

# Certification Course in Digital Marketing by PG Dept. (M.com)

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The Certification course contains social media training sessions covering the following topics:

Topics	No. of Lectures	Weightage (%)
<b>Introduction to Social Media Marketing</b> <ul style="list-style-type: none"><li>• What is Social Media?</li><li>• History of Social Media Marketing</li><li>• Importance of Social Media</li><li>• SMO Strategy for Business</li><li>• Business Profile Creation</li><li>• Brand Awareness</li><li>• Viral Marketing</li></ul>	4	10%
<b>Facebook</b> <ul style="list-style-type: none"><li>• What is Facebook Marketing?</li><li>• How to Create a Fan Page?</li><li>• Facebook Profiles</li><li>• Facebook Places</li><li>• Facebook Groups</li><li>• Facebook Community</li><li>• Grow Your Business with Facebook</li><li>• Latest Facebook Trends</li><li>• How to Create a Campaign?</li><li>• Increase Facebook Likes for a Fan Page</li><li>• What are Facebook Apps?</li></ul> <b>Twitter</b> <ul style="list-style-type: none"><li>• What is Twitter Marketing?</li><li>• Create a Twitter Account for Your Business</li><li>• How to Increase Followers on Twitter?</li><li>• What is Hash Tag?</li><li>• Sponsored Tweets and Hash Tags</li><li>• Twitter Account Promotion</li><li>• Twitter API</li><li>• Twitter Automation Tools</li></ul> <b>LinkedIn</b> <ul style="list-style-type: none"><li>• LinkedIn Marketing</li><li>• Connect with Your Customers</li><li>• Promote Your Business on</li></ul>	12	30%

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<ul style="list-style-type: none"> <li>• LinkedIn</li> <li>• Create an Ad Campaign</li> <li>• Grow Your Business through LinkedIn Marketing</li> </ul>		
<b>YouTube and Video Content Marketing</b> <ul style="list-style-type: none"> <li>• YouTube</li> <li>• Create an Account on YouTube</li> <li>• Upload Video on YouTube</li> <li>• Vimeo</li> <li>• Create an Account on Vimeo</li> <li>• Upload Video on Vimeo</li> <li>• Dailymotion</li> <li>• Create an Account on Dailymotion</li> <li>• Upload Video on Dailymotion</li> <li>• Ranking Factors of a Video</li> <li>• Increase Subscribers and Views</li> <li>• Increase Video Views</li> <li>• Advantages of Video Ads</li> <li>• Promote Your Video Ads</li> </ul>	6	20%
<b>Blogging Fundamentals</b> <ul style="list-style-type: none"> <li>• Blogging</li> <li>• Advantages of Blogging</li> <li>• Setting a Blog using Blogger</li> <li>• Blog Promotion</li> <li>• Blog Commenting</li> </ul>	4	10%
<b>Pinterest Marketing</b> <ul style="list-style-type: none"> <li>• What is Pinterest?</li> <li>• History of Pinterest</li> <li>• Pinterest – Interesting Facts</li> <li>• How it Works?</li> <li>• Pinterest as a Marketing Tool</li> <li>• Pinterest as a Perfect Media Strategy</li> <li>• Promoting Business through Pinterest</li> <li>• Strategies for Digital marketing</li> <li>• Ease of Marketing</li> <li>• Setting up your Business Account</li> <li>• Pinterest vs. Other Social Platforms</li> </ul>	4	20%
<b>Google+ Marketing</b>	4	10%

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<ul style="list-style-type: none"> <li>• Creating a Business Page on Google+</li> <li>• Page Customization</li> <li>• +1 &amp; Sharing</li> <li>• Integrate Google+ Business Page on Your Blog or Website</li> <li>• Increase Followers on Google+</li> <li>• Promote Your Business on Google+</li> <li>• Google+ Tools</li> </ul>		
<b>Social Bookmarking</b> <ul style="list-style-type: none"> <li>• Benefits of Being a Registered User on a Bookmaking Site</li> <li>• Advantages of Social Bookmaking</li> </ul> <b>Image Optimization</b> <ul style="list-style-type: none"> <li>• Image Marketing</li> <li>• Choose Relevant Image</li> <li>• Creative Images</li> <li>• Buy Image</li> </ul>	4	
Google apps (Docs, Forms, Calendar, Drive etc.)	8	
Statistical Package of Social and Science (SPSS)	12	
Project	4	