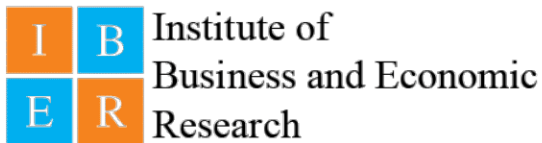


Institute of Business And Economic Research (IBER)
United International University



Course outline for

**PGD in Digital Marketing
(PGDDM)**



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Digital marketing is the component of marketing that uses internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. As digital platforms became increasingly incorporated into marketing plans and everyday life, and as people increasingly use digital devices instead of visiting physical shops, digital marketing campaigns have become prevalent, employing combinations of search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games have become commonplace.

Detail Outline:

Term I:

Course 1: PGDDM 101_ Introduction to Marketing

- Marketing and Digital Marketing
- The Marketing Mix – Product
- The Marketing Mix – Price
- The Marketing Mix – Place
- The Marketing Mix – Promotion
- Marketing Research
- Market Segmentation
- Internal and External Assessment
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- Setting Objectives and Strategies
- The Marketing Budget
- The Marketing Plan

Course 2: PGDDM 102_ Website Planning and Creation

- Niche and domain Selection and Planning
- Resource Collection
- Web Site Design and development

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Course 3: PGDDM 102_ Content and Email Marketing

- Web content writing
- Technical and Creative Writing
- Social media content creation
- Video content creation
- Email Marketing

Term II:

Course 3: PGDDM 201_ Search Engine Optimization (SEO)

- Practical SEO
- Local SEO
- Search engine marketing and Google ads

Course 3: PGDDM 202_ Social Media Marketing (SMM)

- Facebook Marketing and advertisement
- YouTube marketing
- Instagram Marketing
- LinkedIn Marketing

Course 3: PGDDM 203_ Data Analysis, sales funnel & monetization

- Web Analytics
- Strategy, Reporting and Scaling
- Sales funnel process and application
- Monetize your digital marketing knowledge
- Monetize your digital marketing knowledge