

Digital Marketing Course Online Document



Course Offer till Eid ul Azha 2019

- Course fee 40,000 6,000 BDT for registration till Eid ul Azha 2019 or until batch of 6 students fills up
- 2 hour per class
 - 1 hour theory
 - 1 hour internship

Course Description

Digital platform grows globally and locally. More and more consumers are shifting towards digital platform and hence companies need to understand, acquire, make retention of this growing market which is why students of ecommerce need to understand digital marketing. This course examines the integration of the Internet in an organization's marketing strategy.

Course Objectives

After completing the course, students are expected to acquire the following knowledge and skills:

- Knowledge of Internet as a growing platform to reach consumers
- Skills to use SEO
- Skills to conduct digital marketing online on social sites such as Facebook, Google YouTube.
- Skills to create a client's requirement based website
- Skills to use Google AdWords
- Skills to create business pages & ads on Facebook

You will meet the outcomes listed above through a combination of the following activities in this course:

- Attending 100% classes
- Participate in classes
- Successfully complete all intern works
- Complete All assignments

Week	Class	Topic	Activity
1	1	Internet	Activity 1 on Internet Search
	2	Website	Activity 2 on Website Design & Development
	3	Google SEO	Activity 3 on Google SEO
2	4	Practice	Activity 4 Practice
	5	Adwords	Activity 5 on Google SEO
	6	Google My Business	Activity 6 on Google My Business
3	7	Email	Activity 7 on Email
	8	Facebook	Activity 8 on Facebook
	9	Analytics	Activity 9 on Analytics
4	10	Exercise	Activity 10 on Exercise
	11	Practical Work	Final Activity 11 on practical work
	12	Practical Work based exam	Activity 12 of Practical Work based exam