

Program Outcomes:

- [PO.1]. Integration of various areas of Digital Management, in the context of globalization
- [PO.2]. Develop digital skills and have global awareness
- [PO.3]. Develop Entrepreneurial Skills

Program Specific Outcomes:

- [PSO.1] Ability to synthesize the information from various areas of Digital marketing concepts like SEO, SEM etc. and make sound business decisions accordingly.
- [PSO. 2] Demonstrate ability to analyze the business problems and adopt a specific tool for the same.
- [PSO. 3] Ability to work with people from diverse cultures and with different working styles
- [PSO. 4] Ability to communicate effectively using various digital marketing tools.
- [PSO. 5] To gain the smartness and ability to identify the factors affecting international Business and also understanding the global digital connection.
- [PSO. 6] Ability to acquire skills to be 'Job Providers'

Course Outcome:

- Understand the concept of using Digital and Social Media as the tool for marketing communication.
- Understand digital marketing techniques employing search engines for firm's marketing activities.
- Understand digital marketing tools for managing digital campaign

Course Content:

- **Module 1:** Introduction to Digital and Social Media Marketing (6 Hrs)
- **Module 2:** Search Engine Optimization and Search Engines Paid Marketing (6 Hrs)
- **Module 3:** Online Display & Video marketing (6 Hrs)
- **Module 4:** Social Media Marketing (6 Hrs)
- **Module 5:** Customer Engagement Strategy (6 Hrs)

Course fee: Rs 100/-



ARKA JAIN
University
Jharkhand (Jamshedpur)

Short-term Certification Course in

Digital and Social Media Marketing





COURSE DEVELOPERS:

Dr. Charu Wadhwa & Prof. Sonal Shrivastava

COURSE LOCATION:

ARKA JAIN University, Jharkhand and online (Google Meet)

COURSE DURATION:

30 Hours

COMMENCEMENT DATE:

29 January, 2022

BATCH NO:

First

MASTER CLASSES EXPERTS:

A unique blend of Industry Experts and Academic Experts

BLENDED LEARNING:

On-Campus & Online Modules

WHO CAN ENROLL? :

Faculty, Staff and Students of ARKA JAIN University, Jharkhand

Process of Enrollment and Certification:

Interested candidates will fill the Enrolment form by downloading the same from the website of ARKA JAIN University and submit the Form to the Course Head. After successful registration, the participants will attend the 30-Hours course, in which 70% attendance will be mandatory. At the end of the each Module, the participant will be submitting an Assignment each and at the end of all the modules, there will be an Assessment Paper. In order to qualify for receiving the Certificate, the participant must submit atleast 4 Assignments out of 5 and obtain minimum of 70% marks in the Assessment Paper. After successful submission of Assignments and Assessment Paper, the Certificate from ARKA JAIN University, Jharkhand, will be awarded to the participant.

Who is the program for?

Candidates aspiring to learn the trending ways of using Internet, Search engines and Social Networking Websites for the purpose of branding and are looking to join as Social media professionals in their career.

Course Objectives:

- The learning objectives of this program are:
- To understand the difference in 'engagement' element of 'Digital marketing' and 'Advertising'.
- To understand how digital technology or media can impact firm's tactical marketing activities and drive firm's performance.
- To understand how to apply different digital marketing techniques.
- To manage search engine optimization and apply for effective digital marketing.

To accomplish above objectives, participants will be exposed to different digital marketing techniques (e.g., search engine marketing, social media, mobile marketing, and content management, etc) during the course. Through this program, participants will be able to understand the significance and effectiveness of digital marketing and most importantly they will understand how is Social media marketing different from advertising.

