

ELEARN PROGRAMMING

Digital Marketing Syllabus

Though the actual course offerings for Digital Marketing courses will mainly differ as per the program level as well as institution, there are certain core subjects that are covered in such programmes at all levels. Here's a list of major subjects included under Digital Marketing course syllabus:

- Introduction to Digital Marketing
- SEO Optimization
- Introduction to CRM
- Email Marketing
- Competitor and Website Analysis
- Market Research & Niche Potential
- Content Creation, Management & Promotion
- Introduction to Web Analytics
- Mobile Marketing
- Social Media Marketing
- Digital Marketing Budgeting, Planning & Forecast
- Digital Marketing Project Management
- Product Marketing (Facebook, Instagram, Google Ads)
- Affiliate Marketing
- Website Data Analytics
- Paid Ads Optimization Strategies
- Neuro-Marketing Fundamentals

Digital Marketing Course Syllabus: Diploma & Certification Courses

A certification or diploma in Digital Marketing mainly familiarises students with its basics and fundamental components, techniques and tools. It aims to impart the learner with the key features of Digital Marketing, Search Engine Optimization (SEO), Video Marketing, E-mail Marketing, Budgeting, Planning, etc. Take a look at the comprehensive Digital Marketing course syllabus for diplomas and certifications:

Subjects

Syllabus

ELEARN PROGRAMMING

Introduction to Digital Marketing

Principles of Digital Marketing; Digital Marketing Channels; Tools to Create Buyer Persona; Competitor Research Tools, Website Analysis Tools, etc.

Content Marketing

Content Marketing Concepts & Strategies; Planning, Creating, Distributing & Promoting Content; Optimize Website UX & Landing Pages; Measure Impact; Metrics & Performance; Using Content Research for Opportunities, etc.

Social Media Marketing

Introduction; Major Social Media Platforms for Marketing; Developing Data-driven Audience & Campaign Insights; Social Media for Business; Creation & Optimization of Social Media Campaigns, etc.

Search Engine Optimization

Search Engine Optimization Fundamentals; Keywords and SEO Content Plan; SEO & Business Objectives; Writing SEO Content; On-site & off-site SEO; Optimize Organic Search Ranking, etc.

Web Analytics & Google Analytics

Google Analytics Tools; Web Analytics Tools, etc.

E-mail Marketing

Effective E-mail Campaigns; E-mail Plan; E-mail Marketing Campaign Analysis; Measuring Conversions & keeping up, etc.

ELEARN PROGRAMMING

Web Design	Web design, optimization of websites; Publishing a basic website; User-centred Design and Website Optimization; Design Principles and Website Copy; Website Metrics & Developing Insight, etc.
Introduction to CRM	Fundamentals to CRM; CRM Platforms; CRM Models; CRM Strategy, etc.
Video Advertising	Basics of Video Advertising; Creating Video Campaigns; Measurement & Optimization; Creating & Managing a YouTube Channel; Targeting Video Campaigns, etc.
Digital Marketing Budgeting	Digital Marketing Budget & Plan; Resource Planning; Cost Estimating; Cost Budgeting; Cost Control

Digital Marketing Course Syllabus: Bachelor's Level

Every undergraduate-level program constitutes the general basics of the academic discipline. Similarly, the Digital Marketing course syllabus at the bachelor's level comprises of varied foundational concepts from SEO to E-mail Marketing and Marketing Automation. Here is a table that elucidates some of the major subjects under an undergraduate-level Digital Marketing program:

Subjects	Details
SEO Foundation	Definition, essential tools, strategies, how to use SEO for different search engines, etc.

ELEARN PROGRAMMING

Content Marketing	SEO and content writing, various content marketing strategies.
E-mail Marketing	Evolution of email, developments and advancements in E-mail Marketing, mapping industry trends, eliminating spam messages, etc.
Mobile Marketing	Difference between mobile advertising and marketing, utilising mobile marketing for sales promotions, online applications, etc.
Pay-Per-Click	Understanding different types of PPC, creating compelling search ads and understand how keywords and search queries work together to display and create advertisements.
Conversion Optimization	What is AIDAS and its role; website optimization; what visitors want to see on the website; how to optimize key element and increase the effect of landing on a particular page.
Digital Analytics	Evolution of Digital Analytics, information about end-to-end customer experience, analyst's influence on business, role as a change agent, etc.

ELEARN PROGRAMMING

Marketing Automation	How to reduce time in converting the lead into a sale, how additional triggers are used to build a conversation with clients and customer and increasing revenue.
Programmatic Buying	How programmatic buying works in contrast with the traditional marketplace, managing ad frauds with the help of big data and machine learning.
Digital Marketing Strategy	Finding the right mix of different channels and managing and measuring the effectiveness of the strategies.

For Master's Level Courses

After having an idea about what digital marketing is, the students can delve deeper into the foundational concepts through a postgraduate program. The following table enlists the varied concepts constituted under the digital marketing course syllabus at the master's level like [MBA in Digital Marketing](#):

Subjects	Details
Digital Marketing Foundation	Difference between inbound and outbound marketing strategies, using several tools to create a buyer persona

ELEARN PROGRAMMING

Competitor and Website Analysis	Techniques for facilitating competitor research using website analysis tools and establishing a unique selling proposition
Market search & Niche Potential	Carrying out research to understand how the market works, how to use different tools for performing market research
Website Design using WordPress CMS	Developing a connection with website users, tools to create a lead magnet for your business site, using speed improvement tools for mapping websites.
Content Creation and Promotion	Latest trends in digital marketing, content consumption, funnelling the content, content mapping, along with how to creating content for social media platforms and websites.
Search Engine Optimization (SEO)	Advance-level SEO strategies like SEO reporting, link building tools, back analysis tool, keyword research tool, technical SEO tool.
Website Data Analytics	Measuring digital marketing strategies, undertaking business analytics along with tools for probing website data like web and google analytics

ELEARN PROGRAMMING

Let us explore some of the core digital marketing course syllabus

SEO

Have you ever wondered how some websites are ranked on the first page of Google and others on different pages? One of the main reasons for this is because content uses search engine optimization. SEO helps in increasing the quality of content and also increases website traffic. Digital marketing course syllabus of topic SEO includes:

- Know everything about SEO
- History of SEO
- Growth of SEO
- On-Page Optimization
- Off-Page Optimization
- Keywords
- Google Adwords

Social Media Marketing

Growing your business through social media is a great way and helps in promotion and branding as well. With the help of social media brands and organizations are able to connect with their customers, increase profits, and also helps in increasing website traffic. Digital marketing course syllabus of topic Social Media Marketing includes:

- What is social media marketing?
- Blogging/ Vlogging
- Social Media Networking
- Content Creation and Sharing the Content

Content Marketing

The form of marketing that focuses on content creation, publishing on digital platforms, promotion, and distribution of content to reach the target audience. The purpose of content marketing to attract a specific audience. Content marketing contributes to maintaining the digital presence of the organization, promotion, and branding, increasing sales, etc. Digital marketing course syllabus of topic Content Marketing includes:

- Article and blog writing
- Promotion and Branding
- Blogging

ELEARN PROGRAMMING

- Content marketing tools and systems