BHARATIYA VIDYA BHAVAN
Sardar Patel College of Communication and Management

Digital Marketing Training Programme Prospectus
Kasturba Gandhi Marg, New Delhi - 110001
Phone: (011) 23389942, 23382005
DIGITAL MARKETING TRAINING PROGRAMME

SARDAR PATEL COLLEGE OF COMMUNICATION AND MANAGEMENT

ABOUT THE COLLEGE

Established in 1967, Bharatiya Vidya Bhavan's Sardar Patel College of Communication and Management is an institution of pre-emience in professional education in Delhi. A constituent college of Rajendra Prasad Institute of Communication and Management, Mumbai, Sardar Patel College was set up with the aim of providing professional studies at the Post Graduate Level on a part-time basis. Located in the heart of the city, Sardar Patel College is offering avenues of continuing education, mainly to those in employment as well as others who are simultaneously pursuing opportunities in academic and professional areas. In nearly half a century of distinguished service, the College has produced outstanding professionals in the areas of Communication and Management. In addition to the subjects mentioned in the syllabus, every course will have more knowledge-inputs to enhance the skills and employability of the students.

WHO SHOULD ATTEND?

Because of several reasons some people find it inconvenient to attend evening classes. In order to help them, S.P. College has started weekend courses for marketing professionals, sales professionals, business owners, entrepreneurs, digital marketing professionals, graduates students and 10+2 students.

OUTCOME OF THE COURSE

After successful completion of the course you not only become capable to track and monitor digital marketing performance but you will be able to plan conceptualize and implement Digital Marketing strategy yourself. Put simply, you become an expert in marketing any business online with depth knowledge all 20 modules of digital marketing modules.

COURSE OVERVIEW

<table>
<thead>
<tr>
<th>Course</th>
<th>Digital Marketing Training Programme (Weekend Classes)</th>
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</thead>
<tbody>
<tr>
<td>Total Module</td>
<td>20</td>
</tr>
<tr>
<td>Duration</td>
<td>3 Months</td>
</tr>
<tr>
<td>Weekend Batches</td>
<td>Saturday (3pm to 6pm) Sunday (11am to 2pm)</td>
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EXAMINATION SCORE CARD*

| Assignment | 25 Marks |
| Written Final Test | 50 Marks |
| Practical & Viva Voce | 25 Marks |

*Minimum Pass Marks 40%

Successful Strategy

In association with GYANAD.COM
DIGITAL MARKETING TRAINING PROGRAMME (WEEKEND CLASSES)

ABOUT THE COURSE

The three-month weekend course will help in taking efficient digital marketing drives, improve the ability to generate excellent content to attract target customers, understand what impact and marketing activities are having on business and optimize digital marketing strategy for maximum effectiveness and growth.

This course is divided into 20 modules which completely cover the nuances of Digital Marketing. From the basics of web and search engine to the thorough understanding of SEO, SEM, SMO and Web Analytics, the programme imparts an in-depth knowledge of every aspect of digital marketing. This course is aimed at students who want to become practitioners at organizational levels or for own business units targeting to acquire new users while also engaging their current customer base.

ORIENTATION INTO DIGITAL MARKETING

This course on Digital Marketing (also knowledge Online Marketing, Internet Marketing or Web Marketing) enables the practitioners to harness the power of Digital Marketing as a core driver of the marketing strategy for the business unit or organization.

- Live Instructor-Led Sessions
- Training Content (Presentations, Videos & Practical Examples)
- Assignments & Tests

COURSES DETAILS (WHAT IT WILL COVER)

- Digital Marketing Overview
- Domain Registration, Web Designing and Hosting
- Keyword Research with Google Keyword Planner
- SEO (Search Engine Optimization) & Tools
- Google Search Console (Google Webmaster Tool)
- Google Analytics Tool
- Content Marketing
- PBN (Private Blogs Network)
- Google Business / Places Listing and Geo Targeting
- SEM (Search Engine Marketing – Google Adwords)
- Email Marketing
- ORM (Online Reputation Management)
- Mobile Marketing and App Optimisation
- SMO (Social Media Optimization)
- Blogging / Wordpress
- Web Monetization (Adsense and Ad Networks)
- Affiliates Marketing
- Ecommerce Marketing
- Lead Generation
- Landing pages

*Note: Content and Syllabus may changes as per current market trend and need.

Digital Marketing

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MODULE-WISE COURSE DETAILS

MODULE I - DIGITAL MARKETING OVERVIEW
What Digital Marketing Exactly Is? What is SEO (Search Engine Optimization)? What is SERP (Search Engine Results Pages)? What is SEM (Search Engine Marketing)? What is SMO (Social Media Optimization)? What is SMM (Social Media Marketing)? What is Blogging & Purpose of Blogging? What is Adsense & Affiliates? What is Email Marketing? What is Mobile Marketing? What is Online Reputation Management?

