



**MINISTRY OF EDUCATION  
PANDIT MADAN MOHAN MALAVIYA  
NATIONAL MISSION ON TEACHER AND TEACHING**

**TEACHING LEARNING CENTRE**

**Ramanujan College**

**University of Delhi**

**(Accredited with Grade 'A' by NAAC)**

**IS ORGANISING  
A SHORT-TERM COURSE ON  
“DIGITAL MARKETING”**

**(20<sup>th</sup> January 2022-20<sup>th</sup> March 2022)**

**PROGRAM BROCHURE  
&  
CALL FOR REGISTRATION-PARTICIPATION**



# ABOUT RAMANUJAN COLLEGE

Ramanujan College is a premier institution of University of Delhi, located in the well-known area of Kalkaji, near Nehru Place in South Delhi. Ramanujan College has highly qualified, dedicated and committed faculty members. The college runs 16 graduation courses in different streams of Arts, Humanities, Commerce, Management, and Mathematical Sciences apart from two B.Voc. Courses. It is also the study centre for the students of the School of Open Learning, University of Delhi, the Non-Collegiate Women's Education Board, University of Delhi and the Indira Gandhi National Open University. Ramanujan College has been awarded the prestigious Teaching Learning Centre and National Resource Centre by Ministry of Education, Government of India, and the DDU KAUSHAL Kendra by UGC. Ramanujan College has been accredited grade "A" by the National Assessment and Accreditation Council (NAAC). The college has also been ranked 61st in the National Institute Ranking Framework (NIRF 2020 rankings – Colleges category). We at Ramanujan College have pioneered online education by training over 1,00,000 faculty members, research scholars, & students of higher education through successful conduct of more than 50 programs since April, 2020.

# TEACHING LEARNING CENTER

## RAMANUJAN COLLEGE

Teaching Learning Centre (TLC) is mandated by the Ministry of Human Resource Development (MHRD) to organize Faculty Development Programs (FDPs), Faculty Orientation and Induction Programs (FIPs), discipline specific and interdisciplinary Refresher Courses, conferences, workshops, through offline and online modes. TEACHING LEARNING CENTRE, RAMANUJAN COLLEGE Refresher Course has been set up with the aim of "Reaching the Unreached" teachers in terms of regional diversity and geographically remote areas of the country. It has successfully conducted more than 100 learner-centric programs since October 2017 and trained over 1 lakh teachers across the country in various discipline specific and interdisciplinary programs. In the TLC Programs distinguished & internationally acclaimed resource persons deliver lectures and conduct sessions on wide ranging disciplines/topics of relevance to benefit the teaching fraternity, corporate and researchers. Ramanujan College is a pioneer in offering offline/online courses for faculty members of higher education institutions and research scholars through the customized Learning Management System (LMS), designed by the College's Research Development and Services Cell. It is predominantly participant-friendly and incorporates evaluation methods and comprehensive feedback systems to judge learning outcomes.

# PROGRAM OVERVIEW

The Digital Marketing programme from RAMANUJAN COLLEGE will enable you to understand the digital customer behavior, build digital marketing strategies, and identify in-demand metrics to effectively measure and optimize ROI. This online programme will help you plan and execute transformational digital marketing strategies and best practices including social media marketing and advertising.

We at Ramanujan College, always strive to fulfil the aspirations of learners of higher education, and meet the contemporary skill requirements of digital industry. This program on 'Digital Marketing' is towards the fulfilment of this pursuit. Prepare for a rewarding career in digital marketing with its skills and strategies that are robust and reliable even in our current ever-evolving economy.

## ELIGIBILITY AND REGISTRATION DETAILS-

- ♣ The Short-Term course is open to Faculty members/Research Scholars, School and College students.
- ♣ All those interested are required to register and pay a **Non-Refundable fee of INR 3000/-** by visiting <https://stc.rcmoocs.in/>

After successful registration & payment, the participants will receive a confirmation via email. Please keep checking the spam folder of the email as the bulk email sent may end up in the spam folder. An official group has been made for communication with the participants on "Telegram." You are therefore requested to install the Telegram App either from the Play Store or App Store. The link to join the official group will be provided in the confirmation mail.

# PROGRAM HIGHLIGHTS

- ✦ Self-paced course
- ✦ Recorded and live sessions
- ✦ Hands on practice through quizzes and assignment
- ✦ Ramanujan College's well acclaimed expertise & high participant satisfaction in conduct of online programs (Over 1 lakh beneficiaries).
- ✦ Complete learning resources including Study Material, access to recordings of Live sessions, Datasets, Software Program Codes.
- ✦ Participants will be able to interact & resolve their queries during the live sessions through chat, audio-video conversation, & screen sharing.

