



Govt. of West Bengal

Office of the Principal

# Government General Degree College, Nakashipara

Muragachha, Nadia, Pin – 741154

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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, Nakashipara that a certificate course on *Digital Marketing* will be held from 09-02-2023 to 10-04-2023 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, Nakashipara  
Muragachha, Nadia

**GOVERNMENT GENERAL DEGREE COLLEGE,  
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NAKASHIPARA, NADIA-741154, W. B.**

IN COLLABORATION WITH  
RIGHT BRAINS TECHNOLOGY

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**36 Hours Certificate Course in Digital Marketing  
Academic year 2022-23**

**Course Module1**

- 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 Module2**

- 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 Module3**

- 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.

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- How to create a Landing page.

**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.

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- What is importance of application for Mobile Marketing.

**Course Module8**

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