



Ramaiah University of Applied Sciences

Certificate Program in Digital Marketing

The dramatic increase in the use of internet, mobile & smart phones has led people to search for information, compare products and services, and purchase on internet space. This has also led to increased usage of social media like Facebook, Twitter, WhatsApp etc. through which people communicate with one another to seek and provide reviews about products and services. Much of the marketing happening on the internet space has led companies to adopt and practice internet marketing to a very large extent. This in turn has led lot of job opportunities in internet marketing.

Objectives:

- Understand Digital Marketing as a Strategy
- Apply the concepts of SEO and Paid advertisements – Google Ad words
- Apply the concept of Email Marketing
- Enable the website for Marketing
- Set up the practice of Social Media Marketing
- To apply the concepts of Digital Analytics and understand ROI



Day Morning(10AM to 1PM) Afternoon(2PM to 5PM)

1	Introduction to Digital marketing	Search Engine Optimization (SEO)
2	On and Off Page – SEO	Google Ad words and Display Advertisements
3	Design of website for marketing	Design of website for marketing
4	Email Marketing, Viral Marketing	Social Media Marketing Mobile Marketing
5	Project Presentations	Project Presentations

Course Faculty

Dr. H S Srivatsa

Mobile No: 9901752702

Fees:Rs.12000/-

Note:

- Prior Coding knowledge like HTML and other languages are not required
- Analytics and ROI will be covered as the session progresses

Who can attend ?

- Graduates and Postgraduates from appropriate disciplines
- Individuals seeking career opportunities in the digital Marketing domain

Directorate of Training and Lifelong Learning

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