## SYLLABUS

DURATION- 2 MONTHS

### MONTH-1

TOPIC	TOPIC DETAILS
Relation between marketing and digital marketing, Digital Marketing Objectives and Introduction to Digital Marketing, Online Terms and Introduction to Website Designing	Introduction to marketing, Scope of marketing, Various Marketing Concepts, What and who is marketed, Kinds of markets, What are different kinds of marketing objectives, Acquisition and increasing usage, Building loyalty and increasing retention, What is Online Traffic, Types of Online Traffic, How to increase Online Traffic, Methods of Promoting Business Online, Understanding Domain Name and Domain Extensions, How to Choose a Domain Name, What is Web Server and Web Hosting, Types of Hosting Plans, Understanding Conversion Process, Types of Conversion, Types of Leads, Inbound Marketing Vs Outbound Marketing, Basic of Website Designing Terms, What is a Website, Types of Website : Based on Objective

	and Functionality
Website Designing and Site Design	Getting Started with WordPress, Installing WordPress: Manual, Installing WordPress: cPanel, Defining your Business Website, Content Planning and creating a Site Budget, Project Overview Preparing to Build the Site Creating Core Content, Creating News and Blog Posts Set the Home and Blog Page Organizing Content
Introduction to SEO	What is SEO, what is Search Engine, How Search Engine Works, How Search Engine Shows Results, Google Algorithm Updates, Types of Keywords, what is Keyword, Keyword Planning Strategy, Keyword Planner Tool, Keyword Research Guidelines with Template, Keyword Competition Outline, Content Quality Guidelines, Website Site-Setup Guideline with template
ON-PAGE SEO	Title Tag, Meta Tag, URL Renaming / re-writing, Header Tags, Anchor Text, Robots .txt Creation, Canonical / 404 Implementation, Submitting Sites to Google and Yahoo Webmasters, Other ON-Page Tags, On-Page Guidelines, SEO Success Factors
OFF-PAGE SEO	Guest Posting, Q/A link Building, Social Bookmarking, Blog Comments, Press Release, Forums, Profile links, Directory Submission, Resource Pages, Search Engine Submission, Article Submission, Image Sharing, Video Marketing, Business Reviews, Social Shopping Network, Infographics, Classified Posting, Document Sharing, Competitor's Backlink, Broken Link Building
Social Media - Facebook	Getting Started with Facebook and Manage Your Account, Business Managing a Page - Basic Information - Page Roles - Publishing - Messaging - Growing your Audiences Pages What is a Facebook Page? Difference between Pages and Personal Profile Facebook Ads - Learn About Facebook Advertising - Promote Your Page - Ads Manager - Billing & Payment - Performance Insights
Social Media - Instagram & YouTube	Getting Started with Instagram and Manage Your Account, Personal Page and Business Page, Content Curator, Instagram Ad Formats, Instagram Advertising Best Practices, Instagram Marketing Tools for More Followers, Likes & Sales, Guide to Instagram Analytics, Instagram

	<p>Marketing Tips for Brands, Ways to Establish a Consistent Brand Presence on Instagram</p> <p>Creating Your Own YouTube Channel</p> <p>Making Easing Money from YouTube</p> <p>YouTube SEO, Monetizing Your Videos Via Google and YouTube Analytics</p>
Social Media - Twitter & Pinterest	<p>Getting Started with Twitter and Manage Your Account, How Twitter Ads Work, Twitter Ads for Lead Gen: Targeting and Pricing and How Engagement Relates to Cost, Twitter Ads for Lead Generation Developing a Pinterest Marketing Plan, Pinterest Marketing Strategy, Using Pinterest to Develop Business Identity</p>
Social Media - Company and General	<p>Getting Started with LinkedIn and Manage Your Account, -LinkedIn Ad Types</p> <ul style="list-style-type: none"> <li>-LinkedIn sponsored content</li> <li>-LinkedIn text ads</li> <li>-LinkedIn Sponsored InMail</li> <li>-LinkedIn programmatic display ads</li> <li>-LinkedIn dynamic ads, LinkedIn advertising costs</li> <li>-LinkedIn advertising best practices</li> <li>-LinkedIn advertising examples - Brands</li> </ul>
Social Media - LinkedIn Personal Branding	<ul style="list-style-type: none"> <li>-Personal Branding</li> <li>-Defining your objective</li> <li>-Finding your Target Audience</li> <li>-LinkedIn Profile Optimization, The Connection Methodology, Content is King, Striking the Outbound Game</li> </ul>

