

Certificate Course in Digital & Social Media Marketing

Offered by Centre for Innovative Skill-Based Courses
Open Learning Development Centre, University of Delhi

Duration: 6 Months

Mode of Conduct: Offline

Structure: Theory + Practical + Live Projects + Case Studies

COURSE OVERVIEW

The Certificate Course in Digital & Social Media Marketing is designed to provide students with comprehensive knowledge of modern digital marketing strategies, tools, and platforms. The course covers the fundamentals of online marketing, search engine optimization, social media marketing, advertising, content marketing, analytics, and digital business strategies.

Students will gain practical experience through real-world projects, case studies, and live marketing exercises, preparing them for careers in digital marketing, freelancing, and online entrepreneurship.

COURSE OBJECTIVES

- To introduce students to the fundamentals of Digital Marketing.
 - To develop practical skills in SEO, Social Media Marketing, and Paid Advertising.
 - To train students in website creation and digital marketing tools.
 - To help students understand online business models and lead generation strategies.
 - To prepare learners for freelancing, digital entrepreneurship, and marketing careers.
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COURSE CONTENT

Module 1: Introduction to Digital Marketing

Topics

- Introduction to Digital Marketing
- Different Channels of Digital Marketing
- Importance of Digital Marketing
- Elements of Digital Marketing Strategy
 - Goals & Objectives
 - Target Audience
 - Competition Analysis
 - Platform Selection
 - Content Planning
 - Budget Allocation
 - Reporting
- Opportunities in Digital Marketing
- Future of Digital Marketing

Types of Digital Campaigns

- Brand Awareness Campaigns
- Lead Generation Campaigns
- Sales Promotion Campaigns
- Customer Service Campaigns
- Traffic Generation Campaigns
- Engagement & Remarketing Campaigns

Module 2: Website Creation & Planning

Buying Domain & Hosting

- Introduction to Domain & Hosting
- How to Select the Right Domain Name
- Booking Domain and Hosting

Website Creation

- Setting up Default WordPress Theme
- Introduction to WordPress Dashboard
- Uploading New Themes
- Page Creation
- Post Creation
- Menu Setup

- Adding SEO Plugins
 - Optimizing Posts for SEO
 - Linking Google Webmaster Tools & Google Analytics
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Module 3: Search Engine Optimization (SEO)

Introduction to SEO

- What is SEO
 - Introduction to Search Engines
 - How Search Engines Work
 - Importance of SEO
 - What SEO Includes
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Module 4: Keyword Selection & Mapping

- Importance of Keyword Selection
- Tools to Find Keywords
- Keyword Mapping

AI SEO Tools

- SurferSEO
 - SEMrush AI
 - Clearscope
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Module 5: Content Marketing & Copywriting

- Importance of Content Creation
- Using Keywords in Content
- Ideal Content Length

AI Copywriting Tools

- ChatGPT
 - Jasper
 - Copy.ai
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Module 6: On-Page SEO

- Meta Tag Optimization
- URL Optimization
- Anchor Text
- Image Optimization
- Heading Tags

Error Rectification

- Identifying and fixing SEO errors
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Module 7: Off-Page SEO

- Types of Links
- Importance of Link Building

Link Building Techniques

- Guest Blogging
 - PR
 - Q & A Websites
 - Document Submission
 - Social Sharing
 - Competitor Link Analysis
 - Local SEO
 - Bookmarking
 - Article / PDF / PPT Submission
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Module 8: SEO Practice Sessions

- Practical SEO Activities
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Module 9: SEO Site Maps

- XML Sitemap
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Module 10: Local SEO

- Introduction to Local SEO
 - Importance of Local SEO
 - How to Perform Local SEO
 - Monitoring Local SEO
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Module 11–12: Search Engine Marketing (SEM) / Pay Per Click (PPC)

- Introduction to PPC Advertising
 - Account Hierarchy
 - Keyword Targeting & Search Ads
 - Display Ad Networks
 - Campaign Analysis
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Module 13–17: Social Media Marketing