MODULE II - DOMAIN REGISTRATION WEB DESIGNING AND HOSTING

MODULE III - KEYWORD RESEARCH WITH GOOGLE KEYWORD PLANNER
What are Keywords and Key Phrases? Why Keywords are Important in SEO? What is Keywords Research? Why Keyword Research is Important in SEO? What is Google Keyword Planner? How to Use Google Keyword Planner? Analyzing Keyword Competition. Exact, Phrase and Broad Match in Keywords Research. Finding Best Keywords for Our Website.

MODULE IV - SEO (SEARCH ENGINE OPTIMIZATION) & TOOLS


■ SEO Tools - Website Analysis Tools. Backlinks Checker Tools, Domain Authority Checker, Page Authority Checker, Plagiarism Checker Tools, Automatic Sitemap Generator, SEO Toolbars, Google Search commands like Site, Cache, Link, filetype, intitle, inurl etc. AMP Validation, Tool, Schema testing tool.

Search for Solutions

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Module V - Google Search Console (Google Webmaster Tool)

Module VI - Google Analytics Tool
Understanding Google Analytics Tool. Why Google Analytics Tool is Important? Starting with Google Analytics Tool. Setup an account with Google Analytics Tool. Adding site to GAT and Tracking code to Site. Tracking visitors through GAT channel wise. Location, Browser, OS and Device tracking through GAT. Realtime and offline tracking through GAT. User behaviour tracking through GAT.

Module VII - Content Marketing

Module VIII - PBN (Private Blogs Network)
Understanding the concepts of PBN. Why and Why not to create a PBN? How to create a Private Blog Network? How to find Domains for a PBN? How to find hosting for a PBN? How to start building links with PBN?

Module IX - Google Business / Places Listing And Geo Targeting

Module X - SEM (Search Engine Marketing – Google Adwords)
**Module XI - Email Marketing**
What is Email Marketing? How to Create HTML Looking Emails? How to Send Thousands of Email Instantly? How to get Email List? How to Save Your ID from Blacklisting? Free email marketing tools.

**Module XII - ORM (Online Reputation Management)**

**Module XIII - Mobile Marketing And App Optimisation**

**Module XIV - Social Media Optimization**
What is Social Media (Basics)? Why Social Media is Important for Online Promotion? Different kinds of Social Media and Networking Sites.

- **Facebook** - How to create a page on Facebook? How to promote your business on Facebook? How to Increase likes for your Facebook page? How to Add Facebook Fan Page on Your Website? Difference in Facebook profile, page and groups. How to Join Groups and Promote your business?

- **Twitter** - What is Twitter? Why Twitter is Important? How to Create a Twitter Business Page? How Tweet like Professionals? How to Increase Twitter Followers? How to Twitter Page for Organic Search?

- **YouTube** - Why Youtube? How to Create Videos? Understanding Video Marketing? Link Building With YouTube?

- **LinkedIn** - Why linkedin? How to build professional networks? Company profile vs personal profile. What is linkedin groups?

**Module XV - Blogging / Wordpress**
MODULE XVI - WEB MONETIZATION (ADSENSE AND AD NETWORKS)


MODULE XVII - AFFILIATES MARKETING


MODULE XVIII - ECOMMERCE MARKETING

Understanding Ecommerce Marketing. Different Kind of Ecommerce Platforms. Major Ecommerce portals in India. How to Promote your Ecommerce Website?

MODULE XIX- LEAD GENERATION


MODULE XX - LANDING PAGES


Technical Support

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DIGITAL MARKETING TRAINING PROGRAMME

FEE STRUCTURE

Fees to be paid at the time of admission in the form of Cash/Pay Order in favour of Bhartiya Vidya Bhavan payable at UCO Bank in Bhavan’s premises, New Delhi.

