



INSTITUTE OF DIGITAL MEDIA TECHNOLOGY

CENTRE FOR DIGITAL TECHNOLOGY EDUCATION

DIGITAL MARKETING APPLICATIONS

A Digital Marketing Applications Specialist is a technology based marketing support Professional. The DMA Professional is conversant with various digital engineering, technologies & marketing platforms (such as a Web Technologies, Email System, CMS (Content Management System) and other software applications) for the purpose of achieving marketing business goals. It is a hybrid role (Techno-Marketing) involving both technology and marketing knowledge. The needs for digital marketing engineers have arisen as a result of marketing becoming reliant on increasingly sophisticated Internet technology.

PROGRAM	03 - DMAAP	DIPLOMA
KEY SKILLS	MODULE- I	MODULE- II
	PAPER I : INFOCOM TECHNOLOGY PAPER II : WEB TECHNOLOGY	PAPER III : DIGITAL MARKETING PAPER IV : PROJECT WORK
DURATION	06 Months (Weekly 3 Days - 2 Hrs per Day)	
ASSESSMENTS	Modular (After completion of each module)	
CAREER	After completion this program students can work as:	
	<ul style="list-style-type: none"> Freelancer Digital Marketer Content Manager Digital Marketing Applications Specialist 	<ul style="list-style-type: none"> Digital Content Writer Online Marketing Consultant Affiliate Marketing Manager

SYLLABUS

PAPER I - INFOCOM TECHNOLOGY

- Introduction to Communication Theory
- Introduction to Information Technology
- Learning Windows 10
- Using Internet
- Creating Email Accounts
- Sending & Receiving Emails
- Introduction to Microsoft Word

- Understanding the Adobe Acrobat Document

PAPER II - WEB TECHNOLOGY

- Introduction to Web Technologies
- Server & Clients Concepts
- Downloading & Installing XAMPP Server
- Understanding CMS for Marketing Professionals
- Uploading & Downloading Files using FTP

- Hosting the Website with a HSP
- Signup Facebook, Twitter & LinkedIn Accounts

PAPER III - DIGITAL MARKETING

- Introductions to Marketing
- Fundamentals of Marketing Channels
- Digital Marketing Strategies
- Fundamentals of Brand Building & Brand Equity
- Starting with the Website
- Foundations of Analytics
- Content Creation & Management
- Search Engine Optimization

- Search & Display Marketing
- Social Media Marketing
- Email Marketing
- Mobile Marketing
- Content Marketing
- Fundamentals of Blogging
- Making a Viral Marketing Strategy
- Freelance Marketing Management

PAPER IV - PROJECT WORK

- Project Submission