

Government General Degree College, Muragachha

IN COLLABORATION WITH
RIGHT BRAINS TECHNOLOGY

CERTIFICATE COURSE IN DIGITAL MARKETING

Course Module 1

DURATION: 36 Hours

- What is Digital Marketing.
- How to do Market Research in Digital Marketing.
- Exploring Digital Marketing.
- What are the Important terminologies of digital Marketing.
- What are the different ways of digital Marketing.

Course Module 2

- How Digital Marketing strategy works.
- How to build strategy in Digital Marketing.
- How to build customer strategy in digital Marketing.
- How to build marketing strategy in digital Marketing.

Course Module 3

- What is Domain and Hosting.
- How to select Domain Name in Digital Marketing.
- How to create a simple website without coding.
- What is Landing page or squeeze page.
- How to create a Landing page.

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Course Module4

- What is SEO.
- Different type of SEO techniques.
- What is Image SEO
- What is keyword researching.
- How to search and Analyze Keywords for SEO in Digital Marketing.

Course Module5

- How to do the effective Content Marketing
- How to Build and manage content for different Context-Part 1
- How to Build and manage content for different Context-Part 2
- How to create blogs.

Course Module6

- What is Email Marketing.
- How to plan Email Strategy.
- Which tools are available for Email Marketing and How to analyses it.
- What is Email Marketing? How to set up Email Marketing effectively?

Course Module7

- How To Do Landscape Change For Mobile Marketing.
- What is importance of application for Mobile Marketing.

Course Module8

- How to set Social Media Strategy.
- Who is Using Social Media.



Govt. of West Bengal

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NOTICE

It is hereby notified to all the students of B. A. and B. Sc Programme/General course of Government General Degree College Muragachha that a certificate course on *Digital Marketing* will be held from 03-02-2020 to 02-04-2020 in collaboration with RIGHT BRAINS TECHNOLOGY in online platform. You all are advised to follow the course brochure to enrol and participate in the course.

Officer-in-Charge
Govt. General Degree College Muragachha
Muragachha Nakeshpura Nadia