Social Media Optimization

- Introduction & Strategy
- Channel Management
- Tools
- Measurement & Reporting

Facebook Marketing

- Facebook Page Optimization
- Engagement Strategies
- Best Practices

Twitter Marketing

- Twitter Profile Optimization
- Engagement Strategies

LinkedIn Marketing

- LinkedIn Profile Optimization
- Network Building

Instagram Marketing

- Instagram Content Strategy
 - Growing an Instagram Account
 - Tips & Tricks
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Module 18–19: Social Media Advertising

Facebook Ads

- Traffic Ads
- Conversion Ads
- Lead Generation Ads
- App Install Ads
- Ad Reporting

Twitter & LinkedIn Ads

- Campaign Creation
 - Case Studies
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Module 20: Social Media Management Tools

- Introduction to SMO Tools
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Module 21–22: Email Marketing

- Importance of Email Marketing
- ROI and User Preferences
- Email Strategy Creation
- Writing Effective Emails

Tools & Techniques

- Bulk Email Tools
- Auto Responders
- Email Reporting & Analysis

AI Email Personalization Tools

Module 23–24: Content Marketing

- Inbound Marketing
- Content Strategy
- Content Promotion

Editorial Calendar

- Creating Content Calendars
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Module 25: Google Webmaster Tools

- Using Google Search Console
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Module 26: Google Analytics

- Introduction to Google Analytics
- Essential Reports
- Tracking Setup
- Filters & Segments

AI Analytics Tools

- GA4 Insights
 - HubSpot AI
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Module 27–28: Lead Generation

- Lead Generation Fundamentals
 - Lead Funnel
 - Landing Page Creation
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Marketing Automation

- Automation Tools
 - Lead Scoring
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Module 29–35: Google Ads

- Introduction to Google Ads
- Google Networks
- Campaign Structure
- Keyword Match Types
- Negative Keywords
- Search Ads
- Display Ads
- Mobile Advertising
- Video Advertising

AI Ad Optimization Tools

- Google Ads AI
 - AdCreative.ai
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Module 36–37: Google Certification & Adsense

- Google Ads Certification Guidance
 - Google AdSense
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Module 38–39: Affiliate Marketing

- Affiliate Marketing Fundamentals
 - Affiliate Networks
 - Strategy Development
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Module 40–42: Blogging & Content Monetization

- Introduction to Blogging
 - Blogging Platforms
 - Blog Marketing
 - Pro Blogging
 - Monetization Strategies
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Module 43–44: Video Marketing

- Importance of Video Marketing
- Types of Videos
- Video Promotion

Video Advertising

- Facebook Video Ads
 - Google Video Ads
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Module 45: Conversion Rate Optimization (CRO)

- CRO Fundamentals
 - Heat Map Analysis
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Module 46–47: Personal Branding

- Vision & Audience Definition
 - Online & Offline Branding
 - Press Coverage
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Module 48–49: Online Reputation Management (ORM)

- ORM Introduction
 - ORM Tools
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Module 50–52: Digital Marketing Strategy & Growth Hacking

- Viral Marketing
 - Growth Hacking Tools
 - Case Studies
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Module 53–55: Business Marketing

- Business Laws
 - Product Marketing
 - Live Product Promotion
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Module 56–59: Online Earning Methods

- Domain Marketing
 - Google DoubleClick
 - Coupon Code Marketing
 - Affiliate Platforms
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Module 60: Online Startup Strategy

- Idea Evaluation
 - Market Research
 - Customer Feedback
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Module 61–63: Marketing & Public Relations

- Marketing Fundamentals
 - Marketing Mix
 - PR Strategies
 - Press Releases
 - Newsletters
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Module 64: Digital Marketing Tools

- SEO Tools
- Social Media Tools

AI Scheduling Tools

- Buffer AI
 - Hootsuite AI
 - Canva AI
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Module 65: Freelancing Platforms

- Upwork
 - Freelancer
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Module 66–69: Industry Certifications

- Google Analytics Certification
 - Google Ads Certification
 - Facebook Blueprint Certification
 - HubSpot Inbound Marketing Certification
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Module 70: Career Development

- Resume Preparation
 - Video Resume
 - Interview Tips
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Module 71: Backup / Revision Sessions

Module 72: Feedback & Course Evaluation