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<tr>
<th></th>
<th>Fee Description</th>
<th>Fee</th>
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<tbody>
<tr>
<td>1</td>
<td>Admission Fee (Non-refundable)</td>
<td>₹ 6,000.00*</td>
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<tr>
<td>2</td>
<td>Internal Assessment Fee</td>
<td>₹ 5,000.00*</td>
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<tr>
<td>3</td>
<td>Library Fee</td>
<td>₹ 4,000.00*</td>
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<tr>
<td>4</td>
<td>Associate Membership Fee</td>
<td>₹ 575.00</td>
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<td>5</td>
<td>Course Material Fee</td>
<td>₹ 5,000.00</td>
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<td>6</td>
<td>College Enrollment Fee (Non-refundable)</td>
<td>₹ 4,000.00*</td>
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<td>7</td>
<td>Tuition Fee (Including Final Exam Fee)</td>
<td>₹ 15,000.00*</td>
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<td>8</td>
<td>Diploma Certificate, Mark Sheet Fee</td>
<td>₹ 600.00</td>
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<td></td>
<td><strong>Total</strong></td>
<td><strong>Rs. 40175.00</strong></td>
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*Fee Inclusive of Service Tax

THE FEE WILL BE PAYABLE IN LUMPSUM OR IN TWO INSTALLMENTS.

In deserving cases, a student would be allowed to pay in two installments, the first being of Rs. 30,000 at the time of admission and the remaining amount by before the end of second month of the course.

REFUND OF FEES:

- 80% of the fee (excluding 1 & 6 mentioned above) before commencement of the classes, on written request.
- 75% of the fee (excluding 1 & 6 mentioned above) after commencement of the classes for those students who have not attended any class till the first week.
- No refund after 1st week.

THE FEE HAS TO BE DEPOSITED IN THE BHAVAN’S PREMISES

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Location</th>
<th>Timing</th>
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<tbody>
<tr>
<td>From Monday to Friday</td>
<td>In UCO Bank</td>
<td>10:00 am to 2:00 pm 2:30 pm to 4:00 pm</td>
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<tr>
<td></td>
<td>In Accounts Section</td>
<td>4:00 pm to 5:00 pm</td>
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<tr>
<td>On Saturday (except 2nd &amp; 4th)</td>
<td>In UCO Bank</td>
<td>10:00 am to 1:00 pm</td>
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OTHER INFORMATION

FACULTY
The faculty consists of outstanding professionals and eminent teachers of particular subjects. The idea of starting weekend courses was to working professionals at top posts who are free on Saturdays and Sundays.

LIBRARY
Bhavan has a Reference Library which does not issue books on loan. Facilities are provided to read the books and journals in the library itself.

ATTENDANCE
A minimum of 65% attendance at lectures is required.

PLACEMENT
The college will provide help in placement facility to the eligible students.

EXAMINATION AND PASSING STANDARDS
- **First Class**: A successful candidate scoring 60% and above will be placed in the I Class.
- **Second Class**: A successful candidate scoring 50% and above will be placed in the II Class.
- **Pass Class**: A successful candidate scoring 40% and above will be placed in the III Class.
- **Failed**: A candidate who scores less than 40% of marks in each written paper, in each head of internal assessment separately is deemed to have failed in the examination.

ADMISSION PROGRAMME
Admission would be on the first come first served basis. The classes would begin as notified in the advertisement.
Application Form is attached with prospectus.

CONTACT DETAILS
Bharatiya Vidya Bhavan
Sardar Patel College of Communication and Management,
Kasturba Gandhi Marg, New Delhi - 110001
Phone: (011) 23389942, 23382005
http://www.bvbdelhi.org

Analysis of the System
APPLICATION FORM FOR DIGITAL MARKETING

1. Name (in full) Mr./Mrs./Ms ____________________________
2. Father’s / Husband’s Name ____________________________
3. Nationality ____________________________
4. Date Of Birth ____________________________
5. Address for Communication ____________________________
6. E-mail ID ____________________________
7. Telephone No. ____________________________
8. Educational Qualification

<table>
<thead>
<tr>
<th>Examination Passed</th>
<th>Name of Board/University</th>
<th>Year</th>
<th>Division and Percentage</th>
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<tbody>
<tr>
<td>Sr. Secondary</td>
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<tr>
<td>Graduation:</td>
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<tr>
<td>B. A. / B. Com. / B. Sc. etc.</td>
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<tr>
<td>Post Graduation:</td>
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<tr>
<td>M. A. / M. Com. / M. Sc. etc.</td>
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EMPLOYMENT RECORD (IF ANY)

1. Name of the Organisation ____________________________
2. Designation ____________________________
3. Duration of Employment ____________________________
4. Salary ____________________________

I undertake to abide by all the rules and regulations of the Institute.

A copy of the Mark Sheet / Certificate of Graduation OR 10+2 is attached. Information given below is true and complete to the best of my knowledge.

Date: ____________________________
Place: New Delhi ____________________________

Signature of Applicant ____________________________
Best Digital Marketing Course in India

Internship Guaranteed. Assistance in Placement.

In association with

Gyanad.com
Digital Marketing Solutions

Enquiry contacts:
+91-8826294596 / 9810722468

Prospectus Price
Rs. 100/-