

SHORT TERM VOCATIONAL CERTIFICATE COURSE

DIGITAL MARKETING (06 Months Duration)

**Prepared by
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&

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DIGITAL MARKETING

Name of the course : **DIGITAL MARKETING**
Sector : **Commerce/Retail Sector**
Course Code : **DM**
Entry Qualification : **SSC or Above**
Duration : **06 Months (40 Hours: English Course Content: 200 Hours)**

Terminal Competence : After completing the course, the students will be able to develop digital marketing strategies by setting up their own marketing framework.

Introduction:

The Digital Marketing Course provides comprehensive training in key areas such as SEO, social media marketing, email marketing, and content creation. Designed for beginners and professionals alike, this program equips participants with practical skills and strategies to excel in the digital marketing landscape.

Objectives:

- Plan effective marketing content and channels that can maximize the ROI of your marketing campaigns.
- Analyze your audience and marketing performance along with newly emerging marketing technologies to upgrade your marketing strategies.
- Create a marketing campaign using the most effective channel to achieve your marketing objectives on popular marketing platforms such as Facebook and Google Ads.

Skills:

- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Content Marketing
- Understanding design thinking and planning

SCHEME OF INSTRUCTION/MODULE

| Module | Theory | | On the Job Training | | Total | |
|----------|--------|------------|---------------------|------------|-------|------------|
| | Hours | weight age | Hours | weight age | Hours | weight age |
| Module-1 | 60 | 30% | 140 | 70% | 200 | 100% |

Course Syllabus (Theory & Practical):

I. Marketing Fundamentals

Introduction to Digital Marketing Framework: Become familiar with digital marketing framework and how each part works together for your marketing strategy.

Business Value: Identify the business you market and their core components. Explain how a business' value proposition is a key starting point for marketers. Align the marketing strategy with the company branding strategy

Customer: Build customer empathy maps and target personas. Build customer journey in five stages. Map out the key touchpoints and stages of the customer journey.

Marketing Channels: Explain how different types of channels affect your marketing strategy. Recognize that your choice of marketing channels depends on your customer journey Identify the most relevant marketing channels to suit your customer journey.

Marketing Objectives and Performance: Describe the role of marketing objectives, KPIs, and metrics. Identify relevant KPIs given marketing objectives.

Plan Your Content: Plan your marketing content by understanding your customer personas and classifying three types of content to serve them. Create and manage your content using creative storytelling and curation strategies.

Develop execution plans to distribute, promote, and monitor your content by creating a content calendar. Identify the ideal type of landing pages or website structure to host your content.

II. Marketing Data

Marketing Data for Your Business: Define the value of marketing data that can shape your business strategies. Utilize the key metrics that can answer your marketing questions.

A/B Testing and Attribution Models: Identify how to track and collect relevant data for your marketing campaigns. Define the most common testing method and analytics models in marketing.

Google Analytics (Part 1) - Getting Started & Audience: Set up a Google Analytics account and navigate the basic features and principles of Google Analytics. Analyze meaningful characteristics or patterns about an audience by understanding their profile and demographics and user trends in Google Analytics.

Google Analytics (Part 2) - Acquisition, Behaviors, and Conversion Tracking: Identify the most effective marketing channels for acquisition plans by reviewing Acquisition Reports by channel. Analyze user behaviors by understanding the common metrics and their definitions in Google Analytics and reviewing popular and engaging content. Evaluate user behaviors in landing pages and websites in relation to acquisition channels and exit points. Identify the most effective conversion funnels to achieve a goal by using Google Analytics eCommerce Reports and evaluating the effectiveness of multiple channels in a conversion.

III. Marketing Technology

Marketing Technology and e-Commerce: Review the big picture of marketing technologies in the market to keep apprised of the ever-changing marketing landscape. Identify the most effective marketing technology platforms or tools that can help you achieve your business goals. Develop plans to build eCommerce capabilities for your marketing strategies

The Future of Digital Marketing: Identify newly emerging marketing trends and technologies that can evolve your marketing strategies. Apply agile marketing principles to adapt your marketing strategies to the ever-changing landscape of digital marketing.

IV. Social Media Marketing

Social Media Marketing Fundamentals: Explain why it is important to understand the social media landscape. Plan to map social media channels to your customer needs and journey.

