



**SLC (University of Delhi)  
Centre for Skill Development  
SHORT TERM /ADD ON COURSES**



## **CERTIFICATE COURSE IN DIGITAL MARKETING**

### **About the Course:**

It was started by Centre for Skill Development (CSD) in year 2020-21 in collaboration National Institute of Electronics & Information Technology (NIELIT), an Autonomous Scientific Society under the administrative control of Ministry of Electronics & Information Technology (MoE&IT), Government of India. Objective of the Course is to provide an in-depth training in use of Internet marketing. The course also helps the candidates to get acquainted with IT. After successful completion of the course students will be able to explore the role and importance of digital marketing in today's rapidly changing business environment.

### **Eligibility Criteria:**

1. Minimum eligibility is 10+2 (from any stream or subjects) with 45% aggregate.  
Or
2. Graduates from any recognized universities are also eligible.

### **Course Details:**

1. 2 Months (2 hours Class to be held thrice a week).
2. National Institute of Electronics & Information Technology (NIELIT) (An Autonomous Scientific Society under the administrative control of Ministry of Electronics & Information Technology (MoE&IT), Government of India).
3. Minimum number of students in each batch of course: 20  
Maximum number of students in each batch of course: 50

### **Important Dates:**

Registration begins in the last week of May every year.

Commencement of course: First week of September.

### **Registration details:**

The non-refundable registration fee of INR 100/- is to be made at

A/c Name: SHYAM LAL COLLEGE MISCELLANEOUS A/C

A/c No. : 1247800135

IFSC Code: CBIN0283941

MICR Code: 110016147

Bank: Central Bank of India

### **Documents required at the time of registration:**

1. Copy of class 12<sup>th</sup> mark sheet or Graduation Degree/Mark sheet.
2. Screenshot of payment of registration fee of INR 100/-.

**Link to register:** <http://bit.ly/Add-encourses23>

### **Fee Structure:**

INR 4000/- (including GST) for 2 months.

### **Guidelines:**

1. Admission is on a First come First Serve Basis for the students meeting the eligibility criteria.
2. Online Registration Forms and details are available on the college website.
3. One-time registration fee of INR100/- is payable for Registration (non-refundable).
4. Students may enroll in two short-term courses at the same time, as well as any one Certificate/Diploma/Advanced Diploma course in addition to one short-term course.
5. Students who are willing to do more than one course must fill out a separate form for each course opted (**registration fee needs to be paid only once**).
6. For any query Email us at [csd@shyamlal.du.ac.in](mailto:csd@shyamlal.du.ac.in)
7. Classes for the courses will be conducted in physical mode at Shyam Lal College, from 2:00 PM onwards.
8. An amount of INR1000/- will be deducted if admission is cancelled. No refund will be allowed after July 31, 2024.

*Note: Commencement of a course is subject to admission of minimum number of students.*

*After registration, candidates shortlisted for admission will be notified of further admission details on their registered email addresses through the official CSD email address: [csd@shyamlal.du.ac.in](mailto:csd@shyamlal.du.ac.in) within 15 days of submitting online registration form.*

### **Course Curriculum**

# **Fundamental Course in Digital and Social Media Marketing**

**Duration (In Hours):** 30 Hours/3Weeks (@ 2 hours Daily)

## **Course Contents**

### **Unit 1: Digital Marketing Overview**

Basic of Online Marketing, Difference of Internet Marketing vs Traditional, Marketing, Google Trends Domain Registration and Hosting Business promotions using internet marketing

### **Unit 2: Web Design & Development & Overview of Social Media Marketing**

Web Page Basics: What is HTML, Basic HTML Tags to create a web page, HTML Tags for SEO, Defining and Implementing the Social Media Plan, Domain optimization, Meta tags Optimization and Content Optimization

### **Unit 3: Search Engine Optimization**

Overview of SEO, Working of SEO, Types of SEO, SEO ON PAGE, SEO OFF PAGE, Google Keyword Planner, Keyword Research and Understanding and How To create Blog and optimizing

### **Unit 4: Facebook Marketing**

How to create a Facebook Page to grow your business, How to create an ad on Facebook, Target website visitors, Facebook fans or email subscribers Custom Audiences, Target people who are like your existing customers with Lookalike Audience, Drive Ecommerce Sales with Dynamic Ads & Collection Ads, Growing App with App Install & Engagement Ads

### **Unit 5: Youtube Marketing**

Create YouTube channel, Growing brand with a YouTube channel, Post and optimize videos with titles, descriptions etc, Create clickable thumbnails and YouTube Monetizations