

4. ADVERTISING & DIGITAL MARKETING

Sr. No.	Unit
1	<p>Introduction to Advertising and digital marketing</p> <ul style="list-style-type: none">• Introduction• Definition of advertising & digital marketing• Features of advertising• Importance of advertising• History & evolution of digital marketing• Benefits of digital marketing• Types of digital marketing• Types of online process• Keywords• Exercise
2	<p>Advertising and communication</p> <ul style="list-style-type: none">• Introduction• Image• Audience• Message development• Advertisements, public relation and selling• Customer service• Keywords• Exercise
3	<p>Advertising design</p> <ul style="list-style-type: none">• Introduction• Video, commercial ads• Display advertisement• Social media ads• Direct mail• Outdoor ads• Email marketing• Event advertising• Newspaper & magazine ads• Keywords• Exercise
4	<p>Advertising Budget</p> <ul style="list-style-type: none">• Definition• Advertising budget basis• Process of creating advertising budget• Advertising budget methods• Factors affecting advertising budget• Strategies• Advantages• Importance of advertising budget• Keywords• Exercise

5	Advertising Media planning <ul style="list-style-type: none"> • Introduction • Changing nature of media • Changing nature of consumer • Changing nature of effectiveness • Changing industry structure • Keywords • Exercise
6	Working of ad Agency <ul style="list-style-type: none"> • Meaning of advertising agency • Role of advertising agency • Type of advertising agency • Keywords • Exercise
7	Digital marketing media <ul style="list-style-type: none"> • Introduction • Type of digital media marketing • Digital marketing demo • Difference between digital media & digital marketing • Keywords • Exercise
8	Search engine optimization <ul style="list-style-type: none"> • Introduction • Search engine optimization process • Benefits of search engine optimization service • The elements of seo-marketing • Keywords • Exercise
9	Social media marketing <ul style="list-style-type: none"> • Introduction • Marketing efforts to improve social media • Benefits of social media marketing • Social media marketing statistics • Social media marketing strategy • Creating your social media marketing • Social media marketing tips • The best social media marketing platform • Social media marketing course • Social media marketing service • Keywords • Exercise
10	Introduction to web analytics <ul style="list-style-type: none"> • Introduction • Type of web analytics • Metrics of web analytics • Keywords • Exercise