



Add On Course

On

Mastering Digital Marketing: Strategies for Success

Course Code: CC27/23/1/MDM:SS

Organised by

Department of History

and

IQAC, Al Ameen Memorial Minority College

AL AMEEN MEMORIAL MINORITY COLLEGE

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Add on Course Organising Committee

Patron	: Dr. Nurul Haque, Principal, Al Ameen Memorial Minority College
Course Co-ordinator	: Prof. Sayera Begum, Co-ordinator, IQAC, Al Ameen Memorial Minority College
Members	: Prof. Matin Ahmed, Prof. Dipankar Manna, Prof. Sk Asgar Ali, Tazuddin Ahmed, Benajir Khatun, Asadulla Khan
Faculty Member	: Prof. Shamsul Haque

Course Name	: Mastering Digital Marketing: Strategies for Success
Course Code	: CC27/23/1/MDM:SS
Course Duration	: 6 Month (January to June)
Date of Application	: 1 st Week of January
Class Start	: 1 st Week of February
Course Fees	: No fee is required for the course
Eligibility	: Students of UG level of our College
Mode	: Blended Mode
Seat Limit	: 50
Course Duration	: 40 Hours in 6 Month
Class Day	: Every Sunday
Class Time	: 11 A.M. to 1:30 P.M.
Examination Time	: 1 st Week of June
Result Publication	: 3 rd Week of June
Certificate Issued	: 3 rd Week of June

Methodology

- Theoretical and Practical Approaches.
 - Experience sharing
 - Students' Seminars
 - Project Work

Course Outcome

By the end of this course, students will have a comprehensive understanding of digital marketing to face the emerging challenges in the business/job market.

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Overview of the Syllabus

Class Duration: 4 hours for each module

Module 1: Introduction to Digital Marketing

Understanding the digital marketing landscape
Importance of digital marketing in today's business environment
Overview of key digital marketing channels and their roles

Module 2: Search Engine Optimization (SEO)

Fundamentals of SEO and its significance
On-page and off-page SEO techniques
Keyword research and optimization strategies

Module 3: Search Engine Marketing (SEM) and Pay-Per-Click (PPC)

Introduction to SEM and PPC advertising
Google Ads and Bing Ads platforms
Campaign setup, optimization, and performance tracking

Module 4: Social Media Marketing (SMM)

Overview of major social media platforms
Developing a social media strategy
Content creation, scheduling, and engagement tactics

Module 5: Content Marketing

Understanding the importance of content in digital marketing
Content planning and creation
Distribution strategies and measuring content performance

Module 6: Email Marketing

Basics of email marketing
Building an email list and segmentation
Crafting effective email campaigns and automation

Module 7: Digital Analytics

Introduction to web analytics tools (e.g., Google Analytics)
Key metrics and KPIs for measuring digital marketing performance
Analyzing data to optimize campaigns and strategies

Module 8: Integrated Digital Marketing Strategy

Developing a cohesive digital marketing strategy
Aligning digital marketing efforts with business goals
Case studies and real-world examples of successful digital marketing campaigns

Module 9: Emerging Trends in Digital Marketing

Exploring the latest trends and technologies in digital marketing
Future outlook and predictions for the industry
Adapting and staying ahead in a dynamic digital landscape

Module 10: Capstone Project

Applying knowledge and skills acquired throughout the course
Developing and presenting a comprehensive digital marketing campaign
Feedback and evaluation from instructors and peers.

Gradation: A=50-60%

A+=60-70%

O=70-100%

Assessment and Certification:

Theory and practical examination after each module.

Final Project: Solving a real-world computer-related problem.

Course completion certificate.

The examination pattern and marks distribution for the Add On Courses

Total Marks : 50 Marks

Theory Exam :30 = i. Multiple-choice questions (MCQs) : 30 marks(2marks for 15 questions)
ii. Project report/ Presentation : 10 marks
iii. Internal Assessment : 10 marks

This distribution allows for evaluating both theoretical knowledge and practical skills, along with assessing the student's consistency and engagement throughout the course.