## MONTH-2

TOPIC	TOPIC DETAILS
Search Engine Marketing	<p>SEM Introduction, SEO Vs. PPC, Google Adwords Account and its settings, Billing Settings, How keywords work, Keyword Matching Types - Broad Match, Broad Match Modifier, Phrase Match, Exact Match, Negative Match, Keyword Research, Keyword Recommendations, Keywords, Landing Page, Loading Time, CTR, Geographic Performance and Ways to improve QS, Account, Campaign, Ad Group, Daily Budget and Shared Budget, Search ADS and Display ADS</p>
Search Engine Marketing	<ul style="list-style-type: none"> <li>-Creating a Campaign, Campaign Types</li> <li>-Create a Campaign</li> <li>-Creating an AD Group</li> <li>-Creating an AD</li> <li>-Adding Keywords</li> <li>-Integrate Google Analytics</li> </ul>

	-A/B Testing
E-Mail Marketing	<ul style="list-style-type: none"> <li>-What is Email Marketing?</li> <li>-Why Should We Do Email Marketing?</li> <li>-How to Do Email Marketing?</li> <li>-Pros &amp; Cons of Email Marketing What Is a Mailing List?</li> <li>-Collection of Emails</li> <li>-How the Best Sites Gain Signups Formatting Emails</li> <li>-Validation</li> <li>-Opt-in</li> <li>-Opt-out Email Copywriting</li> <li>-Personalized Emails</li> <li>-Formula of KISS – Keep it Simple, Stupid</li> <li>-Effective Email Signature, Why Use Landing Pages?</li> <li>-The Ideal Landing Page</li> <li>-Where Email Marketing Industry is Standing?</li> <li>-Service Provider Pricing</li> <li>-Comparison of Service Provider</li> <li>-Email Validation Service, Scheduling</li> <li>-Tracking, Segmentation</li> <li>-Analytics &amp; Tracking, How to Manage a Mailing List?</li> <li>-How to Validate Emails</li> <li>-Software to Use</li> </ul>
Web Analytics	Introduction to Web Analytics, Using Web Analytics, Features of Google Analytics, Installing Google Analytics, Using Web Analytics, Analyzing data through Google Analytics
Inbound Marketing	<p>Traditional marketing: interruptive, marketer/salesperson-centric</p> <ul style="list-style-type: none"> <li>- Inbound marketing: be part of the conversation, buyer/human-centric</li> <li>- Focus efforts on getting the right people to your site</li> <li>- Empower customers</li> <li>- The Inbound Methodology: attract, convert, close, delight</li> <li>- Analysis is essential to a successful inbound strategy, Use buyer personas:</li> </ul> <p>Use the Buyer's Journey:  Create remarkable content  Leverage your content, Content, Delivery mechanism, close and delight</p> <p>What is optimization and why you need it, Who are you optimizing your site for, How to optimize your website, Best practicises for remarkable blog content, What blogging in execution looks like, Why Social media is crucial to inbound strategy, What does awesome social content look like, Create Remarkable content, Content that converts, Building Landing pages that converts, Converting the right visitors into leads, Building effective CTAs and thank you pages</p>



# ASSESSMENT & CERTIFICATION

A Minimum of 60% Attendance in all Live Sessions/Classes is a mandatory condition

for the completion of the program. Apart from this, there will be periodic assessments in form of Quiz, Assignment, or other objective/subjective evaluations followed by a final assessment at the end of the course.

- 1. 50% Assignment submission should be there.**
- 2. 50% marks to be scored in the quizzes.**
- 3. Final assessment is mandatory for receiving certificates.**

→ **All the participants must fulfil the above criteria to be eligible for receiving the E-Certificates.**

## IMPORTANT INFORMATION

1. Registration is mandatory for participation.
2. Attempting and submitting all the quizzes and assignments is mandatory, and each participant should score at least 50% aggregate to be eligible for the completion certificate.
3. Graded certificates on the basis of performance will be awarded to the participants.
4. As part of the Ministry of Education's requirement under the PMMMNMTT scheme, all participants need to submit online feedback for each session.
5. **No Objection Certificate (NOC) or Leave is NOT REQUIRED to participate in the Programme.**
6. Failing to meet any of the above conditions will result in the denial of completion certificate.

**FOR FURTHER INFORMATION,  
CONTACT:**

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