



**NAM COLLEGE
KALLIKKANDY**

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DEPARTMENT OF MANAGEMENT STUDIES



BECOME A **DIGITAL MARKETING EXPERT**

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**Apply for the
Certificate Course
in Digital Marketing**


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H.O.D & ASSISTANT PROFESSOR
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DEPARTMENT OF MANAGEMENT STUDIES

NAM COLLEGE KALLIKANDY

CCBBA01: CERTIFICATE COURSE IN DIGITAL MARKETING

LEARNING OUTCOMES: Up on the completion of the course students should be able to

- Understand digital marketing foundation
- Understand the use of digital marketing in competitor research
- Asses & explain the modern trends used in digital marketing

MODULE 1: Introduction to digital marketing – meaning of marketing and digital marketing- understanding digital marketing process- why digital marketing wins over traditional marketing –difference between traditional marketing and digital marketing-limitations of digital marketing.

(10 hr)

MODULE 2: Competitor and website analysis – different ways to do competitor research – competitor research tools- website analysis tools- tools to perform market research.

(10 hr)

Module 3: Modern trends in digital marketing – social media marketing –advertising for the platform twitter, instagram, facebook, linkdIn- mobile marketing ,SMS marketing-YouTube video marketing.

(10 hr)

Essential readings:

1. Ryan doiss & Russ Henneberry, *Digital marketing for dummies*
2. Jay Baer , *Youtility*
3. Pearson , *fundamentals of digital marketing*
4. Fiona Ellis , Chadwick , *Digital marketing*


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