Organic Social Media Campaigns: Identify the most effective content type and format for a social media platform. Implement your campaigns using appropriate tools to manage your community and monitor the performance. Identify the key metrics to measure the impact of social media campaigns.

Paid Social Media Campaigns: Explain basic elements of social media advertising and its pricing models. Identify the most effective social

advertising platforms for your marketing objectives.

Introduction to Facebook-Meta Ads: Set up your advertising account at Facebook. Build a target audience using demographics, interests, and behaviors to identify custom and lookalike audiences.

Creating and Managing Ad Campaigns in Facebook-Meta: Develop plans for ad placements, budget, and schedule to create your ad. Evaluate your ads by reviewing the ad performance and setting up A/B tests.

V. Search Engine Optimization [SEO] Essentials

Introduction to SEO: Explain why SEO is important for your marketing efforts to drive traffic from the search engine. Identify where in the customer journey SEO can be most effective.

Keywords: Build your keyword list and evaluate the list with the keywords that have high volume, low difficulty, and high opportunity.

On-Site SEO: Optimize UX & Design: Evaluate how SEO utilizes the site structure to enhance the visibility of your websites on search engines.

Link Building: Define and use types of links and methods of link building to build impact. Use link-building tools for competitive research and link analysis.

SEO Audit and the Future of SEO: Determine and compare audit priorities. Develop recommendations based on audit findings.

Search Engine Marketing (SEM)

Introduction to SEM: Build the structure of your Ad Groups based on marketing objectives, customer segments, and keyword searches.

Keywords: Develop Keyword lists with both short-tail and long-tail keywords.

Ads: Engage searchers by strategically developing the four components of dynamic and text ads and selecting appropriate ad extensions for your market.

Ad Rank and Maximum CPC Bid: Explore the relationship between Ad

Rank and CPC Bid, and budget for your Maximum CPC Bid.

Metrics and Optimization: Develop Key Performance Indicators. Evaluate the key metrics and run A/B tests to optimize SEM. Optimize your keywords by identifying specific keywords and using match types and negative keywords.

VI. E-MAIL MARKETING

Email List Generation: Design effective and secure contact forms by understanding the opt-in process and legal requirements in email advertising. Build your subscriber list for your emails with contact forms using MailChimp.

Create an Effective Email Campaign: Draft clear, concise, and compliant copy for each email element. Create an email using MailChimp.

Create an Email Plan: Create an email plan by understanding different types of email campaigns and building an email calendar.

Measure Results: Analyze the results of your email campaign using the key metrics such as open rate and conversion rate. Use A/B testing and segmentation to improve your content and better target specific subscribers.

Qualifications of Teaching Faculty:

1. A degree in marketing, business, communications, or a related field with 55% aggregate marks.
2. Advanced degrees such as an MBA or specialized certifications in digital marketing are highly desirable.
3. A degree in marketing, business, communications with 55% aggregate marks and Professional certifications from recognized bodies such as Google (e.g., Google Analytics, Google Ads), HubSpot, Facebook Blueprint are preferable.

Reference Books:

1. "Digital Marketing for Dummies" by Ryan Deiss and Russ Henneberry
2. "Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World" by Gary Vaynerchuk

Website Links:

1. HubSpot Academy
2. Moz
3. Digital Vidya
4. Social Beats

Division of Marks:

Theory: 100 Max. Marks

1. Communicative English: 20 marks
2. Short Questions: 6 x5m = 30 marks
3. Long Questions: 4x10 = 40 marks
4. Multiple Choice Questions: 10x1=10 marks

Practical: 100 Max. Marks

1. External: 40 marks
2. Record/ Mini Project & Viva: 10 marks
3. Internship/ OJT: 50 marks

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REGD. NO:

TIME: 3 HRS

MAX MARKS: 100

**DIGITAL MARKETING
MODEL QUESTION PAPER (THEORY)**

**SECTION- A
COMMUNICATIVE ENGLISH 20 MARKS**

SECTION- B

Note: a) Answer ALL questions.

b) Each question carries **5 Marks**.

