Outcomes:
- ✓ Describe various functions performed in a Digital Marketing Firm
- ✓ Develop practical skills by on the job training in a Digital Marketing Firm

The students are required to undergo an internship in Digital Marketing Firm for gaining practical experience in the field.

For Workshop Guest:
1. Dr. Md. Nazmul Hossain, DU
2. CEO, Daraz.com.bd
3. CEO, Rokomari Dot.Com
4. Founder, Sojol Rowshon, Inc.USA