

Post-Graduate Certificate Course in Digital Marketing

DEPARTMENT OF MANAGEMENT

DR ROHIT RAMESH

Post Graduate Certificate Course in Digital Marketing, under the Department of Management.

About the course

More organizations continue to embrace the need for a stronger digital marketing strategy and the demand for digital marketing professionals is at an all-time high. Sharpening your skills in this competitive field is a must to give your career a substantial advantage. This course is designed to help you master the key focus areas in digital marketing. Through this program, you will be able to develop a set of in-demand digital marketing skills that can accelerate your career trajectory by helping you deliver outstanding results. Whether you're looking for a new career in digital marketing or wish to improve your marketability to potential employers, this program is all you need to make you industry-ready.

Duration of the Course: 35 Hours

Fundamentals of Digital Marketing

This course will provide exposure to the students to the emerging dimensions of Digital Marketing. It will equip the students with the introductory skills and insights into the concept of Digital Marketing and prepare them to excel as Digital marketers or take up entrepreneurial ventures in the domain of Digital Marketing.

Key Learning Objectives

- **Understand the fundamentals of digital marketing**
- **Understand the customer lifecycle in marketing terminology**
- **Gain knowledge of future marketing trends and technology**

Course curriculum

Introduction to Digital Marketing

Section 1

Fundamental Concepts of Digital Marketing

Lesson 1 – Introduction to Digital Marketing

Post Graduate Certificate Course in Digital Marketing

Lesson 2 – History of Digital Marketing

Lesson 3 – Developing and Nurturing a Digital Culture

Lesson 4 – Where is Digital Marketing Headed

Lesson 5 – Global Impact of Digital Marketing

Evaluation of knowledge acquired

Section 2

Customer Lifecycle

Lesson 1 - Acquisition

Lesson 2 - Engagement

Lesson 3 - Conversion

Lesson 4 - Onboarding, Retention, and Expansion

Evaluation of knowledge acquired

Section 3

Marketing Technology

Lesson 1 - Mobile and Internet of Things (IoT)

Lesson 2 - Analytics

Lesson 3 - Challenges of an Offline-Online Experience

Evaluation of knowledge acquired

Section 4

The Future of Digital Marketing

Lesson 1 - A Peek into the Future

Section 5

Case Studies on Digital Marketing

Comprehensive Evaluation of knowledge acquired

Students successfully completing the course will be awarded a PG Certificate Course in Digital Marketing, by the Department of Management, Nehru Gram Bharati (DU), Prayagraj.