6X5M=30 MARKS

1. Define SEO and explain its importance in digital marketing.
2. What are customer personas and how are they used in marketing strategy?
3. Describe the key components of an effective email campaign.
4. What is the role of KPIs in measuring marketing performance?
5. Outline the steps to set up a Google Analytics account.
6. Explain the difference between organic and paid social media campaigns.

SECTION- C

Note: a) Answer any **Four** questions.

b) Each question carries **10 Marks**.

4X10M=40 MARKS

1. Discuss the various stages of the customer journey and the significance of each stage in developing a marketing strategy.
2. Explain how to create and manage content using creative storytelling and curation strategies.
3. Describe the process of creating and managing ad campaigns in Facebook-Meta.
4. Explain how to use Google Analytics to track user behaviour and conversion rates on a website.
5. Discuss the emerging trends in digital marketing and how they can impact marketing strategies.
6. Develop a plan for an SEO audit and how to use the findings to improve a website's performance.

SECTION D: Multiple Choice Questions

Choose the correct answer for each question.

Each question carries 1 mark.

10x1=10 MARKS

1. Which of the following is not a component of digital marketing?
 - a) SEO
 - b) SEM
 - c) Direct Mail
 - d) Social Media Marketing

2. What does PPC stand for in digital marketing?
 - a) Pay Per Click
 - b) Pay Per Conversion
 - c) Pay Per Content
 - d) Pay Per Campaign

3. Which tool is commonly used for email marketing?
 - a) Google Ads
 - b) MailChimp
 - c) Facebook Ads
 - d) Moz

4. What is the purpose of an empathy map?
 - a) To create ad campaigns
 - b) To understand customer pain points and needs
 - c) To build a keyword list
 - d) To measure social media engagement

5. Which metric indicates the number of users who leave a website after viewing only one page?
 - a) Bounce rate
 - b) Conversion rate
 - c) Click-through rate
 - d) Exit rate

6. What is a 'lookalike audience' in Facebook advertising?
 - a) A group of users similar to your existing customers
 - b) Users who have liked similar pages
 - c) Users who have previously visited your website
 - d) A randomly selected audience

7. Which report in Google Analytics shows the path users take through your website?

- a) Acquisition Report
- b) Behavior Flow Report
- c) Conversion Report
- d) Audience Report

8. What is the primary goal of SEM?

- a) To increase organic traffic
- b) To improve email open rates
- c) To drive traffic through paid ads
- d) To increase social media followers

9. What does CTA stand for in digital marketing?

- a) Click Through Analysis
- b) Cost To Advertise
- c) Call To Action
- d) Customer Target Analysis

10. Which of the following is a benefit of content marketing?

- a) Immediate sales boost
- b) Increased brand awareness and engagement
- c) Higher CPC rates
- d) More control over ad placement

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MODEL QUESTION PAPER (PRACTICAL)**

Note: a) Answer ALL questions.

b) Each question carries **10 Marks.**

4X10=40MARKS

1. SEO Audit and Optimization:

Conduct an SEO audit of a website using tools such as Google Search Console or Moz. Identify at least three key areas where the website can be improved. Develop a detailed plan to optimize these areas, including on-site SEO (e.g., improving site structure, optimizing content for keywords) and off-site SEO (e.g., building high-quality backlinks).

2. Google Analytics Implementation:

Set up a Google Analytics account for a sample website. Configure the account to track key metrics such as user behavior, acquisition channels, and conversion rates. Provide a report detailing the steps taken to set up the account, including screenshots of the setup process and an analysis of the data collected over a one-week period. Highlight any significant insights or trends observed from the data.

3. Social Media Marketing Campaign:

Design and execute a social media marketing campaign on a platform of your choice (e.g., Facebook, Instagram, Twitter). The campaign should include the creation of engaging content, selection of target audiences, and setting up of ad placements. Monitor the campaign performance using relevant metrics such as engagement rate, click-through rate, and conversion rate. Prepare a report summarizing the campaign objectives, strategy, execution, and results. Include recommendations for future campaigns based on the insights gained.

4. Email Marketing Campaign:

Develop and execute a detailed email marketing campaign for a fictional e-commerce business that sells organic skincare products. The campaign should aim to increase both customer engagement and sales.

Record/Mini Project & Viva

10 Marks

Internship/OJT

50 Marks